



Hypnosis for Smoking Cessation: An NLP and Hypnotherapy Practitioner's Manual

David Botsford

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One of the first books written for Hypnotherapy and NLP Practitioners that is devoted entirely to the use of these techniques in enabling smokers to quit their habit. It has been written by a Harley Street hypnotherapist with over 12 years experience in helping clients to stop smoking in one-to-one sessions. The author provides an overview of the nature of hypnotic transformation and the psychology of the smoker and 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 so as to stay a non-smoker for life. Combining Ericksonian hypnotherapy and NLP with techniques from cognitive therapy, Yoga and stress management, the book shows how to deal with every possible situation in smoking cessation. How to influence the client even before the session, how to deal with the client on arrival and how to teach self-hypnosis and other techniques which will keep the client a non-smoker after the session. Finally it provides a practical plan for marketing a hypnotherapy smoking cessation service at low cost but high impact. n essential addition to every hypnotherapist s library - and one which readers will refer to again and again in their therapeutic work with smokers.

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