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## CLEAR THINKING

from Uncommon Knowledge

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In this month's Clear Thinking...

- 1: Master Series: Hypnotic Confusion
- 2: Article: Are you using protection?
- 3: Inspiring Quote: Let your light shine

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Hello

And so another roller coaster year goes by and we take a deep breath and get ready to take the plunge into 2009.

It's bound to be an exciting year, is it not? It feels like the whole world is waiting with bated breath. Where will the economic hurricane currently blasting the planet take us? What dramatic changes might we have to face? Who is best placed to face the challenges that are ahead?

Well, we think we can answer that pretty confidently!

People who have taken our online training courses, that's who!

\*\*\* 25% discounts available when you book today \*\*\*

We can't predict the future, but we will stake a lot on the survival chances of people who have well developed 'sailing' skills. People who can 'trim their sails to the wind.' People who know how to stay steady when things get rocky. People who know how to be flexible, adaptable, and creative. People who are ready to learn and use new skills. People who know how to look after their physical and emotional well-being. People who know how to look after the physical and emotional well-being of others. People who know how to

maintain their resolve and never give up. People who can see the funny side of life and maintain their perspective. People who can effectively lead and influence others in a positive direction.

Now you might think that our online training is all about learning and improving your skills as a hypnotherapist, and you are right. We aim to ensure that our course participants get the very best training, underpinned by the most up-to-date psychological understanding. We aim to teach the most effective hypnotic techniques for helping people make life-enhancing changes quickly and easily.

Hypnosis Unwrapped is the best online introduction to using hypnosis therapeutically that you can find anywhere. Even if you know very little about hypnosis when you start, by the end of the course you will have a thorough grounding in the psychology of the unconscious and how to direct this to help people get their fundamental needs met in healthy and satisfying ways.

\*\*\* 25% off Hypnosis Unwrapped when you book today \*\*\*

You can sign up here: <http://www.uncommon-knowledge.co.uk/training/online/hypnosis-1.html>

And Precision Hypnosis is the best online advanced hypnosis course that you can find anywhere. This course is for therapists who already have a good grounding in the basics, and who want to hone their influencing skills to an even higher level so they can more effectively help even more people.

\*\*\* 25% off Precision Hypnosis when you book today \*\*\*

You can sign up here: <http://www.uncommon-knowledge.co.uk/training/online/precision-hypnosis.html>

But it's not just about becoming the best hypnotherapist you can be. Even if you never saw another official 'client', you will have imbibed and absorbed insights, techniques, processes, perspectives and knowledge which will dramatically enhance your own 'sailing' skills as you navigate the ocean of life and stand you in good stead whatever comes.

And that's going to be invaluable.



make sense of in the maelstrom are likely to affect you more strongly than usual – so if these words can be interpreted as suggestions, this is probably how you will respond to them. This is a rule of human nature. If something is scarce we value it more highly, and when we get it, we grab hold of it and we use it. When water is scarce it becomes more valuable to us and we don't waste a drop when we get it.

It's the same with clear meaning if it suddenly becomes scarce. Consider the confusion elicited when a stage show hypnotist tips back a subject unexpectedly. Confusion is followed by clarity – when the unequivocal command to 'sleep' is uttered...

Read the rest of this essay online at <http://uncommon-knowledge.co.uk/articles/uncommon-hypnosis/art-of-confusion.html>

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2: Article: Are you using protection?

How could anyone fall for that old line?

How could I have been so stupid?

Why do they believe such rubbish?

How could we have been conned like that?

There are 'hidden persuaders' all around us in life. When we are young we like to think that we are different, even that we are immune from the psychological pressures that bend, manipulate and condition other people. We are not like that, are we? But part of real growing up involves starting to see how you yourself are led by the environment, influenced by other people and driven by the needs you have as a person.

People are manipulable precisely because we share innate human characteristics that render us all susceptible, to a point. Although – like any 'infection' – some people are naturally more prone to succumb and some have higher levels of natural immunity to the psychological pressures that can make us do things we normally never would think of doing.

But assuming that we are already 'immune' is the surest way of catching the 'disease'. Consider this scenario:



