



UNDERSTANDING YOUR MIND

THE CONSCIOUS VS. UNCONSCIOUS
WHY WILLPOWER ISN'T ENOUGH



INTRODUCTION

Ever wondered why you can logically know something is bad for you but still do it? Or why you can be terrified of something you intellectually know is safe? The answer lies in understanding how your mind works...

THE TWO-PART SYSTEM RUNNING YOUR LIFE

Think of your mind as having two distinct operating systems running simultaneously. There's the conscious mind – the part you're aware of right now as you read these words – and the unconscious (or subconscious) mind, which operates silently in the background, controlling far more of your life than you might realise.

Your conscious mind is like a torch beam in a dark warehouse. Whatever you're focusing on is illuminated, but it can only light up a small area at once. Research shows we can consciously hold about 7 pieces of information at any one time (plus or minus two, depending on the person). That's it. Everything else – the vast warehouse of memories, emotions, learnt behaviours, and automatic responses – belongs to your unconscious mind.

Here's where it gets interesting: your unconscious mind stores every experience you've ever had, every emotion you've felt, and every pattern you've learnt. It's not just a storage facility, though. It's actively running your body's systems, processing information, and making decisions – all without you being aware of it.

WHY YOUR LOGICAL MIND KEEPS LOSING THE BATTLE

Let's say you've decided to quit smoking. Your conscious mind knows all the facts: smoking damages your lungs, costs a fortune, and could shorten your life by years. You've made the logical decision to stop. So why do you find yourself reaching for a cigarette during your coffee break?

The answer is simple but profound: your unconscious mind is far more powerful than your conscious will.

Whilst your conscious mind processes information analytically and sequentially, your unconscious mind works through associations and emotions. It doesn't care about logic or facts. It cares about patterns, feelings, and what's familiar. If smoking has been associated with relaxation, social connection, or stress relief for years, those deep patterns override your logical decision every single time there's a conflict.

Think about it this way: your conscious mind is like the managing director of a company who makes strategic decisions, whilst your unconscious mind is like the thousands of employees who actually run the day-to-day operations. The MD might decree a new policy, but if the employees aren't on board, nothing really changes.





THE CRITICAL FACTOR: YOUR MIND'S GATEKEEPER

Between your conscious and unconscious minds sits something hypnotherapists call the "critical factor" – think of it as a security guard that decides what information gets through to your unconscious mind. This gatekeeper is incredibly protective. It's designed to maintain the status quo and reject ideas that conflict with your existing beliefs and patterns.

This is why positive affirmations often fail. You can tell yourself "I am confident" a hundred times a day, but if your critical factor recognises this as conflicting with deep-seated beliefs about yourself, it simply blocks the message. The affirmation never reaches the unconscious mind where real change happens.

WHY TRADITIONAL APPROACHES FALL SHORT

Most self-help approaches target the conscious mind. They give you information, strategies, and logical reasons to change. They appeal to your willpower and determination. But here's the truth: willpower is a conscious resource, and it's limited. It's like a battery that depletes throughout the day.

Ever notice how your best intentions crumble in the evening? That's not weakness – it's biology. Your conscious mind gets tired. Your willpower runs out. And when it does, your unconscious patterns take over, running the same old programmes they've been running for years.

This is why someone can desperately want to overcome their fear of public speaking, know intellectually that they're safe on stage, and still experience paralysing anxiety. The unconscious mind, with its stored associations of danger or humiliation, overrides all logical thought.

THE REAL PATH TO CHANGE

Here's what actually works: instead of trying to overpower your unconscious mind, you need to work with it. You need to speak its language – the language of imagery, emotion, and association. You need to bypass that critical factor and plant new seeds directly in the fertile ground of your unconscious.

This is exactly what happens in hypnosis. When you're in a hypnotic state, your critical factor relaxes. Your conscious mind takes a step back, and suddenly, new ideas and suggestions can reach your unconscious mind directly. Instead of trying to force change through willpower, you're reprogramming the operating system itself.

Imagine someone who's struggled with weight loss for years. They've tried every diet, know exactly what they should eat, but keep falling back into old patterns. In

hypnosis, we might help them discover that their unconscious mind associates food with comfort from childhood, or uses eating as a protection mechanism.

Once we address these unconscious patterns and install new, healthier associations, change happens naturally – without the constant battle of willpower.



YOUR UNCONSCIOUS MIND: POWERFUL ALLY, NOT ENEMY

Your unconscious mind isn't trying to sabotage you. It's trying to protect you, using strategies and patterns that may have worked in the past but are no longer serving you. That fear of heights? Your unconscious is trying to keep you safe. That procrastination habit? Perhaps your unconscious learnt long ago that avoiding certain tasks prevented criticism or failure.

The beauty of understanding this two-part system is that you stop beating yourself up for lacking willpower. You realise that lasting change isn't about being stronger or more disciplined – it's about updating the programmes running in your unconscious mind.

MAKING THE SHIFT

When you understand that your unconscious mind runs on different rules than your conscious mind, everything changes. You stop trying to logic your way out of emotional patterns. You stop relying solely on willpower to break habits. Instead, you learn to work with the incredible power of your unconscious mind.

This is why hypnotherapy is so effective. It's not about someone controlling your mind or making you do things against your will. It's about accessing that powerful unconscious realm where real, lasting change happens. It's about updating those old programmes with new, beneficial ones that align with who you want to be.



This is why hypnotherapy is so effective. It's not about someone controlling your mind or making you do things against your will. It's about accessing that powerful unconscious realm where real, lasting change happens. It's about updating those old programmes with new, beneficial ones that align with who you want to be.

Every lasting transformation – whether it's overcoming anxiety, breaking free from habits, or building unshakeable confidence – happens when we stop fighting our unconscious mind and start working with it. When we speak its language. When we respect its power and redirect it towards our goals. Your unconscious mind has been running your life on autopilot for years. Isn't it time you updated the flight plan?

COULD HYPNOSIS HELP YOU?

BOOK YOUR FREE CONSULTATION TODAY

and let's talk about what's possible

www.innerinsighthypnosis.com

07365 652508

info@innerinsighthypnosis.com

