



Life-Enhancing Hypnosis:

Empowering people to achieve optimal mental, physical and emotional well-being.

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**Serenity and self-hypnosis**

Here is the back story or, as Paul Harvey would say, “the rest of the story” about the process of creating a hypnotic relaxation recording from conception to completion.

Every once in awhile, over the past twenty-five years, a client would comment on my voice and suggest I should make a recording. Doing that never seemed like a top priority to me – until about a year and a half ago. I decided to buy six recordings. I thought they initially seemed good, but became less impressed with them the more I listened. I followed up by listening to many others and found only one I liked on Yahoo. It was created and narrated by Marty Rossman, M.D., a doctor in the California Bay Area who I had the pleasure of lunching with several months before. Marty’s recording had what the others lacked: a smooth, soothing delivery and an obvious expertise with creative visualizations. The combination of what he said and how he said it really resonated with me and inspired me to put more energy into making a recording.

I continued listening to recordings and checking out their prices, especially online, and finally felt I could do better than most! Having made two demo interview CDs at radio station WNSX in Ellsworth, Maine six years ago, reminded me of how well that process could work. When I called to ask about radio time at the station, I was delighted to hear that Bill Butler, who engineered my original recordings, was still there! We talked and made a date for the new recording.

I had been jotting down ideas since having been reinforced by Marty Rossman’s recording and started pulling them together. The hypnosis methods and techniques I had used and created over twenty-five years boiled down to empowering people to do what they needed to do to achieve their goals and teaching them how to enter the hypnotic state when they desired. That realization became the foundation of the relaxation recording and is what makes it unique. In addition to

helping people reach comfortable depths of hypnosis, I enable them to go into self-hypnosis on their own.

Recalling how other recordings seemed overly directive or non-directive, without feeling or sickeningly syrupy, focused only on visualizations, or robotic sounding, I knew how I wanted to proceed. I would appeal to as broad an audience as possible by offering both direct and indirect suggestions, encouraging people to participate fully in the experience, referring to use of all the primary senses: visual, auditory and kinesthetic, providing time for listeners to do and create things in their own way, enabling them to “chart their progress” with a depth-of-hypnosis technique, and teaching them how to return to their self-hypnotic state, with an anchoring movement, whenever they wanted.

I thought the recording should be about thirty minutes long (it came in at 30:32) and geared things in that direction. When comfortable with what I wanted to say, I typed everything in large print – for ease of recording, glued each page to a cardboard backer to muffle the sound of shuffling pages, and practiced over and over. Of course, self-hypnotic suggestions helped me remain cool, calm, and collected during the recording.

Once I had the original CD and MP3 recordings, I contacted sixteen former clients whose opinions I valued and asked them to listen and give me feedback. All agreed and I sent them a copy in the format they requested. Eventually, twelve people responded with helpful suggestions that I incorporated into the final recording session.

I had thought my voice would be enough to “carry the messages”, but felt some background sound could enhance the recording, especially during pauses that allowed people to “do their own thing”. I liked the idea of gentle water sounds, but after listening to forty-five water recordings on line – didn’t like any! Shortly thereafter, I was walking through the waiting area at the Integrative Health Center of Maine (where I have an office) and heard the gurgling of water as it trickled down over a slate backdrop. I had heard that sound hundreds of times over the last five years, but this time I stopped, listened, and liked it! I asked Sean McCloy, the medical director of IHCM, if I could use the sounds for my relaxation recording. His enthusiastic response was the final piece of the puzzle. On a Saturday morning, when people were elsewhere and the waiting area was quiet, I positioned my laptop between the back of the slate and a wall and recorded forty minutes of soothing sounds.

At the second recording session, Bill Butler cautioned about having water sounds too loud, because they might encourage people to go to the bathroom. He synchronized a “just right” water backup with my voice. Then it was off to the races promoting the recording. To condense a rather lengthy, steep-learning-curve process, I contacted CDBaby.com. Suggested by a colleague of my wife, Heather, it originally catered to musicians but had expanded to include non-musical

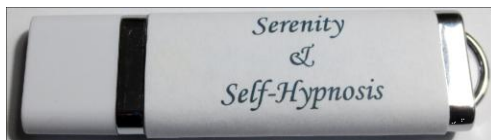
recordings. CD Baby also coordinates the dissemination of MP3 recordings to twenty-four outlets such as Amazon, iTunes and Spotify, which promote them world-wide.

By the end of December, CD and MP3 versions of “Serenity and Self-Hypnosis” will be available on the Hypno-Health website. A promotional piece about that follows. The final web page will be more complete and I’ll send you an alert when it is up and running!

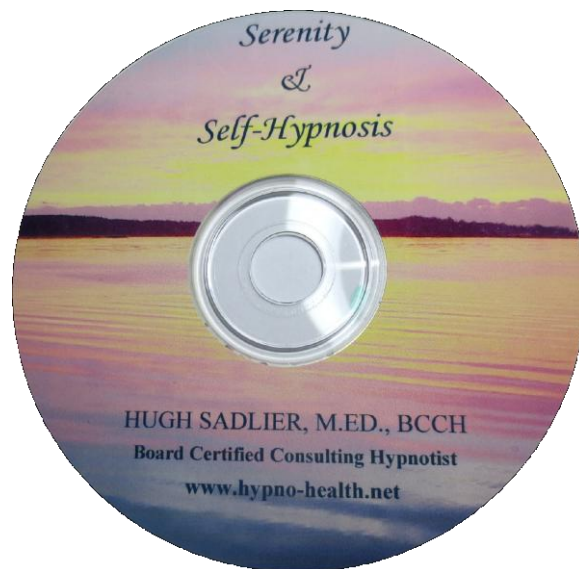
### RELAXATION RECORDING

Hugh's soothing voice, compassionate nature, and extensive experience guide you on this gentle journey to deepening levels of hypnotic relaxation and empower you to return to your relaxed state anytime you desire. While in hypnosis, you are always in control and will return to the conscious state whenever you want or need to.

***IMPORTANT: This recording helps people enter a hypnotic state and should only be listened to in a safe setting, while sitting or lying down. You should not listen to this recording if you are driving, operating machinery, or engaging in any other activity requiring your full attention.***



MP3    \$10.00



CD    \$15.00

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## Gift Certificate

Print this certificate and bring it with you to receive

**\$25**

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Hugh Sadler, M.Ed., BCCH  
Board Certified Consulting Hypnotist

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*Hugh*

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**Remember:** *Hypnosis can be done in the office, by phone, and via Skype.*