Marinna: Hello everyone, this is your host Marinna Rose. Welcome to Activate Your Power Within Educational Series, where you will find freedom from your addictive behaviors. Before I get started if you are on the phone listening and you would like to find us online, you can go to [www.activateyourpowerwithin.com/webcast](http://www.activateyourpowerwithin.com/webcast).

Today, I am excited to bring to you Steve G. Jones. I have been following Steve’s work for a few years now, taking some of his life coaching certification programs and I have been fascinated by his work. He is a board certified Clinical Hypnotherapist who has been practicing hypnotherapy since 1980s. He is the author of 25 books on such topics as hypnosis, the law of attraction and weight loss. He has also created over 9,000 hypnosis audio recordings and 22 different online certification programs which were sold in over 142 countries.

Steve has been featured on Bravo’s Millionaire Matchmaker as hypnotherapist and millionaire; we will have to talk about that. That’s one of my shows to-watch. Additionally he has been interviewed on CNN, ABC, NBC and CBF. Steve also works extensively with Hollywood actors, writers, directors and producers helping them achieve their very best. He has a bachelor's degree in psychology from the University of Florida, a master's degree in education from Armstrong Atlantic State University, a specialist degree in education, a doctorate in education at Georgia Southern University and has studied psychology at Harvard University. Everybody welcome Steve to the call today, hi Steve.

Steve: Hey Marinna. How are you?

Marinna: I am good. How are you doing?

Steve: I am great. Thank you.

Marinna: Thanks so much for joining us. We appreciate you taking time to be here. We are certainly fascinated to hear what you have to say today about the world of hypnosis.

Steve: I am ready.

Marinna: From my research that I have done, it sounds like you were possibly one of the lucky ones that found out what your passion was at a young age. Can you tell us a little bit about what got you interested in hypnotherapy when you were younger?

Steve: Sure. I came across it when I was in high school. I got a book called a Complete Guide to Hypnosis by Leslie LeCron and it was anything but complete. It was about 150 pages. It was a paperback but I read through it and it gave me some good basic techniques. I was in military school, a lot of kids’ parents threaten to send them to military school and mine actually did. When I was in the military school, I was bored and got this book on hypnosis. I thought, why not? I started hypnotizing my roommates, so I did. It wasn’t long after that the smart kids came to me wanting to study more efficiently and the athletes came to me wanting to exercise more efficiently. I started using my powers for good. I realized that this could actually help people. So all these years later, it’s still the same thing I was doing in high school in early 80s except now the smart kids are NASA and the athletes are the dodgers.

Marinna: Interesting, very interesting. So, you started doing this at what age?

Steve: I believe it was in the 11th grade. So, whatever age people are in 11th grade. I would say 14 or something in that neighborhood.

Marinna: Cool. So, are you still enjoying what you do?

Steve: Absolutely. It’s gotten more interesting. I never knew; by the way, when I first started doing this as a high school kid that I would be this popular and create so many programs or even make any money out of it. I never knew any of that. That didn’t matter to me. It was just something fascinating to me as a kid and provided an escape for me. So now I am enjoying the fruits of my labor which doesn’t even seem like labor at all. It just seems like doing what I like to do. Right now, at this current point in my life, I am enjoying the results of what I have created financially. I have been able to build a life and build a career and all the travel of course. I am, more than ever, enjoying the possibility of reaching out to more people than ever and helping them.

Marinna: That’s great. I was just speaking to someone about this, the other day, about how when you are different it’s hard to continue doing what you were doing. When you were in high school, were people looking at you like, “What is he doing?” or were they like, “That’s cool.”

Steve: When I was in high school, I was in the barracks. It was called Mooney Barracks. They named all the barracks in the military school. I was a Mooney Barracks third floor front side, that’s where I was. I remember one of the teachers, my English teacher, announced this in class one time. Apparently I was getting a bit of reputation. People were lining up outside my door to be hypnotized just because they thought it was fun or they wanted some kind of change in their lives. The English teacher, one morning in English class said, “What’s going on in third floor front side Mooney Barracks? I hear everything short of leaching is going on up there.” So I got a bit of a bizarre reputation in the early part and it’s grown into a good reputation since then.

Marinna: That’s good. That’s good. It certainly seems, I feel anyway, that hypnosis is coming around in a different light in these resent few years. I think that it probably went through a little wilder, maybe, but what are your feelings? How are you feeling this energy around other people?

Steve: My world is different than most because I am involved in hypnosis. All of my friends are hypnotherapists and we are always creating hypnosis products. For me, the world looks like the whole world uses hypnosis and everyone’s interested in it. I know that’s not reality, that’s not the greater picture. That’s how my universe occurs to me but if I attempt to take myself outside of that, I had noticed that, in recent years, it does seem to be on the upswing whereas my initial experience within high school was that the establishment was looking at it as potentially problematic. I still run into establishment challenges over the years. I was going to be on a TV show demonstrating how to stop smoking and they cut that part out. Instead they had a guy on there who was talking about how to use drugs to stop smoking. I have gone against some big money, big establishments stuff, which is understandable but for the most part I have noticed an increase in people’s interest overall.

Marinna: I feel like people are being more accepting of different options these days in different modalities. So, I think it’s a good thing and I think it’s going to help everyone in the future trying to get out of the box.

Steve: I have noticed that medical doctors I have spoken to. You would think that they are trained to do it this way. This is what’s done, it’s drugs when you come back in treatment protocol, but really, I am really finding a lot of medical doctors, I’m talking about neurologists, I have spoken to cardiologists, I have spoken to, they are very aware that there is something outside of what’s going on. You would thing cardiologists are pretty straight forward: The heart does this and you can operate on it, then it will do things better. Neurology is pretty simple. But what’s actually going on is that these doctors are finding that not everything can be explained with the science they have. They don’t use science to explain what’s really going on at a deeper level.

Marinna: Interesting. So, they are actually paying attention to it more.

Steve: Absolutely.

Marinna: Interesting. So, I know that some of our listeners may be afraid of being hypnotized or whatever that why is in their head about it. Can you shed a little light on how hypnosis works and alleviate some of their fears for us?

Steve: Sure. Hypnosis works just by relaxing your mind and really contacting your subconscious mind. The subconscious mind is the part below the iceberg. You see the tip of the iceberg. You see this little hill of ice floating in the water and you think that’s the whole thing, when actually 80% or more is below the water surface. So that’s sort of like the conscious mind will be the part of the ice berg you can see, the amount of snow, the ice rather floating around. The subconscious mind is the ice under water, the greater part of it that you don’t see. Hypnosis just accesses that part, the subconscious mind. The part beneath that really is what’s driving us.

Marinna: Interesting. It’s too bad that we couldn’t tap into that a little bit more often on a daily basis beyond hypnosis. Are there other ways to do that without us getting hypnotized?

Steve: Yeah, there may be. As we get more into, I don’t know what science has called it, Cybergenics I guess where you combine computer technology with human technology. We are going to see a lot more of that coming up. We will probably see some breakthroughs in terms of directly affecting our bodies and minds and our physiology and so forth. For right now, we are kind of in the Stone Age with all of that unfortunately.

Marinna: But, that’s interesting that you said that because I have been feeling that we sort of on the brink of coming up with some very unique thing to help us move forward quite shortly. Obviously, you are in the field of what’s happening in the latest and greatest. So you feel similar to that?

Steve: I do. We are seeing advances in medicine, with nanotechnology. We are talking about nanobots. We are talking about robots just made up of a few atoms doing things, performing mechanical functions. So we are talking about fighting cancer with nanobots, sending them into the body to just attack cells rather than chemotherapy which attacks everything. We are seeing things like that. The trick to all this equation and the way to understand why we don’t see more advances is you got to look at the bottom line which is usually money. Is there money in it? That’s when the insurance company gets interest and healthcare industry and so forth. The drug companies, that’s when they get interested. So once we have payoff, we will see more research. We will see everyone make a lot more advances at that point.

Marinna: Interesting. Things always end up being about money, sometimes anyway. The other thing that I want to talk to you about is, everyone here is, sort of, some people are dealing with addictive behavior patterns or, maybe, they have a loved one dealing with that. What do you personally feel causes addictive behaviors and patterns?

Steve: I think it can be one of the two things. It can be a psychological component and/or a physiological component. Sometimes behaviors that are addictive, that are based on substance abuse, for example, can have a strong chemical component, a physiological component. In those cases we find it a little more challenging to work with people hypnotically and psychologists find it little bit more challenging to work with them with psychological methods. But, I believe there is a tremendous overlap there. That’s one of the things that science and doctors are becoming more and more aware of, the fact that physiology of your body does not happen independently of the psychology of your body. The chemicals moving around are affected by your mood. If you feel happy, things are going to be one way and if you feel depressed, things are going to be another way. If you take actions to change your mood on a consistent basis your body is going to be healthier. Doctors are realizing that now more and more. They get to a point where they don’t have the technology to explain what’s going on and then it turns out in many cases to be simply the mindset of the person.

So, I believe that getting this back to addictive behaviors, that’s good news. Because a lot of times addictive behaviors, although they may have a chemical basis really in every case also have a psychological component. So when we talk about addictive behaviors, there are a lot of things that can be done just by changing thinking that can change the behaviors.

Marinna: Interesting. I like what you said about, that they are finding more and more people when they are in a better mindset they tend to be healthier. It’s good to hear. I think it is very easy to forget that. It is so easy. We get caught up in being frustrated or what likes, and you are not really realizing how much power we have over our physical body with our minds.

Steve: Exactly. We start to believe all the commercials on TV. There is a pill for everything. So we get a little situation going on and we think of, I want to go to the doctor and find out what pill I am going to take. Okay I will go ahead and take that pill. That pill has other consequences. So, I am in no way, I am going to talk about the medical industry but I am in no way opposed to what doctor’s do. I was born with clog feet and if it wasn’t for medicine, I wouldn’t be able to walk right now. I had certain surgeries that without them I may not even be around right now. So, thank goodness for the medical industry. But, what I am saying is that, at a certain point, there should be a responsibility on the part of everyone to let people know that we don’t need more drugs. What we need, in some cases we do need drugs, but in most cases is more understanding of the way things really work in the human mind.

Marinna: Yap, absolutely. I do find that it’s so easy to fall into people, “Oh I will just take this pill” like you said then it leads to the next thing and the next thing. I agree with you on that, I think what it comes down to is there are two sides to the medicine and you have to decide. Western medicine obviously has its place and it’s great when you need it. There are other things that you can look into and have options. And I think sometimes people forget that they have options and choice.

Steve: Exactly. They give their power away. Yeah, just like being in school, the teacher tells you to do things one way and that’s what you do for the rest of your life without questioning it. I think it’s time to start questioning. I think we are going to find a new branch of helping people that has more to do with word type therapy and less to do with chemical type therapy.

Marinna: That’s great. When you are doing hypnosis, how does that really help people break free from their patterns and behaviors? Do you find that, a lot of the times, is there something that you go back to things in their childhood? Does it connect with something traumatic that’s happened them? How does that work?

Steve: Well, it could be any of those things. It could be a traumatic event from childhood. A lot of the way people do things is based on the programming they received early on. They were told to do things a certain way and that’s just the way they started doing them and then they continued doing that. Humans are complex. The source could be any number of possibilities but the bottom line is that you are what you are no matter how you got there. People who are in Vatican inside Rome, they are Vatican. That’s what they are. If you are a tourist, fine. If you are the pope, fine. However they got there, they got there. That’s where they are now. So that’s what we have to deal with: reality. What’s reality right now? Where are you? It’s less about how you got there and more about where you are and where you can go from here.

Marinna: Okay. So, it’s really basing on just the awareness of where we are right now, today.

Steve: I think so and that’s not to disregard the path because the path is important and some of that needs to be dealt with. So when I work with someone hypnotically, I do absolutely touch upon that but I think that people use the path to correct sometimes and they say, “Well you know I had a bad childhood”, “You don’t understand. So and so was mean to me or they never understood me.” And so on, those become part of the story and the more people tell that, the more it becomes part of their present reality. Present reality is, that person is not around in most cases. The person who did all the terrible things to them and set the course of their lives, that person is not around. What’s around is the story of that person, the story of what happened. The more they play into that, the more it gets refreshed and becomes real in the current software they are running in their minds. Reality is, I would say, 80% of where the focus needs to be in the past would be approximately 20%.

Marinna: And boy! Do we love our story?

Steve: Yes. We can get a lot of attention with stories. We can get a lot of things with stories. You can get out of a lot of things. It can be an excuse for a lot of things.

Marinna: A lot of times you just, that’s your story and you want it to be your story. It’s very hard to break that mold of if I don’t have the story anymore, then who am I?

Steve: You are right. It’s your identity. If you got a victim story to tell, and my goodness, you have to take responsibility and actually do something, achieve something. I can avoid all of that by sticking to my story.

Marinna: Yes. Do you come across that, quite a bit, with people that are sort of stuck in their stories, they are fearful of breaking that mold and feeling like what life is going to be after that?

Steve: Absolutely. This is not, by any means, to put those people down. Because we have all been victims of stories to some degree and it does deserve to be treated in a very delicate way. However, I do come across that a lot and we have to understand that we are human. It’s not just a matter of saying, “Okay, let go off that story,” because they may embrace it now or go to a seminar and get all pumped up and decide to go into embrace it. But then next week they may think, “Well, it’s just more comfortable to stick to the story. My whole life is built around the story, so why would I change it?” So, it becomes a bit of a vicious cycle. But also, it becomes a comfortable home for them, the stories. I do find that a lot, especially with people with addictive behaviors. And just doing anything that’s not really helpful for them and working against themselves, self-sabotage. I find this adherence to something that happened in the past and their unwillingness to let go off it.

Marinna: Almost, sometimes, I don’t know if maybe you found this that, maybe, it’s their emotional connection to some loved ones. That addictive behavior that they are having is like “Well, I am doing this and it keeps me connected to, say, my mother or my father. If I release this pattern, then I am going to feel like I am going to release that connection with that person.”

Steve: Exactly. They lose their sense of home because they can come home to their pattern. It’s understandable. We are humans. We want to survive. We don’t want to make things rocky for ourselves. We don’t want to make things difficult and change can be difficult. When you challenge your beliefs, when you are possibly stepping outside of them it can be like coming out of your skin. You have got to put on a new suit, put on a new skin. It can be really that painful for some people. So they would rather just stay in it and tough it out. The boat is going through stormy seas, but at least they are on a boat. That’s the way a lot of people feel when they are in these types of situations like addictive behaviors, abusive relationships, limiting beliefs or any of those things. They feel that that’s a safe place because it’s a place tat they can call home.

Marinna: And they are comfortable there.

Steve: Right.

Marinna: When they do start, kind of, branching out and doing things a little differently, the people, sort of, that they have been surrounding themselves with, it’s not really making them feel good because they see some change and it makes them feel uncomfortable. They don’t like that.

Steve: Oh yeah. I wrote this article one time called The Woods and the idea is that you are in a village, and that’s the village where you feel comfortable with all your story, and all your victim story. Everyone surrounds you based on that and everything’s comfortable. Maybe, it’s an addiction or abuse relationship or what have you and that’s the village. Well, you start to leave that and wander out into the woods to find the next village. First of all, you don’t know where the next village is. You’re just, kind of, wandering blindly so that’s scary.

Secondly, people in the village are going to, “Hey, where you are going? Why are you living us with here? We are in this village with you.” So we see smokers gathering, they have a smokers break and they all smoke together. People, who love to read, would love to do that. People, who drink excessively, love to do that. People, who are always, down in the dumps like to call other people and like to talk about how terrible life is. How terrible this is, how terrible that is. And you start removing yourself from any of those situations, any of your addictive situations; people are going to miss you in that village that you are leaving. So, that combined with the fact that the next village, wherever they are going, is unknown to them, that stuff becomes scary.

Marinna: It’s funny how you just brought that up because I had just read that a couple of weeks ago that you wrote that. I just loved it because I completely connected with what you said. It made complete sense because, like you were saying, you feel pulled back almost. It’s so much easier to go back to that comfort place than it is to make that, you may even be just like that one step away from the next village.

Steve: Right. You never know when it is going to change. I was talking to a friend this evening, actually, easier who was in an addictive relationship in that he knows it’s not right. The lady drinks and smokes. It’s embarrassing in public and it’s just not working. On a physical level its working and on everything else level it’s not working. He is talking about his plan for changing that and his plan consists of something along the lines of getting rid of her and then getting someone else who maybe similar to that but who he has a new relationship with, at least. I said that’s not really a plan, at least it’s not a good one.

A good plan would be to get rid of all that and separate yourself from relationships for a while. Put out there to the universe in your thoughts and in your actions that you are open to relationship. He also had a plan for manipulating women built into it. I said, “That’s not part of a plan that’s going to get you anywhere. You are just going to get more of the same if you keep thinking that way.” So get away from all this relationship stuff. Focus on yourself and start putting out there that you are a good person, that you are a good guy and that you want someone who is quality and don’t accept anything less. That’s the plan that is going to get you where you want; otherwise it’s going to be an endless cycle.

Marinna: Yes, exactly. Isn’t it interesting how we do that? We go from, like what you just explained, going from one relationship to almost a similar relationship but always a new different one.

Steve: Right, right. And another article I wrote which was about the concept of soul mate, which I don’t disagree with the concept of soul mate but the way some people describe that, they find their soul mate every year. They found a soul mate and they say, “This is it, this is it.” Next year you talk to them and ask, “Are you still with your soul mate?” “Yap, I am but it’s a different person.” It’s not the same soul mate. So how could that be your soul mate if there is only one soul mate? So people get into these cycles. They have ways of tricking themselves, ways of fooling themselves but if you plot it out on a graph and look at it over time, you can see that it is a cycle with measurable results that’s producing. Really you’ve got to look at it that way. You got to take a more scientific approach and then you’ve got to realize or remember, “I don’t want that.” And then you’ve got to start thinking about, “Well, how am I going to change that?” And that’s where things such as hypnosis, counseling and things like that come into play.

Marinna: We have to be willing to take a look at our past decisions and take responsibility for them. It’s really it. Don’t you think?

Steve: Absolutely. If we don’t do that we are just on a treadmill, if we don’t do that right. We are on a hamster wheel. It is going to look like new territory but it’s just the other part of the wheel that you are running up against. It looks new because you haven’t seen it in a while but the next part is predictable. You know what is going to happen if you start looking at it. I invite people to, if they get nothing else from any of this, just plot your life out on a piece of paper and plot what’s happened and look at it. You are going to see cycles; you are going to see what’s going on. Then ask yourself, “Am I willing to change that?”

Marinna: Yap. So, what would you say to somebody that is just scared to death to look back at what they’ve done in their life because they know they are not happy about their decisions? How would you suggest that they approach that without freaking out about it?

Steve: I understand. I would say, just realize that you are just taking a look… Look at it like it’s a movie or someone else’s life. Separate yourself from it. Psychologically step back from it. That’s always the easiest if you can separate yourself from the character in the action. So, look at it as if you are a fictional character and you had some adventures in the movie, and you are just going to write down those adventures. No emotion attached to it. See what this character did and look at their ups and downs. Look what they did. Look at the low points in their lives and they really felt bad, look at the high points when they felt good. Did the high points come right before the low points?

 If so, where are you now? What’s next? You are going to find out exactly where you are on that map because it’s a circular map. Something’s coming up that’s already come up. So you can figure it out. It’s really interesting when you first look at that. I am not talking about everyone. I am talking about people who are in addictive cycles or in situations that don’t work for them. When you look at that and you see that, “Wait a minute, I don’t want my life to be a circle. I want it to be a straight line. I want this adventure to be going somewhere. I want to be on the road to somewhere, not on this hamster wheel.” So you can plot yourself on the graph and see what’s coming up next and you can decide if you want it.

Marinna: Steve, I think that’s an awesome idea. I love the fact that you said, make it like it’s a movie and it’s someone else. When you separate it from yourself it makes it okay, it is not as painful.

Steve: Right.

Marinna: It’s got the emotional connection out of it and it’s almost okay to do.

Steve: Exactly. I do that a lot with my hypnotherapy clients when they are overcoming fears or I will have them imagine watching their lives on a movie screen in a theatre. And they can even go to the projection booth and shut it down, if they want. So it just becomes easier to take it and own it or if you don’t really want to own it, if you can say, “Okay. That’s some crazy character doing all those dumb things that I would never do. “

Marinna: That’s right. That’s not me.

Steve: “No, I would never do that, no way.” So it just makes it easier to swallow that way.

Marinna: Exactly. It’s funny that you said that because I have a coach that is very good at it. When I would be telling her what would be going on in my life, she would know exactly, “Oh this isn’t working for you,” what we are discussing. So she would start telling me stories and I wouldn’t even get it. But she was telling me a story of someone else that had a very similar situation to me but it was just a different person with different people in the story and I completely would get it. I wouldn’t get it when she would talk about me. I needed the distance of that emotion that it wasn’t that emotional pain I wasn’t feeling it so that I could actually recognize it in someone else’s story. It was an amazing awareness for me how well that work.

Steve: It is fascinating. We can thank Dr. Milton Ericsson, who was a medical doctor and a hypnotherapist, by the way, who started introducing the metaphor idea into hypnotherapy, the idea that you are telling a story that’s about other people or even about animal. I mean, you can use a story about a horse running through a field and as long as the story parallels to what’s going on in the person’s life, the person is going to, at least, subconsciously figure out, “Hey, wait a minute. I have some options here. The character in that story did things. I am going through some thing similar in my own way. I can do things differently.” So, it opens your mind without having the therapist blatantly say, “Hey, do this differently.”

Marinna: And then you take on the action yourself because it’s you being the initiative instead of the person saying, “I think this is what you should do.” It’s organic. You come out of that thinking, no one is pushing me one way or the other. I’m seeing it and now I can see clearly what I need to do. So, yes, it’s amazing.

Steve: Yeah. Works really well for highly resistant people, may be you were in that category. Your coach thought, “Wait a minute. She is a little stubborn here and so let me use a story.” But however you get there, you get there and that’s good. But, it also works for nonresistant people just because it’s kind of nice to be able to fill in the story and parallel it to yourself, and then come up with your own options.

Marinna: Right. Yeah. I love it. It was great. It was a huge awakening from me. She kept telling me stories because it works.

Steve: Good.

Marinna: That was good. So, I also read that you have a 98% success rate on stopping smoking. That’s unbelievable. Steve, talk to me.

Steve: Yes. We have recordings that help people stop smoking and we follow up at the 6 month and a year mark with survey that says, “Are you still smoking? Have you still quit?” It’s a Yes or No answer. So from that data we have compiled, of the respondents, now you got to understand science and statistics and so forth. Of the people who responded, which is also a subcategory of the people who actually received the survey because not everyone has the same email address they had and so forth. But of those who received and responded 97% of them reported that at the 6 month mark and actually all the way up to the year mark they had still maintained their non-smoking status.

Marinna: That’s incredible. Where were you when I quit years ago? That’s great.

Steve: Yes. It’s amazing when you think about it. It’s just words. That’s what hypnosis is. It’s just words with some music in extent some times. This has the power to do what a lot of drugs are unable to do, which is get people stop smoking and keep them off of that.

Marinna: Sometimes you have to use things to stop what you are doing and I understand that. But I always have a hard time with now you are using another drug to get off another drug. I always had a difficult time with that because I feel like you are not really discussing and attacking the cause of what’s going on. You are sort of covering up. I feel like once, maybe, you quit that habit or fix that habit, I feel like down the road it creeps up again because you didn’t really deal with it.

Steve: Right, exactly. When we get into talking about drugs; we are talking about causing other things, I mean look at the drug commercials. And, again, I am not putting down legalized drug use. For people who actually need something will, actually, benefit from them. And when they don’t want to use hypnosis, I understand that. Some people just don’t want to and that’s fine. At least you are getting the help you need. But if you look at these commercials and listen to them, the way their lawyers make them produce them now, these things will cause a lot of pretty serious side effects. They have a lot of really neat ways of saying that this drug has killed people. They use the word fatal, sometimes it is effectively deliver and sometimes it’s fatal. That means that drug killed someone.

Marinna: I know.

Steve: So, when you solve one challenge with another like that, have you really solved anything?

Marinna: Right. Yeah. It’s really amazing when you listen to those commercials. Sometimes I just look at my husband and say, “Are you hearing all that?”

Steve: Yes, it takes about 5 minutes through that part and it’s the longest part of the commercial.

Marinna: It is and you think, how does the FDA even approve?

Steve: Yes, because it is doing the least damage that it can. In its original state that where they tested, it probably killed most of the lab rats and when they finally got it to something that they are happy with it killed just a few. Again, I am not taking sides against the FDA (Food and Drug Administration) or against people who want to use drugs. I am just saying, take a look at that and decide, do you want something that might do that or do you want an alternative? In hypnotherapy, If I had a legal disclaimer for hypnotherapy, I would say that it’s not for everyone. At least it’s not going to cause serious side effects. I invite consumers to be a little bit more selective and realize there are some options. If they want drug therapy by all means, at least they are doing something and that’s a good move.

Marinna: Yes. So, who would you say that hypnotherapy would not be for? Are there specific people or types of personalities that, maybe, it wouldn’t fit or somebody that has something going on, that it wouldn’t be good for them?

Steve: Oh absolutely. There are people who just don’t believe in hypnosis. They don’t believe it’s right for them. They don’t believe it’s going to work. They think its voodoo. They are scared of it. They are ashamed of it. They think it’s an admission of being weak. For those people I would say maybe the drug route or talk therapy or whatever route you want to go, maybe that would be the best for you. At the same time, I also acknowledge that it probably will work better than they think. Even if you have doubts about it, it’s still doing its thing. You can take a pill that you don’t think is going to work. It really doesn’t matter if you don’t think it’s going to work, it’s probably going to do what it’s supposed to do because it’s going in there and changing the chemicals in your body. So it’s probably going to work even if you don’t think it’s going to work.

Hypnosis, in a lot of cases, can be like that because you are in a subconscious state when you are receiving the messages. So I am talking to the part below the visible iceberg when I am hypnotizing people. I am getting to a level that they are not consciously able to work against me in most cases. But, if for someone it churns their stomach to think about it or if bothers them or if their religious beliefs are against it, I understand all of that and in that case they should seek other healing modalities.

Marinna: Right. So you are saying even the most stubborn of people that come in and now you talk to and say, “It’s not going to work on me.” No matter how stubborn you are, you are saying basically during this hypnosis the ego is not really in the way. It can’t block you anymore because you are connecting with the subconscious.

Steve: Right, right. Exactly.

Marinna: That’s very cool. So, does it work just as potently through your CDs as it does when you are in a one-on-one session?

Steve: I think I lose a little potency when you don’t have a personalized session. The CDs and MP3s are recorded. It’s more of a canned session but what I have done is I have taken all the things that I know that work. After my 25 plus years in helping people with hypnotherapy, I know it works and I know that if I was in presence of them in person, these are the things I would put in. These are the things that I would talk about. Now, the only thing that is lacking is it’s not about your exact life. It’s got a sort of cover the gamut on everything that could be causing what you are dealing with. I also don’t use your name on the recording because it’s recorded before you buy them but that’s a very minor loss of efficacy. Efficacy is the power that it would have to do what it is supposed to do. That’s very minor. And when you think about the upside, the upside is you don’t have to go to a hypnotherapist’s office, you don’t have to pay their fees, you don’t have to take time out of your day to do it, you don’t have to think about it the whole week before, “Oh my goodness I am going to a hypnotherapist’s office. What do I think about that?” Some people get really nervous about it. They are going to have their eyes closed in an office with somebody they don’t know. The upside is you get to avoid all of that and you get to do something that is probably actually going to help you.

Marinna: It’s nice, like you said, to be able to do it in the comfort of your own home and at your own time without an appointment.

Steve: Oh yes, you control everything at that point and nobody has to know you are doing it.

Marinna: Exactly.

Steve: You don’t go to a hypnotherapist’s office. In Japan I have a friend and she is a hypnotherapist. The patients go in the back door. They go in and out in the back door because it’s considered dishonorable among a lot of people to say that they have some kind of challenge going on. I use the word challenge instead of problem. So they go in and out the back door. They avoid being seen by their friends, neighbors and anyone. So people in United States and most European countries don’t really have that stigma attached to it but there is some level of that. There is some level of may be admitting that, maybe, you are not strong enough to handle this on your own and all kinds of ego things people get hooked on. So you get to avoid all of that. You control it. No one has to know about it. You are using it at your own pace in the privacy of your own home and that sort of thing.

Marinna: Yap, yap. Yeah. That’s great. I know that you, in the recent years, have lost some loved ones before to addiction. I know that some of our listeners may be in a similar situation, possibly with a loved one in their own life and they are trying to figure out how to deal with it. Can you, maybe, give them some advice on ways best to deal with someone that is dealing with an addiction that maybe doesn’t want to do anything about it, maybe help them with acceptance tools?

Steve: Oh absolutely. My father who, I imagine you are referencing my father passed away about seven years ago because of his addiction to cigarettes. He didn’t want to stop, even in the hospital, he asked my stepmom to bring him some cigarettes. It gets down to this. People make their own choices. I could have rammed hypnotherapy down his throat if I wanted to. I could have said, “Dad, you got to be hypnotized. Go ahead and lie down there and I am going to hypnotize you”. But I didn’t do that. Why didn’t I do that? Because I respect other people’s thoughts, I respect where they are coming from. I respect them as an individual and their own choices. Not everyone wants hypnotherapy, even people who clearly need it and need to change because what they are doing is going to take them off of this planet. Even those people they’ve got to make their own choices.

So really what happens in an addictive family, a family with someone who has got an addiction, is that people start separating themselves from that person. “I won’t talk to you until you get out of that stuff.” Husbands and wives, someone starts smoking, “Well, you need to stop that”. And then what do they do? They start doing it secretly. They start sneaking around. They start keeping the bottle in the car, or keeping the cigarettes in the backyard. This stuff is no good. What really needs to happen is acceptance.

Okay. So, if you love the person, if it’s a family member or a spouse, brother, sister or what have you, if you love the person you love the person and that needs to be unconditional because nothing is really going to get any better until that person feels unconditional love and not feeling it is probably a big part of why they are engaging in an addictive behavior in the first place.

So, first of all, you’ve got to let go of your own ego that says, “I am this great savior person and they need to respond to me, and they need to recognize that I am bringing the help that they need.” Well, you need to get off of that because that makes it about you and not about them. Once it’s about them, it’s things such as, “I accept you no matter who you are. I love you unconditionally. I don’t ultimately care what you are doing as long as you realize my point of view which is that I am opposed to it. I don’t believe you should do it but ultimately these are your choices and I love you no matter what.”

Now, if their addictive behavior is something that’s causing the family to be ruined financially or what have you, then certain other considerations need to come into place. Maybe they do need to be separated from. But if it’s something that they are managing or dealing with or they are just going through then separating your ego from all of that, even if you do have to separate yourself from them because they have lost a house or their marriage is dissolved and what have you, you can still reach out to them with unconditional love. That’s the first thing I would say to people. Realize that it’s not about you, it’s about them. If you care about them at all, you need to let them know that that care is unconditional. No strings attached, no matter what they do, you still love them.

Marinna: Very important. Yes, on all levels I am sure some things are tough to do in this situation like letting go off your ego of, “But, I want you to do this and I want you to…” because we want people to stay around. It comes from the selfishness of us of, “I love you and I want you to be here, and I know what’s going to make you better. So yes, it’s difficult.

Steve: It’s quite a challenge, much easier said than done. It’s much easier said than actually accepting someone when that does show up. They show up with a classified. You are saying “I still love you,” and meanwhile you are thinking “What in the world is going on with this person? I want to separate myself from him and I don’t like them anymore.” If you are really with this person, you are with them and you accept them for who they are. That’s the first step.

The second step, of course, is taking a stand so that they can see you as someone who is there for them when they are ready to get better, when they are ready to start making these changes.

Marinna: Have you ever been in a situation where there have been some people that had some addictive behaviors that they had to separate themselves from the other person because of this same addictive behavior and they were having a difficult time staying on the straight now and wanting to move forward with their life because that other family member was doing the same thing? Have you ever dealt with that?

Steve: Absolutely, people who were using drugs together and they are supporting each other. In those situations it’s always best to get both of them in the office. As a hypnotherapist and I think most mainstream therapists will agree with this also. If you just got one of them in the office, then you are just creating more trouble in the household. That person is going to go back and say, “Look I am better than you because I have learnt how to stop this. I am better, better…” They are going to beat them with the ‘better’ bat. It’s not going to accomplish anything. This person is going to start resenting them. In those situations, you got to get both of them or neither of them.

Marinna: Do you find that, at times, some people do have to separate themselves and still have unconditional love for that person but move on with their life?

Steve: Absolutely. More often than not, ideally, you get both of them. But in reality what happens is one person gets fed up and they call in and they say, “Hey, here is what’s going on.” What you have got to do, in my opinion as a hypnotherapist, is you have let got to, if it’s something really debilitating and you see that there is no other way. Then you have got to encourage them to make a positive change and that change often includes getting out of that situation.

So, when you have got two addicts in the same situation, when it’s really something like they are not paying the bills, they are about to be evicted, or something along those same lines, you have got to encourage the one you are working with to get out and still maintain that unconditional love. It’s sort of like being in a ditch. If you are both in a ditch, no one can help anyone else. You get one outside of the ditch and they can reach back in from solid ground on the surface and pull that person out. Both of them trying to push each other out, they are going to keep sliding back in the mud. It’s really not going to accomplish much.

Marinna: Yeah, interesting. That sort of brings me to procrastinating which is what a lot of us do quite a bit and what some of us will be doing in situations like that, to not release our addictive pattern, just procrastinate. Tomorrow, I will do it tomorrow. I know a lot of people on the call probably have been saying that for years. So I was wondering if you could give us a couple of ways to start moving beyond procrastination and, maybe, touch on the real reason behind procrastination.

Steve: Let’s talk about the real reason. First of all, the real reason for procrastination is that the person doesn’t believe it’s going to work out very well. They believe that if they end that relationship, there is going to be a lot of fallout or they are not quite sure that they want to end it because maybe it is workable. I don’t know. It can be a relationship with a person or relationship with a drug or what have you. So they are not really sure and they procrastinate because of this, this uncertainty in how it’s going to go if they do it or they just really don’t want to do it and so they are procrastinating because they are hoping it will just kind of go away because they really don’t want to change anything anyway.

So, the way to work with procrastination is, really I take a very direct approach with this, I just say you have got to make a solid change. You have got to take a quantum leap. You have got to find yourself in one situation and push yourself in another situation, and the more quickly it happens, the more dramatically it happens, the better. You have got to just shake up your world and so I believe that taking a first step in something that you have been putting off, I encourage everyone listening to this, if there is anything you are putting off like addictive behavior changes or even getting a paper written doesn’t matter, take one solid step before you go to sleep tonight in the direction of accomplishing that. What you are going to find is tomorrow you are going to look back and say, “Wow, I took a step on that. I have been putting that off for a year. Maybe I can take more steps now. So, you have got to get to that point where you can do that.

Now, I use hypnosis for that. I program people with hypnosis to start taking those steps but really procrastination is just a matter of fighting fire with fire. Either you are in or you are out, with procrastination you are on the fence. So either you let go off what you are planning on doing and just say that it wasn’t your plan anyway. Admit it. Just be honest with yourself. Just say you are not going to do it and that’s fine for now or you go ahead and start taking steps towards getting it done. As far as I am concerned, making plans to eliminate procrastination and maybe next I week I will do this, that’s just more procrastination.

Marinna: And I liked what you said about, if you just do one little thing towards that, it’s amazing the sort of energy in the momentum of just making that one step. It does start creating. It sort of shifts the energy, I think.

Steve: Right. You did something. Use another ripple to the universe because whatever you did is going to affect other people and other situation. You did it. You are not going to be able to undo it now. People know about whatever you did. It happened in the real world. You actually did something, so you are accountable for that now. What are you going to do? Are you going to say “I was just kidding, I didn’t mean to do that, I’m going to go back to procrastinating now.” No, you are probably going to say, “Yes, I did that and I own that. That’s what I did and I’m going to do more of it. I’m going to take more steps like that.”

Marinna: That’s great. That’s great advice, thank you. One of my steps in my 21 Days to Activate Your Freedom Program is trigger replacement. So I’m sure that you deal with this a lot in your work. Do you mind giving us some simple suggestions, maybe, that the listeners could start to use right away for some trigger replacement, for things that are happening in their life or patterns that they are in?

Steve: The more quantum leapish you can get about this the better. What I mean by that is not just making little changes but making big changes, changes that don’t even look like what the situation you are in before. So when we talk about addictive behaviors such as smoking for example, let’s take that for example. Okay. So, the smoker finds him or herself in an environment where they have got friends who are smokers. So they get ash trays around them or they got cigarettes around them. They have a certain way of going home from work where they drive by the convenient store where they buy cigarettes. Everyone has their own scenarios, but they have certain triggers in the environment that remind them of what is going on. What’s going on is they are smoking.

So, if they want to go from that state to a state in which they are not a smoker they have got to make certain changes. So, I recommend being as dramatic as possible. Not dramatic in an emotional way but dramatic in a big change kind of way. Get rid of all those ash trays. Start going home in a different way. Stop hanging out with those friends, at least, for a while. Flush any cigarettes that you have, break them up and flush them. Don’t throw them away because I know how smokers are? Temptation is too great to go on the trash and get them out later when you change your mind. So crush them up and throw them away how. Tell people that you are a nonsmoker. Once you tell people that you are a non-smoker if you start smoking again, you become a liar so you get that tension there, “Oh gosh, I don’t want my friends to think that I’m a liar.” If you mean this you mean it. So go ahead and tell people you have changed.

So with smoking that’s what I encourage. Of course, I always add hypnosis to this to bolster the person to make sure that tomorrow they feel the same they did today. Also, these dramatic steps, if your ash tray is gone, your cigarettes are gone and you told 25 friends you are a non-smoker and you wake up the next day and think, “Oh my goodness, what have I done?” Things are different in your world. Your world has changed. It’s not the same old story today. So you have got a responsibility now, and that really helps.

Marinna: Yes, absolutely. Those are great steps. Thanks, Steve. That was definitely one thing that I think is difficult. Difficult pieces are not only just breaking that habit but the change in your friends and your family that you are around after it. That can be a tough piece of the process.

Steve: Absolutely. There is that comfort zone. There is home. There is that piece that people go back to. And even though they know that it’s working for them, they know it’s not right. At least they have a place to call home. You have got to shake that home up. You have got to make your tomorrow’s world look a lot different than your world today.

Marinna: Yes, exactly. It’s okay to be different than the family you are in or the crowd of friends that you are in.

Steve: If you want to something different, you have got to do something different.

Marinna: Absolutely. Great! Steve has offered us some incredible downloads for hypnosis if you would like to discuss those, Steve, there is three. There is a weight loss platinum series, smoking platinum series and unlimited motivation platinum series that he is offering these for $97, for everyone, which is normally valued at $237. Maybe Steve can give us a little back ground on what you are going to get in that package.

Steve: Sure. These are the platinum level recordings. These are hypnosis session recordings. It’s an hour long each. It’s as equivalent as it could possibly get to an office session. An office session with me is 2 hours. We spend an hour talking here together and we spend an hour in the hypnosis session. So, really you are not missing much. You are getting essentially everything but what you are also getting that you wouldn’t get in an office session is the binaural tones that are on the background of these hypnosis recordings, shown to help people get into hypnosis more easily. They also get the recording itself. A lot of times you go to a hypnotherapist’s office and you don’t have the recording of it. So you have the recording itself. So you can listen to it over and over.

I recommend listening to each of them for 3 weeks. Pick one you want to work on first. Listen that for 3 weeks. Get the change you want. Start getting excited and listen to the other ones once you realize that you can and will change. So these are platinum level recordings. What that means is that basically it took me a lot of time and a lot of money to make them. That’s why we have put the term ‘platinum’ on them because platinum is very valuable. These took about a year and a half to produce. I hired 2 college graduates, sound engineers, built the recording studio with professionals using pro tools, using a handmade mike from Australia, using just the top of the line everything we could possibly find and plus using a lot of different hypnosis techniques on the recording like analog marking, future pacing, etc. We have got all kinds of techniques on the recording that you don’t really need to understand the dynamics of, but realize they are in there. These are recordings that come at you with the best tools that I have, the best tools available today to help you get the change that you want.

Marinna: That’s great. It sounds like there are pretty powerful stuff in there, especially if it took that long to make.

Steve: Absolutely. Yeah. We did it right. You have got a lot of people out there producing all kinds of stuff. They will get the Mac and get on garage band and then produce it from there. These are not bad because these are the professional studio quality recordings that you would expect when you hire the services of a professional. These are everything that I wanted in a recording. I looked around everywhere and I didn’t see anything like it. So I wanted to produce that. These are recordings that I use, that I feel comfortable using. I am very, very picky. If anyone out there thinks they are picky about quality of sound, I’m 10 times more picky. These meet my criteria because I had the sound engineers tweak them and change them and adjust them over and over until we got them just right. And more than that they do the job, we have found out through our surveys that these actually work.

Marinna: That’s great. So how often would you suggest them be used? Say somebody was interested in doing the weight loss, is it once a day? Do you listen to them at night? What’s the best?

Steve: I would say once a day at night. Absolutely, you nailed it. The thing is that these hypnosis recordings are an hour long but you can fall asleep during that. Research shows that even if you fall asleep your brain is going to take in information through your ears, your eyes closed but your ears don’t. They are monitoring your environment. If a mother hears a baby cry when she is ‘asleep’ the mother will wake up. Why is that? Well, it’s because we don’t really totally sleep when we sleep. Our ears are still alert monitoring our environment, so go ahead and fall asleep. Go ahead and press play and fall asleep. Just make sure, in your iPod, you don’t have a song coming on right afterwards. Make sure that’s the only song playing. When you are playing make sure nothing is going to come on afterwards. Once you do that, once you press play, that’s all you have to do. You press play, I do the rest. You can fall asleep if you want. They are very relaxing. I have a very soothing hypnotic voice. So you are going to find that if you fall asleep, you will probably sleep better than ever. You wake up in the morning feeling different. Every day you are going to feel a little bit better, you will be a little closer to the goal. After 21 days you are going to, essentially, be unstoppable.

Marinna: Interesting. So once they hit that, say it’s the weight loss or stop smoking, is it something that you suggest them continue to listen to periodically after that to continue or is it…?

Steve: Well, I would say use it as a booster shot as needed. Let’s say someone listens to the motivation recording for 21 days and at the end of it they are like me. They are doing all kinds of interviews for magazines and producing all kinds of recordings. It’s like 5-hour energy that’s more like 12-hour energy and you don’t have to take anything to get the results. So they start seeing that. But let’s say maybe 6 months down the road that starts to go down a little bit. They start to think, “Yeah, maybe I am not quite as pumped up as I was right afterwards,” which is fine because all you have to do is listen to it for a few nights in a row. I’d say 3 nights in a row to get back up to where you were. So a little booster shot every now and then usually at about the 6th month mark is very beneficial.

Marinna: Great. So it sounds like the motivation platinum series will get some energy for you and get you moving.

Steve: Absolutely. When I look at my life now compared to, because I use my own recordings, kind of like that one hair club for men guy he liked it so much, he bought the company. I use my own products and they work for me.

Marinna: Good. It’s always good when the person that makes them uses them.

Steve: Exactly. If they are not using it, then you need to be a little concerned. Why aren’t they taking that if it’s so good? I mean, these things really set your life in the direction that you want to go in and it’s so simple. I couldn’t have possibly made it anymore simpler than the press-play. That’s your job, that’s all you have to do and I do the rest.

Marinna: And then just take a little time everyday for yourself and make it happen. So, that sounds great. So I don’t think I gave anybody where the location is. It’s on the webcast page but if you are not there you can go to [activateyourpowerwithin.com/products/Steve/](http://activateyourpowerwithin.com/products/Steve/) and also Steve was generous enough to give us a nice little bonus gift for everybody. It’s the unlimited confidence platinum series.

Steve: So what is in this gift?

Marinna: Confidence recording is, if you are wondering what to start with. You know, what do I want to work on? I recommend starting with that first unless you want to work on weight loss, smoking or motivation. If you are not sure what to start with start with confidence. Confidence is the underpinning of everything. With confidence you can do anything and without confidence it’s difficult to get out of the bed in the morning because you are not sure of anything. You can lack confidence to the point where you don’t know if the floor’s stable. So it’s the extreme of confidence.

On one hand, you don’t think anything is going to work and on the other hand everything is going to work. You start to live as if it is going to work out and when you do things as if they are going to work out they usually do, they usually go your way. People like dealing with confident people. People like talking to people who believe in themselves and believe in their possibilities. Even if your friends don’t believe something you are talking about, if you talk confidently enough about it they are going to be on board with it. Confidence changes your universe, confidence changes the way people interact with you, the way you interact with them. It changes the idea of whether or not you are going to get what you want, whether or not you are going to get things done because you start believing that it is going to work out. So that’s what the unlimited confidence recording is about.

Marinna: Yeah. Well, that’s priceless because of just what you said. ‘They are starting to live life as it’s going to work out, I think is a priceless statement that everybody needs to follow. Sometimes it’s not that easy to do but if you do start out with that attitude, it’s amazing how things shift. That’s fantastic. Thank you for offering that for everybody and that’s also right there on the webcast page [www.activateyourpowerwithin.com/webcast](http://www.activateyourpowerwithin.com/webcast). Great Steve, thank you so much for joining us today. It was a fantastic interview and I’m sure that everybody got some really good information, and some tools and messages that they can take away from your messages today. Thank you

Steve: My pleasure, anytime.

Marinna: Great. Well, everyone, we will talk to you soon at the next event. Have a fantastic day. Thank you so much. Bye Steve.

Steve: Bye, bye.