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CLEAR THINKING

from Uncommon Knowledge

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Psychology for success, health and happiness

Apr 2007

Sent only to subscribers

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In this month's Clear Thinking...

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Hi

Spring is in the air in the northern hemisphere, and spring is in our step!

Our new online hypnotherapy training is in full swing, with enthusiastic students enjoying the combined benefits of teleconferences, live forums, DVD recordings and personal attention from our tutors to help them on their way. The next course launches in May and you can reserve your place here:

<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

We've been inspired throughout the history of Uncommon Knowledge by the example of American hypnotherapist Milton Erickson. A new book produced by his family allows an intimate look at the life of this remarkable man, and we could not resist including our own review. We hope he will inspire you as much as he has us.

Speaking of inspiration, you can't fail to note the theme of this issue's inspiring quote and wonder if we

are pulling your leg. But no. What we'd really like you to do is consider the connection between the startling information about the power of confidence and the route to finding inspiration in your own life.

Enjoy Clear Thinking!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge Ltd

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Early bird discount ends April 19th

Learn Uncommon hypnosis online with Mark Tyrrell and Jill Wootton. To benefit from the 25% discount, book today:

<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

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1: Review: Milton Erickson, MD: An American Healer

A new 'movement', whether religious, psychological or scientific, seems to go through certain predictable stages.

First, you have the creative impulse emanating from an often lone genius. These figures are brave and farsighted enough to think and act 'outside the box'. They have to fight against the narrow dogma, fixed ideas and formulaic practices of their time.

Next, their ideas are 'discovered'. People enthusiastically wish to learn from them and to emulate their talents. But after a time, perhaps when the original genius has passed on, the ideas themselves begin to slide into dogmatic, fixed and concrete formulas. People turn their approaches into fixed 'systems'. Creativity and uniquely tailored approaches (based on universal principles) are replaced by 'one size fits all' techniques.

At this point, things have come full circle. Now it

may take another creative genius to bring fresh and new insight into a field that may, through the chains of habit, have lost its way...

You can read the rest of this review online at http://www.uncommon-knowledge.co.uk/book_review/american-healer.html

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2: Startling Statistic: The Power of Confidence

It's long been known that a person's beliefs can affect their physical and healing responses. If people believe a sugar pill is a powerful pain killer, then the pain may evaporate. When people have a vested belief and confidence in a pain killer, then on taking it they may feel instantly relieved even though they are meant to take around 30 minutes to work. But people themselves can be 'placebos' – or rather, how people display their confidence in something.

Way back in 1978, two researchers (Steven Gryll and Martin Katahn) studied the placebo influence on the painfulness of dental injections. Two groups of patients were given the same placebo pill before a dental injection, but were given different messages about how effective the pill was.

The first group were told that this was a new drug that the dentist himself found extremely fast working and effective in diminishing a patient's tension, anxiety and sensitivity to pain. They were also told that the 'drug' had no side effects and was effective almost instantly.

The second group were told that although the 'drug' was new and helped reduce tension, anxiety and pain sensitivity in some people, the dentist himself had found it not to be very effective. He also stated that it was harmless and if it did work would work almost at once.

Predictably, the placebo pill was much more effective with the first group – the message here had been one of confidence rather than doubt in the pill (which we must remember is just sugar after all).

Confidence was the key. The warmth or coldness of the delivery of the message made no difference, nor (more surprisingly) did the status of the person giving the

suggestion. For example, if the dental assistant made the same suggestion, it was just as effective as the dentist himself making the suggestion.

So people will believe in you more if you appear self confident – you will become your own placebo!

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3: Inspiring Quote: Inspiration

“We should be taught not to wait for inspiration to start a thing. Action always generates inspiration. Inspiration seldom generates action.”
Frank Tibolt, US author, 20th century

“You can’t wait for inspiration. You have to go after it with a club.”
Jack London, US author, 1876 – 1916

Inspiration does come along, seemingly out of the blue sometimes, but it rarely comes unbidden. As a rule it needs to be invited in. And the best way to do this is to begin the task cold.

Wait around for inspiration to happen and you’ll be waiting forever.

Lack of inspiration can be used as an excuse not to start something, but it is not often a valid excuse, it is usually only by starting something that you kick-start inspiration. ‘Necessity is the mother of invention’.

What about you?

Have you ever put anything off because you’re waiting for the inspiration to start something?

What happened? Or are you still waiting?

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That's all for this month -
we hope you enjoyed it and we'll see you next

month!

Roger Elliott & Mark Tyrrell
Uncommon Knowledge

P.S. We'd also love to meet you online, so if you would like to attend our Hypnosis Unwrapped training, book your discounted place here:

<http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

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