

ENLIGHTENMENT



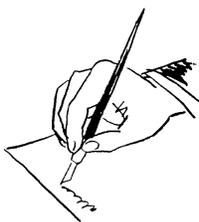
Willard Hypnosis Center

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Observation of Life. In my very short lifetime, I have seen Hopalong Cassidy with William Boyd, Howdy Doody and Buffalo Bob, Percy Platypus and his Friends with Mary Jane Landis, Neal Armstrong take mankind's first steps on the moon, a president assassinated



and another resigns, The Muppets with Kermit the Frog, This Old House with Bob Vila, the time traveling Dr. Who in his many forms, The Simpsons in their dysfunctional form, the fireworks of Paris on New Year's Day 2000, the Towers fall with the tears of a nation, a Sarah Brightman concert, and even myself, all on television. What a fascinating invention television is, that we take so much for granted now. From small fuzzy black and white screens to huge home theater size plasma HDTV, we are entertained in multimillion colors and multi-channel surround sound. Going from what used to be a "rabbit ears" to cable and satellite reception, I think it is going to be around for a little while yet.

It would be hard to imagine the world today without television. We see war coverage as it happens and learn the latest between The Donald and Rosie (enough already with these two). Like most of you, I grew up with television and still enjoy some of what is seen there. When I was growing up, there were three networks and one of them was considered a fledgling. Now, even with basic cable, there are over 60 channels to choose from. With expanded service, there are hundreds of choices. Even with the only 60+

channels to choose from, there are times I cannot find something to hold my attention. That is not to say I have a short attention span, just that I feel there are many times with nothing worthwhile to watch. So, we have gone from three channels to mega channels and still there are times that television is a wasteland. Not much has changed.

So where am I going with all of this? The short answer is: to programming. Stay with me while I explain further. It is interesting that the network chose this word to describe the operation of placing and timing of different shows, movies, events, news and other "programs" on the air. But programming is going on in a different way. Not only are the networks being programmed, people are being programmed. You, me, and our children are being programmed by what we see and hear on television. Naturally this applies to everything we read or hear by any other medium also. As adults, we are better at processing the programming that is being fed to us and can better decide to accept or reject the data. But children are not. Most children are easily programmed by the different media, television being the most prevalent and effective. Most of the time this programming goes mainly unchecked by adults. In our case as parents, our children did see most programming appropriate for their ages, but more importantly, we did discuss what they saw. When MTV was mostly musical videos, I had a good idea of what they were seeing and could discuss them with my children with some knowledge. At other times, I would tell them outright that certain programs

had an agenda and that someone was trying to influence them. Fortunately, both of our girls took to reading and were not slaves to the tube. Sure they watched television, but they had other ways to entertain themselves.

I do believe that you have to keep on top of what your children are watching. I have noticed that there are a number of programs that follow a storyline that programs the viewer to fear success, among other things.

Have you ever seen a program about a young group of girls (or guys) and one of them has the opportunity to either be on TV, in a pageant, or succeed in something far beyond most others at that point in their lives?

Predictably, the girl then becomes obnoxious, rude, big-headed, and as they say “puts on airs.” She turns into a big S.O.B. Feelings are hurt and she turns her back on her friends for a new group of obviously false friends. Eventually, something happens and she loses the prize, the opportunity to shine and receives her “come upence.” She then returns to her original friends who, after some lessons learned, welcome her back. Unfortunately, the lesson is, don’t succeed, don’t try to be better than you are, never change or you will be an S.O.B.

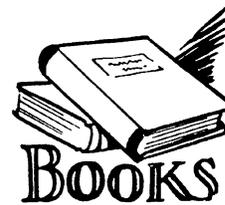
This theme is repeated over and over in adult programming also. You are not meant to succeed. The only people who succeed are evil and do evil things to others to get there and stay there.

This programming is real and maybe it has happened to you. When you see someone successful, what do you say to yourself about them? Do you say, “Yeah, they’re successful, but look at how they did it.” with a sneer, or do you say, “Look at her, she worked hard to get there and deserves all the success she has. More power to her.”

The way you view successful people may affect your success. How are you programmed? Believe it or not, you may be programmed not to be successful. And if you are successful, you may feel that you don’t deserve it and cannot enjoy

your success. You may even eventually sabotage other parts of your life because of this. Some people will destroy their marriage because they can never feel that they are worthy of their personal success. All because of bad programming.

Books We Liked. In business, for



everything else to happen, there must be a sale. If there is no sale, there is no income. And if there is no income, no business can exist for very long. Selling is essential. Now under the

umbrella of selling, there can be things like marketing, public relations, branding, promotion and a few others. But in the end, what they are all doing is trying to bring in the sale, i.e., make money. And this is the way free and private enterprise works. And I am all for it.

Without it you would probably not have the job you have now or be in the business you are. This process of free enterprise lets us decide what kind of work we want to do, where we want to do it, for whom we want to do it and how we want to do it. No one is chained to his/her job. (Chain gangs excluded.) That is not to say that many people are not doing jobs that they dislike or even hate. Too many are. But that discussion is for another time.

Back to selling. I like selling. A lot of people hate to sell. But in reality, we all must sell. We sell in our personal life as well as in our professional life. If you are married, you probably had to do a little selling of yourself in your relationship with your future spouse. In getting the jobs you have had, you had to sell yourself to your employers. You sell yourself to get promoted. When you have discussions (or arguments) with others, you try to sell your ideas. So if you think about it for a while, you will see how much selling is important.

If you are in business, you sell, you take your product to market, you let others know what you have to offer and you exchange your

product or service for money. Then you repeat the process over and over. So it is to your advantage to learn more about selling and to get better at it. The better you are at selling, the more money you make.

I have met too many business people who say they want to be in business but just want to do their “thing” and leave the selling to others. If you are in business, you are first in the business of selling your product or service. So, here is one book that I liked that is applicable for most businesses. It is called, *MARKETING TO THE AFFLUENT*, by Dr. Thomas J. Stanley.

I really like most people and will do my best to treat them all with the same respect we all deserve. But in business, I know that most of the clients that want are the ones who possess and control large sums of money. I am willing to sell my services to anyone who can afford my services, but in reality, not everyone can or is willing to pay for my services. This is not to say I have not done pro bono work for the less fortunate, but I cannot do that without paying clients. So, I look for and market mostly to those who can afford my services, such as those with larger disposable incomes. And there is nothing wrong with that.

Think of how many other companies do the same and how people do benefit from this. The luxury car manufacturers employ thousands of people to meet the needs of the affluent. Builders and contractors create jobs for laborers, jobs for the suppliers of building materials, and jobs for those who create access to the new homes. The affluent buy goods and services just like everyone else, but usually a little bigger and fancier than the rest. And this keeps the money going around and around, and into my pockets and yours.

This book helps the reader view the affluent in a new light. Dr. Stanley writes about myths and realities about the affluent and then goes onto realizing the opportunities of selling to them. As you read it, you may think, “Well that doesn’t apply to my business.” Don’t you believe

it! You may have to use your brain a little to see how it does apply, but most of the time you will be able to see new ways to do your selling differently.

It is just about as easy to sell big as it is to sell small. So, if your product is one that is right for those with the cash, go ahead and market to the affluent and make money. It’s your choice.

Quotes we liked. This month for some reason I was having some difficulty finding what I thought would be an appropriate quote to share. Not that I did not have adequate resources, but rather, I was just being picky. As I came across this one, it stood out as being just right.



“The greatest mistake a man can make is to be afraid of making one.” by Elbert Hubbard. In a way it does tie into what I have written this month in other parts of this newsletter, but it also seems to be factual about too many people. People that strive to have the appearance of perfection rather than doing and making things happen the best they can, are too often held stagnate by this fear.

Unfortunately, some people cannot see that there is a hierarchy of the process of making a decision. Some actions or decisions have little or no consequences, hence, a person can and should make a quick educated decision and live with whatever happens. Other things do require time and considerable more thinking, but in the end a decision must be made. But again, some will be more afraid of the image of being wrong rather than the actual consequences of an incorrect decision or action. We are human and honest mistakes happen because we are not perfect. If we were perfect, we would be walking on water. So, learn to swim and go live your life the very best you can.

Why hypnosis? I wrote earlier about selling and how I enjoy selling. But like I also said there are many who do not like, better yet who are scared of selling. One of the obvious reasons for this is rejection. Most people do not like to be rejected. In



relationships, it hurts. In groups, we like to be accepted and to be one of the crowd. Teenagers desire this more than anything else in their lives. As adults, we in many ways harbor this secret desire to be accepted and wanted. To be turned away is almost always painful to some degree. Even a little of this pain can go a long way, and your subconscious mind knows that. And it is this *fear* that then takes over. It is the fear of rejection that controls us. It may keep you from taking a chance of doing something new. It may hold you back in meeting new people when there is no one around to introduce you. It is fear that prevents you from making new connections that can enhance your personal and professional life. It is the fear of rejection that prevents you from selling.

Some people have a negative connotation about selling in that they imagine the pushy, backslapping, wisecracking used car salesman. While some may call this person a “salesperson” he is not. Nor is the average clerk at most stores really a salesperson. If all that person does is wait for customers to come in and just ring up the sale, there is no salesmanship involved.

A good salesperson is someone who uses friendly persuasion to guide a person to make a purchase that will be to the benefit of both parties. That is, where the customer receives value and benefit that truly meets his or her needs and the salesperson is adequately compensated for his or her part in satisfying that need. It must be a win/win situation. Even though the salesperson’s objective is to create revenue for him or herself or the company he or she works for, he or she must work to provide those

things that will be in the best interests of the customer. True salespeople provide a valuable service in that they match product and service expertly to the needs of the customer. They may be paid by and work for the vendor, but also work for the buyer, since that is where the money originates. Both the salesperson and the customer must be satisfied at the conclusion of the deal.

But to be a good salesperson you have to understand and accept that it is a numbers game. Not everyone will buy. You will be rejected. In the beginning of a sales career, you must be willing to accept and get past the “Thanks, but not this time” rejections you will receive. But to get over this fear of rejection, to be a successful salesperson, can be difficult if you do not have the right tools or know how to do it. That is where hypnosis can help. First, by understanding that it is the fear which is immobilizing you and probably nothing else. And the removal of your fears can just be a few trances away.

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