



HOW YOUR BRAIN CREATES HABITS

(AND HOW WE CAN CHANGE THEM)



INTRODUCTION

Habits aren't formed through willpower - they're created by repetition and reinforcement in your subconscious mind. Understanding this is the first step to lasting change.

If you've ever wondered why that New Year's resolution didn't stick, or why you find yourself reaching for that cigarette, biting your nails, or opening that bottle of wine without even thinking about it, you're not alone. The truth is, most of our daily behaviours run on autopilot, controlled by neural pathways that have been carved deep into our brains through years of repetition.

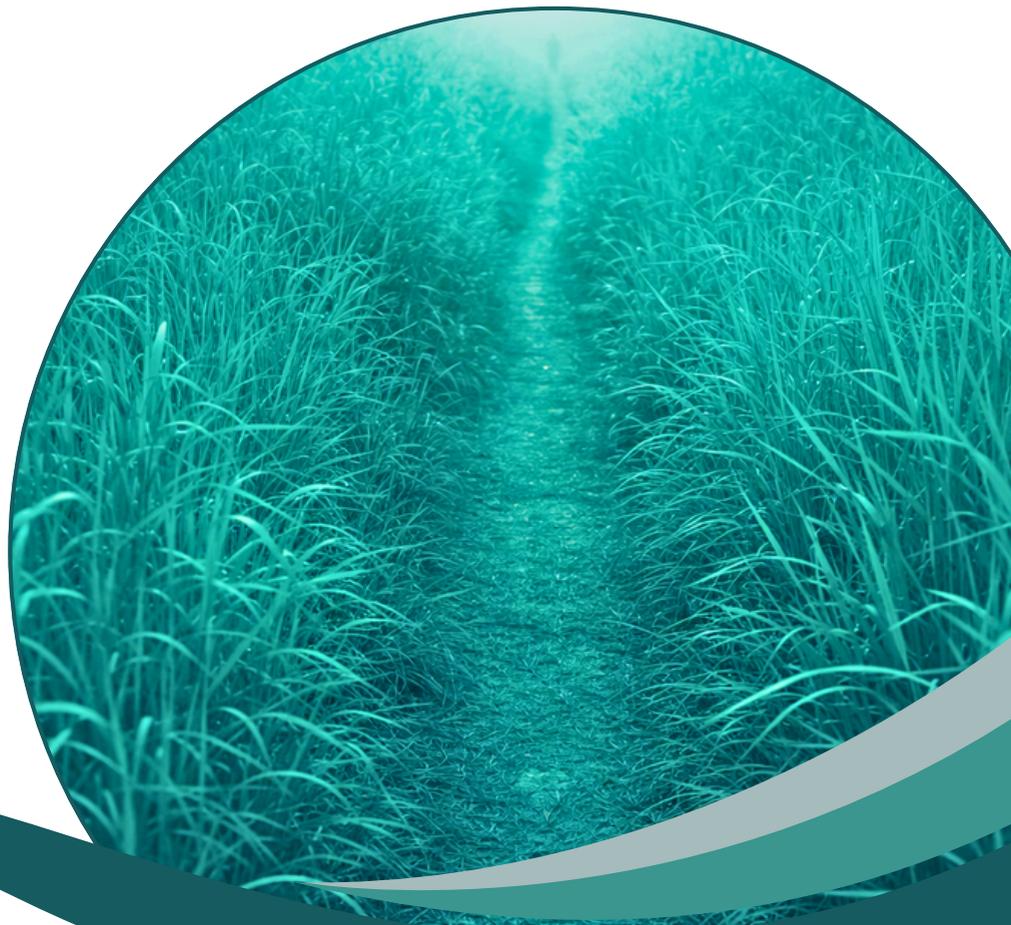
The good news? Once you understand how your brain creates these patterns, you can use that same mechanism to create positive change. And that's where hypnotherapy comes in.

THE SCIENCE BEHIND YOUR HABITS

Every habit you have - whether it's something you want to keep or desperately want to change - exists as a physical pathway in your brain. Neuroscientist Donald Hebb discovered this phenomenon back in 1949, leading to the principle that "neurones that fire together, wire together."

Think of it like this: imagine walking through a field of tall grass. The first time you walk across, you have to push through the grass, and it's quite difficult. But if you walk the same path every day, eventually you'll wear down a clear trail. That trail becomes the easiest, most natural route to take. Your brain works exactly the same way.

Each time you repeat an action, your brain strengthens that neural pathway, making it easier and more automatic the next time. This is why you can drive home from work and barely remember the journey - your brain is following a well worn neural trail.





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WHY WILLPOWER ALONE ISN'T ENOUGH

Here's what most people don't realise: at any given moment, your conscious mind can only handle about 7 pieces of information (plus or minus two). Meanwhile, your unconscious mind is processing between 3 and 20 million bits of information per second.

Which part of your mind do you think is really running the show?

When you try to break a habit using willpower alone, you're using that tiny conscious processing power to fight against millions of unconscious processes. It's like trying to hold back an ocean with your hands. You might manage it for a while when you're focused and energised, but the moment you're tired, stressed, or distracted, those old patterns take over again.

THE HIDDEN TRIGGER BEHIND YOUR HABITS

Most habits follow a simple pattern that becomes wired into your brain:

“When I feel [X], I do [Y].”

- When I feel stressed, I smoke a cigarette
- When I face a difficult decision, I bite my nails
- When I get home from work, I pour a glass of wine
- When I'm bored, I reach for my phone

But here's where it gets interesting. Your brain doesn't just create the habit - it also creates an expectation. When the trigger occurs but you don't follow through with the habitual response, your brain experiences a "something's missing" sensation. This creates unease, even triggering your stress response, which then drives you right back to the habit to feel "normal" again.

It's a clever system that once helped our ancestors survive by making beneficial behaviours automatic. But in our modern world, it can trap us in patterns that no longer serve us.



THE DIFFERENCE BETWEEN CHANGING BEHAVIOURS AND CHANGING IDENTITY

Many people try to change their habits by focusing on the behaviour itself: "I will eat smaller portions" or "I won't bite my nails anymore." This approach might create temporary change, but it rarely lasts.

The secret to permanent change lies deeper - in shifting your identity at the unconscious level. Instead of "I will eat smaller portions," the transformation becomes "I am someone who naturally eats mindfully." Instead of fighting against nail biting, you become "someone who takes pride in caring for their nails."

This isn't just positive thinking. When you change your unconscious identity, your brain naturally begins creating new neural pathways that align with this new sense of self. The old pathways, no longer used, begin to weaken and fade - like that path through the grass becoming overgrown again.



HOW HYPNOTHERAPY REWIRES YOUR BRAIN

This is where hypnotherapy becomes remarkably powerful. In hypnosis, we work directly with your unconscious mind—that part processing millions of bits of information that actually drives your behaviour.

During hypnosis, your brain enters a state similar to those moments just before you fall asleep (called the hypnagogic state) or just as you're waking up (the hypnopompic state). In these states, your conscious, critical mind relaxes, allowing direct communication with your unconscious. Here's what we can do in this state:

1. Discharge Old Emotional Triggers

We can help your brain process and release the emotional charges that trigger unwanted habits. That stress that sends you reaching for a cigarette? We can help your nervous system find new, healthier ways to respond.

2. Create New Neural Pathways

Through carefully crafted suggestions and imagery, we literally help your brain build new neural connections. We're not fighting against your old patterns - we're creating new, stronger ones that your brain naturally prefers to follow.



3. Reshape Your Unconscious Identity

Remember how lasting change comes from identity shift? In hypnosis, we can help you embody that new identity at the deepest level, making positive behaviours feel natural and effortless rather than forced.

4. Install Pattern Interrupts

For those automatic habits you do without thinking, we can install powerful pattern interrupts – like mental stop signs that appear just as your hand moves toward your mouth to bite your nails, redirecting that energy toward positive action.

THE POWER OF NEUROPLASTICITY

The most exciting part? Your brain never stops being capable of change. Scientists call this neuroplasticity – your brain's ability to reorganise and form new neural connections throughout your entire life.

Every time you practise a new response, every time you choose a different action, you're literally rewiring your brain. With hypnotherapy, we're simply accelerating and directing this natural process, using the power of your unconscious mind to create the changes you want.



WHY PROFESSIONAL GUIDANCE MATTERS

While your brain is constantly creating and modifying neural pathways, trying to consciously direct this process is like trying to perform surgery on yourself while looking in a mirror – possible, but far from ideal.

A skilled hypnotherapist understands the language of the unconscious mind. We know how to:

- Identify the root triggers that maintain unwanted patterns
- Craft suggestions that your unconscious mind readily accepts
- Navigate around your conscious resistance and doubt
- Create lasting change at the identity level, not just the behavioural level
- Work with your brain's natural learning systems rather than against them



YOUR HABITS DON'T HAVE TO DEFINE YOU FOREVER

Remember, every habit you have was learned. That means it can be unlearned and replaced with something better. Your brain's remarkable ability to change continues throughout your entire life - you just need to know how to work with it, not against it.

Whether you're dealing with smoking, nail biting, overeating, anxiety patterns, or any other habit you'd like to change, the solution isn't to fight harder. It's to work smarter, using the incredible power of your unconscious mind to create the lasting transformation you deserve.

The pathways in your brain aren't permanent roads - they're more like trails in snow that can be reshaped with the right approach. Through hypnotherapy, we help you create new trails that lead exactly where you want to go, making your desired behaviours as natural and automatic as the old ones used to be.

READY TO REWIRE?

If you're tired of fighting against habits with willpower alone, if you're ready to work with your brain's natural systems instead of against them, hypnotherapy offers a proven path to lasting change.

Your unconscious mind is already incredibly powerful - it's been running your habits successfully for years. Now it's time to harness that same power to create the positive changes you've been seeking.

The question isn't whether change is possible. It's simply: are you ready to stop fighting your brain and start working with it?





COULD HYPNOSIS HELP YOU?

BOOK YOUR FREE CONSULTATION TODAY

and let's talk about what's possible

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