

Rachel: Hello! We are about to speak with Selena Valentine of [Empowered Hypnosis](#). Selena is a hypnotist and she has a company where her and her team every year help over 2000 people a year with different things, really to just feel better and she does a lot of hypnosis work where she helps people program their subconscious mind to start to believe more empowering things.

So as you are going to see in today's interview, Selena talks about how our conscious mind is responsible for 10% of our brain. Our subconscious is 90% and that's where we make most of our decisions. So in today's episode we go over what the conscious brain is, what the subconscious brain is, different things too. If you wanted to start self-hypnotizing yourself and teaching yourself more empowering kind of things, we go over that.

So I think this is a really good primer if you are not really familiar with hypnosis. I think if you are a little bit more advanced, maybe this isn't the episode for you. If you want to learn a little bit about hypnosis, it's a little bit drier in the beginning when we start talking because we are talking about what certain things are, definitions and things, and towards the end, we start going into more practical things that you can do if you wanted to start programming your subconscious.

Hopefully, you enjoy this and here we go.

Thank you so much for being here.

Selena: Thank you for having me.

Rachel: Absolutely! The intention behind A Better Life is to show people that if they have a choice, they can choose a better life. So in that spirit, can you take a moment to just share with us some of the things that you are most proud of in your life?

Selena: I'm most proud of the impact that we've had on our clients. It's amazing how some of our clients will come to us and will have specific goals and friends or family members or their co-workers will actually talk them out of their goal and put like limiting beliefs on it, or negativity. And they come to us because they need a space where someone is encouraging them to go for their goals and help them believe that it is possible.

For example, one of our clients, Ellen [inaudible 00:02:24], she was 38 years old at that time, she was married and she wanted to have a baby, a first time baby. And her friend, even her mom kept telling her, "Oh, you're older. It's going to be so tough for you to try to get pregnant or is the baby going to be healthy?" They just kept at her with so much negativity that she was having a hard time conceiving.

So I remember when she came in, I said, "You have to do me a favor. You have to promise that for six months you are going to go on a diet from your friends and your family members, meaning you're not going to speak to them about being pregnant, pregnancy and anything like that. What we are going to do is set the intention for you to get pregnant and have a healthy baby. And we are going to have hypnosis sessions for six months, just on that intention, without you sharing the process and what you are

doing with your friends and family." And I'm happy to report that she has a healthy and beautiful baby girl. And I remember after she gave birth and she came in and showed the pictures and we're also friends on Facebook and her screensaver is always her healthy baby. And that is what really brings us joy, is knowing that we can help our client to reach their goals, easily, quickly and confidently. I'm really proud of that.

Rachel: Yeah, I bet. How fulfilling. That's amazing. I know you're saying 2,000 people you are able to help a year, it's incredible.

Selena: Yeah! We are in Manhattan. So in New York City alone, there are millions of people, I don't know the exact number. I think New York State is maybe 12, and New York City is maybe eight and a half, so that is a wonderful thing about being in a big city, there are tons of people and New York is an ambitious city. So most people here do want to achieve their goals ambitiously, aggressively, confidently. So we are happy to report we are the number one choice for New Yorkers who come and visit us to achieve their goals. We are happy about that.

Rachel: Way to go! So we were talking before, and I was sharing about how I loved that video on your website just explaining what hypnosis is and I'd love to start there, talking about the things that are in there so that those who are listening can start to understand what hypnosis is, why it works and really have a good foundation for the rest of our conversation.

Selena: Yes, I'm so happy you said that because so many people have a misconception about hypnosis. They hear the word hypnosis and they go, "Oh, you're going to make bark like a dog, or [inaudible 00:05:00] like a chicken, and I'm like, "You're funny. That is not exactly what hypnosis is." So we created the video just to alleviate the fears or tensions around the word, around the name, just to help people understand what it is before they actually come into the office and have their session.

So basically hypnosis is we have two aspects of our mind. We have our conscious mind and we have our subconscious mind. Now the conscious mind, that's just a small part of the mind, the 10% and that's a critical aspect of the mind; that's the part that analyzes, judges, critiques. Then we also have our subconscious mind which is the larger percent of our mind, 90% and that can be referred to like our right brain. That stores all our long term memory, our belief system, our emotions, our habits.

So what we do with hypnosis is we work directly with the subconscious part of the mind to bring about positive and permanent change in your life. Because it is the larger part, it is the stronger part, all permanent change have to occur in the subconscious part of the mind. And remember, I tell people hypnosis has been accepted by the American Medical Association and the American Psychological Association since 1952. So it was around longer than that, but that's when the medical community started really embracing it and using it.

Rachel: Awesome. From watching the video, I understand that the conscious brain is more logic and the subconscious is more imagination, like you said, right brain. Can you explain a little more about the difference between those?

Selena: Yes. So the conscious mind is the critical, analytical, judging part of our minds. And this is the aspect of our mental processing where we think and talk in a rational way. So how I'm speaking to you if I was doing a Math problem or something like that, I'm using that part of my mind known as the conscious mind, like every day decisions. Now the subconscious mind, for example, stores what happened to you when you were five or six, or like your first day of school or your first experience walking, all these memories are deeply stored in your subconscious mind. And when you open up your subconscious mind, you will be able to recall these memories at will even if you were three years old. You can remember when you first started getting your teeth. So the subconscious mind, again, has the long-term memory, the habit that automates our breathing, or [inaudible 00:07:29] functions. Most human beings do not realize that we blink about 17 thousand times a day.

Now imagine if you had to consciously think to do that and to think to remember, okay, one thousand, two thousand, you see. The subconscious mind is the automated part of the mind. It's the part of the mind that's really behind the scenes, running the show, keeping us all alive, healthy and well. And this is the part of the mind that we work with in hypnosis and hypnotherapy.

Rachel: That makes sense. From what I understood in the video, it was like our subconscious has a lot of our habits, so even if we use our conscious mind to use the willpower part of our brain, the conscious and we can go push and push and push and try to make these habits happen but they are still just going to be suppressing emotions in the subconscious, right?

Selena: Absolutely. This is why willpower is so difficult because again, you are using 10% of your mind. It's almost the equivalent of lifting a 50 pound weight. You can lift it with 10% of your capabilities, which is the conscious mind, or you can lift it with 90% of your capabilities, which is the subconscious mind. Which one do you think is going to lift that weight easier, faster and quicker? The 90% of your capability, so that is how powerful the subconscious mind. Whenever there is a choice between the subconscious mind and the conscious mind, the subconscious mind always wins. It's just that much more powerful.

Rachel: Yes, but it was saying how if you try to use willpower to bust habits, and then you're just suppressing your emotions, your things in your life will manifest like stress and illness and things, right? So you can't overpower - you can't just bull rush past your conscious?

Selena: Yes, again, some people can accomplish things with the willpower. The thing is, it will always come back. Until you change that habit or belief subconsciously, it will always return. This is why you hear people say, "I quit cold turkey and two weeks later I'm smoking again," because you haven't made that permanent, positive change in your subconscious mind, it's only in the conscious mind, the willpower part and it will return.

Rachel: Got it. I'd like to dig into that more. I guess before we do, the last piece to this is can you explain what the critical faculty is?

Selena: The critical part of the mind which is again the conscious mind. That's the analytical, judging part. So everyday the decisions that you make, what you are going to eat, who are you going to talk to, where you're going to go, you're making all these rational decisions, critical, thinking decisions. I'll give you an example. Have you ever been driving a car and missed your exit?

Rachel: Yes.

Selena: I have as well. So we think we're driving a car analytically, consciously, but when we miss an exit, the subconscious is steering us, and keeping us safe and well even though we may have missed that exit, we're still driving along, because once you repeat something enough times in the subconscious mind, it stores it, it receives it, and you don't have to program it anymore. Even though you may be thinking about 50 million things consciously, your subconscious mind is still allowing you to drive that car safely. You may have missed your exit, but it's not like you've veered off the road. You're still using all your capabilities to drive. That's how powerful the subconscious is.

Rachel: Yeah, totally. And the way that I understood, I guess another way that to look at the critical faculty, just because I have another question about this, is it was explained in the video - I guess if there's a way that you can even say this better, let me know, or maybe I can just explain it right, but the buffer between the conscious and the subconscious so that...

Selena: Absolutely. The conscious mind is almost like a bodyguard at a club. You want to get in the club, which is the subconscious mind, where everything is happening but the bodyguard is there saying "Nope. I'm not going to let you in. Let's see, you've got to do something." Put my guard down. The conscious mind is there and it depends, it allows what is going to penetrate your subconscious. The conscious mind is very strong and it just doesn't allow anything to enter the subconscious. So what the great thing about hypnosis is that we have techniques and processes to lower the subconscious mind, almost like lowering the guard so that the positive suggestions that you want can penetrate your subconscious.

Rachel: Right. From the video, you were saying if you hear something crazy, if your conscious mind hears something completely nuts, then it's not going to let it go into the subconscious because it just doesn't believe it, but it was also saying how kids from ages 0-7 don't have that critical faculty. So what I was curious about that is, if you are a child from ages 0-7 and these things are happening that were crazy but you can't decide that they are necessarily good for you, they're going into your mind. Is this why so many things later on for people in adulthood, they have all these beliefs and un-empowering things, is it because of a lot of times from their childhood?

Selena: Yes, for example, from 0-3, children are in a hypnogotic stage, which means they haven't developed their critical factor yet, their conscious mind. So their subconscious mind is just wide open to their environment, whoever is raising them, speaking to them, the beliefs, so it's all going straight to the subconscious mind and remember, the subconscious mind cannot tell the difference between fact and fiction. It believes whatever you impress upon it, and children are so susceptible with that age.

And this is why for example, if you are born in America, you speak English, right? Because of people around you spoke English to you, this is the language, your subconscious mind accepted it. And this is who you believe you are, you are an English-speaking person. However, if you were born in Russia, you would speak Russian. Or if you were born in China, you would speak Chinese. Why? Because the people around you basically plant those suggestions in your subconscious mind through the repetition of the words or that language and you naturally accepted it as your identity, I'm Russian, I'm Chinese, I'm English, I'm American, whatever it is. This is my dominant language because all of that went directly in your subconscious mind and you can't decipher whether that's the language you want or not, it's whatever the people around you implant in your subconscious mind.

Rachel: Absolutely! So have you had or seen examples of belief people created from 0-3 that impacted them later on?

Selena: Absolutely! For example, I had one client, she was about four years old when this started happening, her mom gave birth to another child and they would always tell her, "Hey, you are such a big girl. Look at you, you're a big girl. You take really great care of your sister. You're a good girl." And then she wonder why she was overweight, because subconsciously her parents were trying to empower her, meaning like she's a big girl, she can take some responsibility, but all she heard was big girl. And big girl forced her to be big, heavy-set, overweight girl.

So she interpreted big as meaning wide, meaning huge instead of strong and powerful. And once we had that session, we made that connection. She was like, "Oh, I see now, I see how I've been carrying this around with me since I was four years old. It's because of the subconscious program that my mom kept saying you're a big girl." And once we were able to uncover that, we were able to release it and that's when she made the connection and she started to lose weight easily and quickly.

Rachel: So after you worked with her, is it like you work with somebody one time and then the belief goes away or is it something that you need to chip over and over?

Selena: Well here's the thing, some people can take in suggestions really well. And for other people, it takes time. Everyone is different. It's the equivalent of saying, "Okay, which child can learn the alphabet in a week or a year?" Everyone is different. It all depends on the subconscious programming that you received as a child or your environment and you may need to consistently reinforce. But the great thing about the subconscious mind is once it receives it, you know. And then it's a permanent change. It's almost like now that we know how to drive, you don't have to take the driving test over again. Your subconscious mind has it. It stores the information. It's that powerful, even if you haven't driven for years, you get behind the car and it's as easy as pie, because your subconscious mind remembers that pattern.

Rachel: Yeah, absolutely. Another good point from that video, I just thought it was good was part about how we get hypnotized so easily in our everyday life too and you mentioned the car...

Selena: Yes, absolutely. For example, jingles. Have you ever set a jingle signal to yourself? I know growing up in New Jersey they would always have these shot [inaudible 00:17:15] can tins [inaudible 00:17:17] good fail and so many times when I was young, I would hear myself just singing the song [inaudible 00:17:25]. Why am I doing this for? Because my conscious mind must have been lowered, my guard must have been lowered as I watched it over and over again, and that jingle sinks into my subconscious mind and now subconsciously, I'm just walking around singing that song for no reason.

Rachel: Yeah, absolutely. And I also really liked the other example in the video how sometimes we might be watching a movie and we find ourselves crying even though logically our conscious knows that we are not part of the movie. We know it's not our life. But our subconscious, our imagination brain because you said, they don't know the truth then we'll start crying.

Selena: There are so many time when I'll be in the movie and I'll start crying, mind you, I know it's a movie, I know they're actors, I know there's director, I know there's lighting people and they are yelling "Cut" but I am so engaged and involved subconsciously that my subconscious mind believes that this is actually real. So my physiology changes according to the suggestions that are coming from the movie that's penetrating my subconscious mind.

So whether you cry in the movie or whether you laugh in the movie, or whether you get scared in the movie, it's all because the subconscious mind becomes lowered, that guard, the suggestions from the movie are penetrating your subconscious mind, your subconscious mind cannot tell the difference between fact or fiction and then you react physiologically to the suggestion from the movie. And again, that's crying, laughing, being scared or whatever it is. So we are in a state of hypnosis more times than we know and the movie is the perfect example of hypnosis in action.

Rachel: Yeah, and I would imagine this is why storytelling is so powerful too, just from a person to a person basis because storytelling starts to lower your guard down.

Selena: Yes. Anything that begins to lower the conscious mind, the suggestions are starting to penetrate. So you want to be really careful, I tell my friends, my family members, my clients, be careful to what you are allowing into your mind. Watch what you are saying to yourself. Watch what people are saying to you. Watch the movie or music that you are exposing yourself to because you may or may not know it, but subconsciously that material is penetrating your mind. So be very careful, the direction that you want to go and what you want to allow into your life.

Rachel: Yeah. That is a really good point. So you touched on this, I know we can pay attention to the music that we listen to, the TV shows and all that stuff, if we want to make some kind of change, say stop smoking, lose weight or whatever, can we also hypnotize ourselves?

Selena: Yes, absolutely. The best way to get into a state of hypnosis and give yourself suggestions is right before you go to bed and first thing in the morning. Because

remember, when you are going to bed, you are not thinking - well the majority of people that don't have sleep issues, you are not thinking, analyzing what am I going to do all day. That's when the conscious mind starts to lower because you are going to go go off into that REM sleep. So that's the bet time to either listen to a hypnosis audio or tell yourself some suggestions, really start to program your mind because that is the time when your subconscious is most lowered, right before bed and first thing in the morning. Have you ever noticed that first thing in the morning, you have that groggy feeling where you are just waking up, you're still asleep and you're trying to come back to waking consciousness? That is an example of being in a state of hypnosis. And that is the best time to start to program your subconscious mind again, either with suggestions or listening to a hypnosis audio or telling suggestions to yourself.

Rachel: So let's say somebody wanted to make more money, what kind of suggestion would you recommend them making to themselves?

Selena: Well, I would definitely recommend telling themselves that I live in an abundant universe, I am abundant. Money comes to me easily and [inaudible 00:21:44]. I live in New York City now and this is an abundant city. All you have to do is look around at all the skyscrapers and look at the huge buildings that has 50-100 floors and you could say "Wow, somebody lives at the top. And may have a penthouse apartment that probably costs millions of dollars." This is an abundant city. There is abundance everywhere. All you have to do is be open to look around and say "Wow, I'm abundant and healthy, I have all my limbs." Think about all the stars in the sky. It's an infinite number. Human beings can't even count them. That is abundance and once you start looking at that and recognizing it and telling your subconscious mind, "Wow, this world is really abundant, I can go to the supermarket and there is a plethora of food everywhere, I get to choose vegetables that I want, what food, this is abundance."

Some people like to think only physical paper, money is abundance. No, there is abundance everywhere. There is abundance of stars. There is abundance of plants. There is abundance of flowers. You may have an abundance of friends or abundance of optimism or joy or laughter in your life. And as you cultivate that energy, the thing with abundance, it's natural that currency will flow into your life because it is law of attraction as well. What you are sending out will come back to you.

So you just want to start telling yourself that before you go to bed and first thing in the morning or see a local hypnotist, they can go on our [website](http://RachelRofe.com), have a phone or a Skype session with us, but it's all about re-programming the subconscious mind and what you are focusing on and what you are paying attention to because that will naturally begin to attract into your life.

Rachel: That makes sense. Do you recommend having multiple suggestions or just that one suggestion you say over and over?

Selena: You can even start with one, everybody's different. Some people like to say one, two, three, just pick something that feels good for you, it should be an affirmation. Start from there. I'm abundant, I'm healthy, I'm happy. I have an abundance of joy and abundance of laughter. Laughter is free. You can find anything to laugh about that's

funny. But you are cultivating that abundance, I'm abundant. You can say to yourself, "Something great is going to happen to me today." Just keep saying that before you go to bed or first thing in the morning or throughout your day.

Rachel: Do you just say it like one time or do you repeat it to yourself. I know you repeat it throughout the day...

Selena: Repeat it. Another exercise that I do is I have a gratitude journal. And I sit at the end of the day and say, "Okay, what are five things that am I grateful for, what happened to me today that [inaudible 00:24:35]?" And it can be somebody that smiled at me or gave me a compliment or I've got a new client, whatever it is. I sit and write it and sit with appreciation and gratitude for about five minutes and let it really soak in and hit me like viscerally, like everywhere magical, my body. I start to feel that gratitude and it is amazing how that will compound and compound and you will start to get that momentum if you do that every day, your life would improve. I promise you. If you... [audio skips]

Rachel: Absolutely! Let's say before someone goes to bed and they are saying 'I live in an abundant world,' would they take just five minutes and keep repeating that and visualizing, like you did with the journal?

Selena: Yes, the great thing about writing the journal is writing down all those...

Rachel: Selena, I'm sorry, you are breaking up. I'm going to hang up and call you right back because I can't hear you anymore. One sec. All right, beautiful, do you want to just pick up on that?

Selena: The great thing about writing down what you are grateful for or one of the things that happen to you during the day, your mind naturally goes back to the visuals, because you either start to see it, hear it, smell it, and taste it, whatever it is because you will be remembering and recalling it. Your mind is saying you are going back to that memory. One of your senses will be experiencing it. We have the five senses. I believe you also have a sixth sense, which is the intuition. But when you are recalling all the great things that happen to you today where you naturally use one of the senses, again, you'll start visualizing or you'll hear something and then it will be stronger in your body. The energy, the vibration will be even more powerful.

Rachel: Let's say you are making six figures a year and you want to make seven figures a year, do you think that you would need to do new suggestions every time you want to increase your income?

Selena: Absolutely! There're One, say for example, your goal was to make a million dollars, so you say, "Okay, I am now attracting to myself a million dollars. It's coming to me in the best way imaginable, easily, absolutely and confidently, right? Now, say you make that million dollars and you want two millions, so you naturally have to change the affirmation that will fit you and where you are and where you want to go. Another easy way that I tell my clients in order to achieve what they want is to have to raise your standards. What was acceptable for you at 18 is not going to be acceptable for you at 30. So you have to constantly reinvent and raise your standards. Say, that was good for

me five years ago. But that is no longer my standard. This is now my standard. So who do I know, who can I identify with that is living that standard? I have to adjust my mindset, my thinking, my behaviors to that person's standards, I have to raise myself up to that standard.

Rachel: Yes. So I guess, if someone is making the six figures, they want to get to seven figures, let's say they are doing the suggestion "I live in an abundant world," to get a specific amount of income, are you saying then that they should say I attract six figures and then go to seven figures, because I guess what I'm wondering is if I'm just saying "I live in an abundant world," will that not cover going forward?

Selena: Well yeah, abundant world covers abundance. What we do in hypnosis is we have people get really clear on their goal. So we ask them to really be clear. So if somebody doesn't really know where their goals are, they are not crystal clear, then you can say "I live in an abundant world." If say you want a hundred thousand dollars by June 15th, then that is the affirmation that you want to tell yourself and through our sessions, that is exactly what we are working.

Because the more specific you are, the more apt you are to get it. I mean the universe will deliver it and your subconscious mind will be on the look out for it. If it's very vague, for example one of my clients was like "I want a new car." I was trying to pinpoint what type of car, "I don't know, I just want a new car," I said okay. So actually one of her uncle gift to her this old 1984, she goes "Well, it's a car but it's not actually what I wanted." Because again, I mentioned to you, you have to get specific. The universe will deliver to your subconscious mind, will naturally attract it to you. The more specific you are, the better because you are going to get exactly what you want.

For example, if you go to a restaurant and the waitress comes over, and she's like, "Hi, Rachel. Thanks for coming. What would you like to eat?" "I don't know. Just bring me something good." And she's like "Okay Rachel, but there are about 50 things on the menu." "I don't know, what you recommend?" "I don't know, what do you want? The steak is good. The hamburger is good. The chicken is good." But if you tell her, "I want a burger, medium well, American cheese, lettuce and tomatoes on a potato bun," that's what she'll bring you in less than ten minutes. You see. And that's how your subconscious mind works and that's how the universe works. You are going to get it but the clearer you are, the better. And that means you'll get exactly what you want. Does that make sense?

Rachel: That does. So do you recommend people take on one new goal at a time, or can you do multiple ones?

Selena: Yes, we highly recommend in our practice one goal at a time. It's been proven that multitasking is not that effective as we thought because what you are doing is your energy is scattered. You are giving 10% here, 10% there, 10% there instead of having all your forces in one direction. [inaudible 00:31:01], one of our greatest baseball players of our time, he does not also play basketball, and he is not boxing, and he is not playing tennis. He mastered one thing and he did it really well and that's why he got paid the big bucks because his energy was focused. So when you have one goal at a

time, you have 100% of your energy and your power on this one goal. When you achieve it, check it off the list and move on to the next one. But if you have ten different goals at once, it's going to be very difficult for you to achieve those goals easily and confidently because your energy is just too dissipated.

Rachel: Yeah, that makes sense. [inaudible 00:31:48] focal escape. I didn't know if it was during in the land of hypnosis.

Selena: Yeah. All your power and energy in that one goal. Once you achieve it, check it off the list and move on to the next one.

Rachel: Absolutely. So one thing I'm curious about, I was sharing before we started recording how I'm so interested now in learning hypnosis and becoming a practitioner just for fun. I'm curious as you were learning about hypnosis when you were getting started, did you ever doubt it?

Selena: No, because I came into hypnosis not like how most people come in with goal. There were couple of deaths in my family, my friend passed away suddenly and my brother passed away suddenly so I wasn't coming from like I had to change or had a goal. I was really coming because I was in grief. I didn't know what else to do or where else to go. I know I didn't want to be in traditional therapy for ten years like some of my other friends, I said I can't be sad for ten years. This is crazy. I need to get over this as fast as possible. And I knew hypnosis was like a shortcut to changing the thoughts that are going on in your mind.

So it was a little different. I had a lot of faith in it. Because one of my friends went and she stopped smoking after about two sessions. She smoked for 15 years. And so if this if helping you stop smoking, you've been smoking for 15 years, it has to help me with this depression I am feeling because of this grief from family members. So I remember going and I felt amazing from the very first session. We did a combination of [inaudible 00:33:23], emotional freedom technique, which is tapping on acupuncture, [inaudible 00:33:27], repeating some hypnosis phrases. We did some NLP, which neuro-linguistic programming, and I felt amazing after the first session. I said, "This is for me."

So I saw my hypnotherapist for about six months. She had a school where she trained people. I joined and here we are, since 2008 where we've seen now over ten thousand people around the country and in our New York location. And it's just amazing, the difference, how I started and where I am now. I would've never imagined I would be in this. I went to St. Peter's College for Business so it's quite funny how life works. When you think you have this plan, and you get altered some kind of way, and I'm helping tens of thousands of people to empower them to live their best lives. Because of my tragedy, something great came out of it. So that makes me really happy and proud.

Rachel: That's beautiful. I have two random questions about it, it's just two that I've always been curious about. One thing - I asked a friend who does hypnosis too but I would love to hear your take on it. So a lot of people will say when they are inducing you, the smarter you are, the faster you will get hypnotized. Is that true or is it just something they say to get you to get hypnotized faster?

Selena: No. it's really true. If you have a highly functioning intelligent brain, you are more apt to take in knowledge, that's really what that means. Because you have a curious mind, you are constantly learning and growing. You wouldn't be smart otherwise. You are constantly stimulating your brain. And it's the same thing with hypnosis, you are allowing this suggestion, these positive suggestions to penetrate your brain that is constantly stimulated by you. Smart people are smart because they are constantly learning and growing. They are reading, they are taking courses, they are studying so their brain is just that much more powerful.

Rachel: Okay, that is interesting. I get hypnotized in like two seconds. It's unbelievable.

Selena: Yes, some people think they're in a light trance, [inaudible 00:35:44], can take a long time, but I love the process. It's amazing how a client comes out of trance, they're like "Wow, I don't know where I went, but I was somewhere. [inaudible 00:35:55] all these suggestions. So it's such a beautiful thing to witness people going in and out of trance because you can see it, it's amazing.

Rachel: Awesome. And so my other question, you were talking about hypnosis where people will do the barking dog thing and I'm just curious about that since we know the subconscious is pure imagination. And I guess this is why people can behave so silly, like on stage. So why is it that some people act sillier than others if everybody's in their subconscious?

Selena: Because everybody's subconscious is different. I have clients that stop smoking at one session and others may take three or four. Everybody is different and it all depends on how well you are able to take suggestions, how guarded your subconscious mind is, how willing you are to change. You brought up the stage hypnosis. I've been to many stage hypnosis shows and I think it's great entertainment and you can use hypnotherapy in a variety of ways. You can use it in therapeutic ways. You can use it for goals, habits. You can use it for entertainment. Everyone is different.

We just don't use it for entertainment. We use it for hypno-therapeutic purposes. It's almost like a movie, a director, or a writer. He can write a comedy, he can write a horror movie, he can write a drama, meaning you can use that medium for variety of ways. It's just how you choose to use it. And it's the same with hypnosis, it's the same with therapy. There are many different forms of therapy, which is which way you want to use it in your practice and in your life.

Rachel: Absolutely. And is it possible to get your subconscious to be willing to change faster or it is always the way that it is and you just work with it?

Selena: Absolutely, it is like a muscle. Like any muscle in your body, if you keep strengthening it, it's going to get stronger. So you will learn processes or you will do processes that will allow your subconscious mind to be open to suggestions and not so guarded. And the best time to do that is either see a hypnotist, before bed and when you wake up and watch what's penetrating your mind. Maybe you want to turn off the horror movies or the murder movies or the cursing movies or whatever it is because they are definitely penetrating your mind and they are affecting you, whether you

believe that or not. It is. It's been well documented that we are the average of our top five friends, well documented, [Jim Rohn](#) would talk about this all the time. If you look at your top five friends, where ever they are in their life, guess what you are? You're there too. Teachers hang out with teachers. Millionaires hang out with millionaires. Billionaires hang out with billionaires, because you are the average of your top five friends.

So how is that possible? Why? Because you are spending time with them, whatever they are thinking or saying or how they are behaving, their customs, it's penetrating your subconscious mind because when you're with your friends, your conscious mind is lowered, you're just having a good time, maybe talking or chatting or whatever you are doing and your subconscious mind is taking what they are saying literally into your mind as facts. And that is how you become them, just being around them.

So I tell people all the time, please stop talking to your family and your friends even if it's your mom for six months, don't let them know what we are doing. You are going to prove to them when you get pregnant and have a healthy baby. You are going to prove to them how powerful your mind is. You don't have to talk about it. They will see it. And that's exactly what happened. Had she not come to me and just stayed listening to her friends and family and communicating with them as normal, she would not have that healthy beautiful baby that she has now. Because there was too much negativity penetrating her subconscious.

Rachel: Did she have health problems before or did she knew she was older and she was right?

Selena: Yeah, very healthy and it's just a fact of life, the older you get as a woman, you are not as fertile.

Rachel: Absolutely! And have you been able to help people who have health issues?

Selena: Absolutely! We've had people with IBS, irritable bowel syndrome. We've had one guy that had a stroke, who couldn't move the right side of his body, and now his arms and everything is moving and functioning perfectly. It's all about what's going on in the mind. The mind is the most powerful part of your body. If you can train your mind for success, to achieve your goals, to change your habits, you can do anything. One of my mentors has [inaudible 00:40:57] is Napoleon Hill and he wrote a great book "[Think and Grow Rich](#)." And in that book he says all the time, whatever the mind thinks and believes, it can achieve.

This is a well-known fact in this self-help community, personal development community, whatever the mind can see and believe, it can achieve. The mind is the most powerful. Once you train your mind, and set your mind, you can do anything.

Rachel: I love it. So one of the questions that I ask people, I'd just love to know, I just want to keep it real for everybody all humans, we have everyday struggles, we never stop revolving, so can you show us something that you are currently working through in your life right now and just practically how you're getting through it?

Selena: Yes, I would say the number one thing is balance. I think when you are a busy professional in New York City - and if any of your listeners have been here, they know, it's non-stop, you are going, you're moving and it's taking that time to say, "Wait a minute, I like being in a relationship. I want to spend time with my boyfriend and be a couple." So I always say having that balance and the great thing about my team, because it's not just myself at the Empowered Hypnosis Center, we have four other hypnotherapists here, is that they have allowed me to have that balance, where I can sit back and say, "Okay, they can take care of some of the clients and the business things so I can spend time with my partner." So I would say living in New York City as a young person, on the go, taking the time...

Rachel: Beautiful! So I think this has been really great. I feel like people can now really understand what hypnosis is, how it works and why it's so powerful, so thank you. I would love if you could just let people know where they can go to learn more about you.

Selena: Yeah, thank you for having me. It's been wonderful and I'm so happy that your listeners are getting to know about their conscious mind and subconscious mind, and how they can improve their lives so simply and deeply. Again, they can program their mind before they go to bed, first thing in the morning, write into their gratitude journals, they can go see a hypnotist, it will be the best thing that they have done for themselves as far as personal development.

And they can find us online on our website, [empoweredhypnosis.com](http://empoweredhypnosis.com). They can come visit us here in New York City. We also do phone sessions or Skype sessions as well. And we also have our training centers so if any of your listeners want to become certified in hypnosis, we're right here, we have a live coach. We will be putting that information out very soon, so you'll find it in our calendar page. It's a great opportunity to learn for yourself to train your mind or to train to help other people through hypnosis as well.

Rachel: Beautiful. Thank you so much again for your time.

Selena: Thank you. It's my pleasure. Thanks for having me.

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I really appreciate you.

With love,  
Rachel Rofé