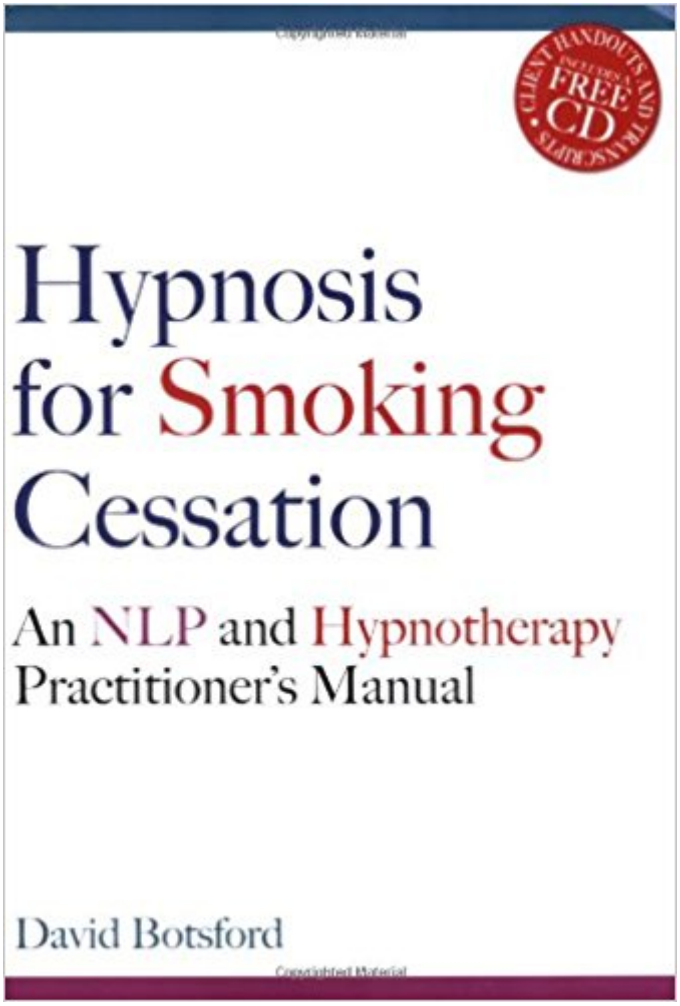
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# Hypnosis For Smoking Cessation: An Nlp And Hypnotherapy Practitioner's Manual




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## Synopsis

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 hypnotherapist's 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.

## Book Information

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## Customer Reviews

David Botsford has written a book which is of superbly high standard. He challenges us to see the smoking issue against a wider backdrop and to see that our own work extends outside the actual session of hypnotherapy. The whole work is insightful and is one of the most valuable reference

manuals that I have ever come across. I would say that this is an essential addition to the bookshelf of every hypnotherapist. This will soon be regarded as the best book available in this field. It certainly deserves to be given this distinction. --David Slater, BA, DHyp, Clinical Hypnotherapist and CounsellorStarting with the basics of trance, the book covers every conceivable aspect of smoking cessation; from home visits to corporate seminars, from satisfaction guarantees to self-hypnosis, and from marketing to marijuana, this book attempts to be the definitive practitioner manual on the subject. And a very good job it does too. The author's central message is that it is not enough to simply hypnotize a client and give them suggestions to become a non-smoker; rather, the hypnotherapist must also equip the client to deal with situations they might face in the future. The author draws from a diverse spectrum of techniques - from Ericksonian Hypnotherapy, NLP, Stress Management and Cognitive Therapy to Yoga and the Hawaiian Kahuna. --Rob Woodgate, Editor, The Hypnotherapy JournalFrom individuals to groups - to corporate training - this book provides the whole "smoking cessation" experience, puff by puff , thought by thought. There are bags of suggestions, pages of "what if ... " answers and many inspiring inductions. There is even a 55 point check list for the therapy session and a tips for success list. The manual makes fabulous use of metaphors to demonstrate the smoking habit and the creation of a new habit of non-smoking. It applies logic to an illogical behavior and if you ever doubted NLP and Hypnotherapy for smoking cessation then you simply have to read this book! --Tom Barber, Principal Tutor, Contemporary College of Therapeutic StudiesStarting with the basics of trance, the book covers every conceivable aspect of smoking cessation; from home visits to corporate seminars, from satisfaction guarantees to self-hypnosis, and from marketing to marijuana, this book attempts to be the definitive practitioner manual on the subject. And a very good job it does too. The author's central message is that it is not enough to simply hypnotize a client and give them suggestions to become a non-smoker; rather, the hypnotherapist must also equip the client to deal with situations they might face in the future. The author draws from a diverse spectrum of techniques - from Ericksonian Hypnotherapy, NLP, Stress Management and Cognitive Therapy to Yoga and the Hawaiian Kahuna. --Rob Woodgate, Editor, The Hypnotherapy JournalFrom individuals to groups - to corporate training - this book provides the whole "smoking cessation" experience, puff by puff , thought by thought. There are bags of suggestions, pages of "what if ... " answers and many inspiring inductions. There is even a 55 point check list for the therapy session and a tips for success list. The manual makes fabulous use of metaphors to demonstrate the smoking habit and the creation of a new habit of non-smoking. It applies logic to an illogical behavior and if you ever doubted NLP and Hypnotherapy for smoking cessation then you simply have to read this book! --Tom Barber, Principal Tutor, Contemporary

College of Therapeutic Studies

David Botsford is a clinical hypnotherapist with a practice in Harley Street, London, where he works particularly in the areas of personal growth, emotional well-being and smoking cessation. He trained with the National School of Hypnosis and Psychotherapy, and became an NLP Practitioner with McKenna-Breen. He is a member of the National Council for Hypnotherapy and contributes to the Hypnotherapy Journal.

Simply put, this resource is awesome! My efficacy as a hypnotherapist has improved exponentially since I read this book. It really outlines how to build and use the positive resources within a client, as well as dealing with every roadblock along the way. Very clearly written. I have used many of the techniques in this book for other issues as well with amazing success. Thank you!

I heartily recommend this book to all of my hypnotherapist colleagues who support clients creating a tobacco-free future for themselves and their loved ones. It is a thorough and generous text -- Mr. Botsford shares a vast experience and thoughtful reflection on most issues that might be encountered. He clearly also knows his theoretical stuff, and places his approach and guidance in the context of Erickson, Yapko, Hilgard, Bandler, Grinder, and other hypnotherapeutic/NLP luminaries. He even includes a CD with his handouts and transcripts, so the reader/practitioner doesn’t have to re-create them. A wonderful resource!

Very interesting book, easy readingI would recommend this

This is a well researched book that provides a practical outline. A must read for students wishing to learn more about the field of hypnotherapy.

Worth every penny! This book is THE book if you are a hypnotherapist looking to give smoking cessation sessions. I use it all the time.

The book provides several good scripts for new hypnotherapists. I have successfully used some scripts with several of my clients.

Good book for those interested. It covers the subject very thoroughly. I have been doing hypnosis

for smoking cessation for years and could have written the book myself and could not have done a better job.

This book is an excellent guide for practitioners to develop all the elements needed to foster success in clients who wish to stop smoking. It promotes a flexible approach in which the therapist is attuned to the client's needs and subjective cognitive structures. The hypnotherapist is guided to use every detail of interaction with clients to build positive expectation and empowerment of clients to see themselves as non-smokers and believe that therapy will be successful. This book includes a CD and client handouts that can assist the therapist in applying what is taught in this manual. I found this book to be very thorough and well-thought out. It seeks to help you prepare clients to build resources that enable them to remain non-smokers even when faced with future stressors or triggers that might make vulnerable individuals relapse. I would highly recommend this book to other professionals and even will suggest this book to laypersons who wish to apply this great collection of insights and information to their own efforts to quit smoking.

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