

Treatment Plan for Smoking Cessation

Prepared by Luke Chao

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How Hypnosis Works

Hypnosis is experienced as a half-asleep, half-awake state of mind that allows you to listen more closely and adopt new ideas more readily, among other effects. It's this acceptance of new ideas, not simply being hypnotized, that causes long-term change. Therefore, this plan describes a list of attitudes that we propose you adopt in order to make the changes that you requested. Usually, this kind of thinking is what an "ideal" person would have in your situation.

During your hypnosis sessions, your hypnotist's role isn't only to relax you and to help you suspend analytical thinking, but to clearly and thoroughly communicate the new ways of thinking outlined in this document. We have found that an approach that's based on sincere, unambiguous communication produces better outcomes than technique-based approaches. It's important that you recognize the crucial role that you play in your own success, since the hypnotist–client relationship is more akin to instructor–student or coach–athlete than surgeon–patient.

Hypnosis is meant to be a complement to medical care or conventional therapies, not a replacement. If you have any concerns about how this plan fits into your lifestyle or existing health treatments, you can share this document with your doctor(s), therapist(s), family or any other trusted advisor.

Smoking Treatment Plan

This plan describes our standard smoking protocol for an adult smoker of normal suggestibility, with no anticipated complications.

In the first session, we start by diminishing the appeal of cigarette smoke ("tainted air") and increasing your appreciation for your own life. Most likely you can appreciate everything else that is alive, even a small houseplant, and your lungs or body needn't be an exception. Then, you will

envision a future where you're still smoking (with consequences starting to appear), and a different future where you're breathing *only* clean air and living nicotine-free. Without exaggerating either visualization, the second future will be much more appealing—I will remind you of how a nicotine-free life is better in every regard and every situation. Living nicotine-free is normal for more than 85% of your friends, neighbours and colleagues, and even though you don't have as much experience being an adult non-smoker, it will become your new normal in the future. Sometimes, we will frame quitting smoking as a breakup from a toxic relationship, and a regaining of your self-respect and love for your family members.

By the second session around one week later, you'll have had a chance to cut back on your smoking (ideally by at least one-third). If you've noticed any other triggers or motivations, we can address them in this session. Any changes that you've made will be reinforced as your "new normal." This session is more of look at the past. You'll remember what it was like when you were a nicotine-free as a child, to reinforce the idea that living a nicotine-free life is normal for you, and re-envision your past to see that no cigarette you smoked was ever necessary or beneficial. By the end of this session, we should have addressed any doubts or concerns about becoming nicotine-free, and you will be at a decision point where you're able to commit to a nicotine-free future. After you affirm that you're ready to commit, I will deliver messages of finality, suggesting that your nicotine-using days are behind you and that the matter is settled.

In most cases, but not all, these two sessions are all that you will require to feel committed to stopping smoking. Sometimes, additional sessions are required because of complications or challenges that have arisen. For example, if you're not ready to commit 100% upon your second session, we will defer this decision to your third session. In some cases, additional sessions are necessary for stress management or developing the coping skills that non-smokers have but which are underdeveloped in smokers. Depending on how well you are handling your life as a non-smoker, zero to three additional sessions could be required after your quit date to help you adapt to living a smoke-free lifestyle.

Sometimes, it's beneficial to combine hypnosis with nicotine replacement therapy (NRT), which we recommend discussing with a doctor or pharmacist.

Pricing Options

We do not charge by the hour. Instead, we charge for completed sessions where you are successfully hypnotized, which takes a full 60-minute hour under normal circumstances, but often runs past that

time. If you are not hypnotized to any significant degree, as measured by standard depth testing, no fee is incurred (subject to our Cancellation Policy).

The price per session is \$350 for sessions with Luke Chao. For Canadian residents, sales tax will be added to the prices above (in Ontario, 13% HST applies). A “session” refers to an in-office session, an online session or a custom recording, depending on what’s appropriate for you and your plan. This pricing above is in Canadian Dollars and will be honoured for at least six months after the date this plan was written.

We accept payment by debit card, Interac e-transfer, cash, Visa, MasterCard and American Express. For the benefit of our global clients, we also accept Bitcoin, Ethereum and a short list of other cryptocurrencies. In Canada, financing can be arranged through PayBright, a third-party provider, at varying rates on approved credit. We do not accept personal cheques or bill insurance providers.

For online sessions, payment is due before the session begins, until a payment history has been established.

Next Steps

If you have not yet scheduled your first session and you would like to proceed, please phone our office at 416-556-4068 during business hours. Sessions can be at our office in downtown Toronto or online through our private, web-accessible video conferencing server. If you have any specific questions or concerns about the plan above, or if you need to provide more information about your situation, please e-mail luke@morpheusclinic.com

Policies and Definitions

Profession: Consulting hypnotism (“hypnotherapy”) is a distinct profession from psychotherapy, psychology, medicine, counselling and other fields. Consulting hypnotists specialize in the use of verbal suggestions to change your thought patterns and habits. In Ontario, there is no such thing as a government-licensed hypnotist or hypnotherapist, which is not our choice. In the absence of regulation, we compete through client-friendly practices such as those described in this document.

Scope: We practise only hypnotism, not counselling or psychotherapy. Hypnosis is most effective for changing attitudes and perspectives. We do not treat serious illnesses or disorders. If we believe that we can help you better cope with an illness or disorder using the methods we’re trained to use, our approach will be described in the plan above.

Length: Each session is scheduled for 60 minutes, but sometimes lasts for up to 90 minutes (at no extra charge). Typically, it consists of 45 to 50 minutes of formal, eyes-closed hypnosis, during which your hypnotist will be speaking nearly non-stop, with discussion before and after as necessary. Because of a phenomenon called time distortion, your sessions will feel shorter than their actual length, which is a normal and expected side effect of hypnosis. Recorded sessions have a running length of 25 to 30 minutes, to allow time for production.

Intervals: Typically, we will schedule a full week between your first and second sessions, with increasingly longer intervals as you make progress. This allows us to follow you over a longer period, and it allows you more opportunities to provide input that guides our suggestions. Two sessions will take a week to complete, but five sessions will typically take two or three months.

Cancellation: We require at least 24 hours' notice before an appointment if it needs to be cancelled or rescheduled. If you do not provide sufficient notice, we reserve the right to charge full price for the missed appointment. Exceptions will be made for extenuating circumstances like sudden illness or adverse weather (in fact, we encourage you to stay at home if it's risky to leave), but not for work-related decisions that you make. This policy ensures that all our clients have a fair chance at getting their preferred times.

Packages: We offer discounts for prepaid blocks of sessions. If you do not wish to complete a package that you have purchased, we will bill the sessions that you completed at the individual session rate and refund the difference. A prepaid block can be shared among immediate family members. There is no expiration date for prepaid sessions (even if our prices rise for new clients).

Referrals: If you're an existing client and you make a referral, both you and the referred client will receive \$50 off your next session, as long as we can make the connection (e.g., they provide your name). If you were referred by a medical professional, they will not receive any incentive.

Recordings: We produce recordings separately from live sessions, so that we can deliver recordings that are nearly studio-quality. Examples of our recorded work can be found on our YouTube channel, MorpheusHypnosis. If you wish to have a recording of a live session, you are permitted to connect your cell phone or another device to our audio mixer, or to place the device on our desk, for your personal use only.

Risks: There are very few risks to the methods of hypnosis that we practice. This treatment plan is intended to minimize the possibility that our suggestions are not relevant or beneficial for your case, but despite our best efforts, it is possible for there to be a mismatch between what we communicate

and what you need to hear, or what we intend to communicate and how you understand it. If your issue(s) could be medical in nature, we advise you to consult with a physician. If you feel groggy after a session, you should not drive until you are feeling alert again.

Followups: As a standard practice, we will make at least one attempt to follow up with clients who've completed sessions with us, so that we can further our knowledge about what future clients will need to hear. If you do not want us to follow up with you, please let us know.

Privacy: The information that you provide to us is confidential and will not be shared with third parties, except with your consent, if required by law or if you have overdue payments. Our office staff have access to electronic and paper records on an as-needed basis, and have signed non-disclosure agreements.

Consent: This document is intended to help you make an informed decision about the work that we do. By proceeding, you are consenting to the plan and policies described in this document.

About Your Practitioner

Luke Chao founded The Morpheus Clinic for Hypnosis in 2006. He holds a Honours Bachelor of Arts degree from the University of Toronto and Consulting Hypnotist and Certified Instructor certifications with the National Guild of Hypnotists. His approach is client- and solution-focused, brief and humanistic.

You can find him on YouTube @morpheushypnosis or e-mail him at luke@morpheusclinic.com