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SuccessFit Hypnosis

www.SubliminalScience.com

Session 6 Pretalk

Welcome aboard for Obert's last session, session number six and since last week I have been to China and back and you have been at the doctor for about the same length of time.

It seemed like it.

You've got a 10:00AM appointment this morning and you were going to come over here at 11:30, that left you plenty of time and it's now what time?

2:30PM, right on schedule!

Right on schedule! That's why, by the way, one of the reasons why people like to see a hypnotist, we usually keep a more accurate schedule than most doctors' offices. I was able to come back from China just for our session.

And you were on time!

I was on time, absolutely, you can actually thank American Airlines for that one! It's great to have you and we talked a little bit a few minutes ago when you came in about your goals and how you're feeling about accomplishing some of the things you have right now, how are you with this whole process? What's the number, did you weigh yourself today?

Yes, I was at the doctor.

What was the number?

It was 242.3.

One thing I have to point out is that every scale is a little bit different and so we always do want to weigh ourselves on our own scale at the same time, with no clothes on and generally in the morning, but you've made significant progress and that is absolutely fantastic. How do you feel, do you feel better?

Good, good, not as aggravated as I was waiting in the doctor's office, but no, I feel much better

with the weight loss.

What are some of the changes you've noticed because of the weight loss?

Clothes fitting better and I dropped a size in pants and sleeping better, breathing better.

Anything you miss about some of your eating habits before?

No, I'd just become lazy and bad habits.

How do you feel about being less lazy and less bad habits?

It's always a good thing, like hey, you don't need Snickers, they're not in the food pyramid.

Actually they are, at the bottom of the [inaudible 0.02.54] chart, the least nutritional value per calorie.

Peanuts!

Peanuts! But the better peanuts, of course, are the ones that don't come surrounded in caramel and chocolate and the ones that are raw, preserving all that nutrition. In fact, that's something kind of interesting about cooking food, so I'll just mention that. My mom is definitely allergic to peanuts, she will die if she eats a peanut, she has to carry to epi pen because peanuts, one day she

was at a restaurant and she ate some food and she had the sudden realization that she'd just eaten a peanut and she immediately assumed that she was going to die and she didn't drop dead, so instead of going to the emergency room, I don't know why people do that, what she should have done, she drove home and called me!

I immediately called her friend who lives two doors down who is a doctor, "You've got to get to my mom's house right now." She did and my mom had no reaction to it and the reason why is because it was a cooked peanut in her meal. The doctor explained that the proteins that people are allergic to had disappeared because it was a cooked peanut which is why my mom didn't really realize it was a peanut while she was eating it.

The message in that story is that when we cook our food, we cook out the nutrition and so of course having raw food is always more nutritionally dense. The story here that goes on the peanut story is Jack Lalanne, he lived to be like 96 or something like that and for some reason, the only thing I really remember about his advice was, cook your vegetables so they're a little bit soft, but still crunchy and he lived to be in his late 90's.

Last night I cooked asparagus, I cooked it on the grill -

Bacon wrapped around it?

It did not have bacon wrapped around it. In fact I had Mrs Dash on it, that was all I had on it, it's my favorite spice, it's easy, it goes with everything and replaces salt, super good, but just crunch

asparagus, it's pretty darn good, warm, but crunchy.

Have you been noticing any changes in the way you interact with food when you're eating out at a restaurant?

Yes, I eat at a slower pace and I'm looking at more the nutritional, the menus have nutritional information now, so I'm reading that, seeing what's good and what's bad, ketchup and fries are not usually high on that list either!

They're never high on that list. Actually tomato ketchup, you have the name-brand ketchup, lots of corn syrup or you can actually have an organic ketchup which is really just pureed tomatoes. I actually like really good ketchup. French fries aren't on the list because again, we fried out all the nutrition, we've absorbed the oil and the interesting thing about oil is, it doesn't matter what kind of oil it is, Canola oil, vegetable oil, peanut oil, coconut oil, all oil is oil and all oil has 120 calories per tablespoon and there's no nutritional value in any oil.

It is true that some oils are healthier and here's why. For example coconut oil or extra virgin olive oil has a shorter molecular structure, so the idea here is that it can be used more efficiently say than cheap Canola oil or something like that, but again, you recognize French fries aren't good for you, it's actually the oil that's not good for you and by eliminating some of those things, you found it easier to lose the weight haven't you?

Yes.

Good. Now, this is our last session and so I want to talk to you a little bit about what we can do here. If you're satisfied with the results and you believe that you can practice some of the things that we've learned and continue to do that on your own, I'm going to wish you well and be really glad that I had the chance to work with you and had the chance to meet with you. Of course we also offer a follow-up package, it's the Platinum Deluxe Super Duper Diamond Package, it's \$24 000 for the next 12 months and you can meet with me once a month for the next 12 months for only \$24 000. Is that something you'd like to do?

That comes with a founders card?

I'll buy a founders card membership with that! We offer a pre-payment cash discount of 1%, so I can give that to you today for \$23 750.

Cool!

Great, now again, pointing out that the 6th session is an opportunity to review what it is that we want to do. Do we want to terminate, which is one I almost always do, or do we want to upsell? Upsell can be a very important part of the business model. In my new office, one of the things that I'm doing is creating an immersive, self-hypnosis experience. You can think of it as virtual reality hypnosis, although it won't be \$24 000 for 12 months of access, it might be \$40 or \$60 a session for the self-paced, pre-programmed session. Those are great upsells and again, in your business you want to evaluate what it is that you can or want to do that's both ethical and

continues to be helpful for the client.

You obviously came with a whole knowledge base and you've accomplished your goal very well. Some clients continue to have the idea that maybe they need some ongoing support. So what I'll do then is typically offer a six session package over the next six months, once a month, to continue monitoring these things and I usually charge them the same price I did for the first six sessions, a big jar of coins. The sixth session is where you're going to make this determination, where you're going to make this decision and I found that the upsell before the session is a lot better than the upsell after the session.

We don't want somebody who is leaving feeling fantastic wondering about a purchase and this is, again, where they're excited about their progress and again, I don't try to hustle my clients for an upsell that isn't going to be beneficial to them. I would say my weight loss clients, probably about 60% I still terminate with, this is our last session. The other 40% I typically see anywhere from three to six additional sessions over the next three to six months.

The success just compounds.

The success just compounds, but again, I'm going to see you anyway, you don't have to pay me anything, so there you go! I wanted for the viewer to see where it is in the pre-talk, in the 6th session that we cover what could be called the 'upsell' or the determination as to whether or not we're going to continue or to terminate the service. Either way, I'm also going to say, "Obert, I've been really glad to work with you and it would be helpful to me, being a small business, if

you would refer people when they ask how you lost the weight, you can say hypnosisnevada.com, send them my way.

That is again something that's important, we built rapport, we've built trust, we've accomplished goals and the only way to get business is to actually ask for business. The close is important in our 6th session.

During our hypnosis session today Obert, since this is our last session, are there any specific concerns you have or things you want done? That you think we need to address in our session today, is there any area where you feel like either reinforcing some of the changes or even exploring something new and helpful and beneficial to you?

With the holidays coming up, that would be reinforcing the willpower, expanding the willpower of the sweets and that sort of thing.

Before the video I invited you for Thanksgiving dinner but instead what are you doing?

Feeding the homeless.

Imagine that, he's feeding the homeless rather than hanging out at Richard's house, so very good. It's absolutely great to work with you and we'll go ahead and if we move over to the hypnotic furniture, we'll begin session number six.

Fantastic.

Session 6 Complete Session

Here we are, session number six and you can really congratulate yourself. You've done that earlier on in our previous sessions, but you get a gold star by your name today.

I don't know what the price of gold is.

The price of gold is actually up. I stepped out for a minute to use the restroom and I was doing some math in my head and you've lost over 30 pounds since we started this adventure and that's absolutely fantastic. I can only imagine what your success will be like at Thanksgiving next year. You've done great.

Go ahead and close your eyes and allow yourself to be comfortable in this chair, understanding the resource state of hypnosis, bring yourself to that resource state that is most valuable to you. That during these six sessions you have found to be really the resource states that have helped you the most, the ones that have motivated you, or the ones that have encouraged you or the ones that have helped you with acceptance and change.

Even the resource states where your body intuitively knows exactly what it needs and your body responds to the suggestions that you've given it by engaging in this process. So far you've done a great thing for yourself. You look better, you sound better, your skin is clearer, your emotions,

your affect is at a higher level, it's really great to see that. It's not anything that I've done to you, but what you've chosen to do by participating in this process. As you relax, continuing to keep the eyes closed, noticing that the heart rate is smooth and rhythmic and that just by sitting in the hypnotic chair, the breath has become calm and regular.

With each number and each breath, continue to access a deeper resource state of hypnosis, 7,6,5, each number and each breath, 6, encouraging yourself, 5, motivating yourself, 4, rewarding yourself by continuing to make the right choices, each number and each breath being fully present in this moment, all the way down now, 4,3,2, 1, zero, letting go now of anything either known or unknown, that in this final session would hold you back from success.

Seeing yourself as you know you will be a year from now, with the continued success that you started in the past six sessions. It feels pretty good, both physically, emotionally and even in other areas of life, to have lost the 30 pounds. You really haven't lost anything, you've actually gained health and you've gained energy and you've gained a feeling of control and so you know that as you continue on this path of choosing those foods that are most nutrient dense, while at the same time increasing your activity each day, that by Thanksgiving next year you'll look back at the weight that you once held, proud that you've released it and have gained so much in return.

You mentioned the holidays which are coming up, Thanksgiving, Christmas, New Year, holidays, as your family gets together, they enjoy eating food as much as the next family does and you've chosen to do something this Thanksgiving with your church to feed meals to those who otherwise might not have one. It's a great time to reflect on the goodness of gratitude,

gratitude that you have cultivated by embarking on this change that you can now share with others.

When you leave the church in the morning and head to your sister in the afternoon, notice the establishment of a new holiday ritual, choosing to eat those things that are offered that are most nutritionally dense and the things that are healthiest for you first. Eating slower and noticing that feeling of fullness, choosing to simply stop eating when you're satisfied rather than overeating any more and just as right now in this chair you can practice mindfulness by being fully present in this moment, you'll find that over the holiday season it's easy for you to be mindful of the people around you, the experiences you have, the gratitude that exists and you're going to be satisfied without overeating.

With each number and each breath continue to relax further, 3,2,1, zero. Paying attention to this moment and this resource state that you've created, the feeling of the leather below your fingertips, the feeling of your back on that chair, the feeling of lightness in your belly and in your body and in your face and even in your feet. Embrace this state that you've created and anytime and anywhere over the next week or two or month or two or even over the next year or two you find a need to return back to the resource state that you've created and the commitment to change that you've made, simply take a moment and close the eyes, lean back in the chair where you are.

Take in a breath and breathe in gratitude and exhale anything known or unknown keeping you from success. Breathe in enjoyment and breathe in health and breathe in that which is, of course,

best for you. You've done great in the last six sessions. It's an accomplishment that you can be proud of. People are beginning to notice the change and you, of course, enjoy that change.

Now it is time to return to the room around you. To reorient to the room, to my voice, to the air in the room around you and to continue on with the rest of the day empowered by the changes that you've made and the path that you're on, knowing that when you leave here today and step over the threshold of the door, it's not exiting the process of hypnosis, but rather taking everything with you from here on out, now and forever more into every area of your life.

When I count to three, open the eyes, feeling fantastic and ready for the rest of the day. One, taking in a breath, two, stretching out any muscles that need to be stretched and three, opening the eyes empowered, invigorated and ready for the rest of the day. What I need to do here is take this picture here and put it next to the picture of the first session and there's our before and after.

By the way, people ask me, do I take before and after pictures of my weight loss clients? No, I don't. I've always thought maybe because of my background as a licensed therapist, that is improper to be actually using clients in marketing materials. I've always been uncomfortable with that.

I understand that, but how about for their own -

Maybe for our own records, I think there's some value in that, as part of the client record, a before and after. I think the days of putting people on display at the county fair as a 25c

admission are long over and so I've just always been really uncomfortable with that. People say, "How do you illustrate that?" Well, in websites and things like that, you can buy before and after pictures, these are not actual clients or representations of the results that you might experience.

Again, a personal decision, just one that I've made but since you agreed to be a part of this educational series, I think people can really see a pretty good contrast between when we started, it was almost two months ago and where we are today. Congratulations.

Thank you, we'll see what happens after the next six weeks.

I know you'll do well after the next six weeks, but call me, I'm always here for you.