



## **NICHOLAS D. POLLAK**

Clinical Hypnotherapist  
Certified Master Hypnotist  
Handwriting Analyst



Have you ever noticed that people become ruder when stressed? I am sure that now the Christmas rush is over you will have had time to reflect on your behaviors as well as the behaviors of those around you. The closer Christmas came the more frantic and rude people became. This did not stop as the days following Christmas showed lot's of stressed out and unhappy people returning their unwanted purchases.

In my case this was brought into focus when my wife had to return a sweater to Tommy Bahamas. The store was not very crowded and the first sales assistant said that he could not help us as he was on a State of California mandated break and we should talk to the woman behind the counter who was handling returns.

My wife, admittedly likes to buy Tommy Bahama clothing and has literally spent thousands of dollars there over the years. The attitude of the assistant was simply downright rude and disrespectful. I wanted to say something but my wife just wanted to get out.

What this assistant with the lousy attitude didn't know was that my wife wanted to buy more clothing and would probably have spent another \$500. In any event, my wife had brought the wrong receipt with her and instead of checking up to see when and how the purchase was made the assistant said that they would give us a store credit card and in the event we found the correct receipt they would then refund the money to the credit card used to make the the purchase. Not what we wanted but fair enough.

I asked my wife if she wanted to continue to shop and she said no and we left. Once outside my wife commented on the assistant's attitude and also said that she let it go because she did not want to deal with the attitude right now and we would simply return another day when that person was not there.

The reason I am writing this is to emphasize just how difficult it can be to work in the retail trade and to deal with all the demands that the general public makes. Everyone is different, everyone has their own ideas as to how things should be done and everyone's ideas do not always mesh.

I have stopped going to Starbucks and the Coffee bean and Tea Leaf because, although their drinks are supposed to be standardized they are not and each drink always varies from store to store which is not what was intended at the creation of the chain. Other chains such as McDonalds, Burger King, etc are standardized throughout the country and will taste the same if purchased in California or London England.

Each hypnotist you meet will also have different approaches and methods to help any individual to accomplish the changes their clients may want. Hypnosis in effect, being thousands of years old can be learned by anyone. It is what you do when a person is hypnotized that separates the wheat from the chaff.

In my case I learned hypnosis over 25 years ago and have been helping people with a variety of different challenges and to a large degree have been very successful at helping people. Generally those that come to me are always desperate and have tried many different methods to help themselves and have failed. Hypnosis for many is their last resort.

If a client is going to recover their attitude is as important as the attitude of the hypnotist In each case it is very important to give as much real help as you can at the same time being aware of negatives that may occur. It is important to explain both the negative and the positive to any client as it is only fair that they have a complete picture as to whether or not they will recover.

If the hypnotist displays negativity the client is not going to do well. When the hypnotist is friendly, helpful and as concerned about your recovery as you are, then you will be successful. As a hypnotist we cannot allow ourselves to be influenced by negative body or mental feelings and must always be as positive as possible to encourage the client to adopt a more positive outlook.

As the hypnotist it is always important to demonstrate that just because the body feels a certain way does not mean the mind needs to feel that way also. Although the body and mind work together we have influence over how we allow ourselves to feel, think and act. We do not need to accept the behaviors we get. We can at any time change the behaviors we get to the behaviors we want.

This is the value of hypnosis. Let go the negative attitude and behaviors and replace with positivity and focus. Your choice to be the you you want. So, make the change and see a hypnotist for the life you want.