

Self-Hypnosis Guide

Techniques for Relaxation, Focus, and Subconscious Reprogramming

Prepared by:
Dr. Roy Fuñe



Executive Coach & Consultant
Certified Consulting Hypnotherapist
MBA Professor (Change Management & Global Organizational Strategy)
Creator of NeuroMastery Coaching™

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Why I Wrote This Guide

This guide was born out of my work with clients who experienced the benefits of hypnosis but wanted a way to continue their growth outside of our sessions. I saw how powerful those moments of insight and transformation could be, but I also knew that lasting change requires practice and reinforcement.

Self-hypnosis provides that bridge. It gives you the ability to guide yourself into a focused, receptive state where you can strengthen new beliefs, reinforce healthy habits, and calm the mind whenever you need it. My goal in writing this guide is to put these tools in your hands so you can continue the work we begin together, building independence, resilience, and confidence in your own ability to shape your inner world.

Whether you are new to hypnosis or have already experienced guided sessions, this guide is designed to help you develop a personal practice that supports you day by day. With consistency, self-hypnosis becomes more than a technique. It becomes a lifelong skill for growth and transformation.

***Note:** This guide offers a simple framework for learning and practicing self-hypnosis in your daily life. It is designed to be used alongside the guidance of a professional hypnotist, who can help ensure proper technique and support your progress. A more detailed version with advanced methods and applications will be available in an upcoming book.*

1. Establish Your Intent

The intention is what you hope to accomplish in your self-hypnosis session. It acts as both a compass and an anchor for your subconscious mind. Without a clear intention, the mind may wander, but when you decide ahead of time what you want, you give your subconscious a powerful directive to follow. Think of intention as planting a seed. Your trance state becomes the fertile soil, and your repetition and focus water that seed until it grows into a new belief or behavior.

An effective intention is specific, positive, and framed in the present tense. Instead of saying, “*I don’t want to feel anxious,*” you might set the intention, “*I feel calm and confident in my daily interactions.*” This directs your subconscious toward the state you want to embody, rather than what you are trying to avoid. Likewise, keep your intention simple enough that it can be repeated easily during trance, yet meaningful enough to inspire genuine emotion.

An effective intention is specific, positive, and framed in the present tense. Instead of saying, “I don’t want to feel anxious,” you might set the intention, “I feel calm and confident in my daily interactions.” This directs your subconscious toward the state you want to embody, rather than what you are trying to avoid. **It is very important to avoid negative intentions or suggestions.** The subconscious mind does not process negation in the same way the conscious mind does. For example, if you say, “I will not be nervous,” your subconscious may latch on to the image of

nervousness rather than the freedom from it. Positive wording ensures that your subconscious clearly understands and reinforces the state you desire.

When choosing your intention, take a moment to reflect on what matters most to you right now. Are you seeking to reduce stress, build confidence, improve focus, or create healthier habits? Select just one area to work on per session. This keeps your subconscious work precise and prevents dilution of effort. You may want to write your intention down on a card or in a journal before you begin. Reading it aloud once or twice helps prime your mind and signals that you are ready to enter the self-hypnosis process with clarity and purpose.

Exercise: Creating Your First Intention

1. **Reflect** – Sit quietly and ask: “*What do I most want to shift or strengthen in my life right now?*” Trust your first instinct.
2. **Simplify** – Reduce it to a single focus. You can always explore others in future sessions.
3. **Phrase in the Positive** – State what you *want*, not what you’re avoiding.
4. **Use Present Tense** – Speak as though the change is already happening.
5. **Add Emotion** – Read your statement aloud and adjust it until it feels inspiring.
6. **Write and Repeat** – Record your intention in a journal or on a card. Before induction, read it slowly several times, allowing the words to settle into your awareness.

Example Transformation:

- First thought: “*I don’t want to feel nervous in meetings.*”
 - Refined Intention: “*I speak with confidence and clarity in every meeting.*”
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2. Creating a Quiet Space

The environment in which you practice self-hypnosis is just as important as the words and techniques you use. Your subconscious mind is highly sensitive to external cues, and the right environment signals safety, relaxation, and focus. Creating a quiet space helps you transition from the busy nature of daily life into the stillness needed for trance.

Start by choosing a place where you will not be disturbed. **Turn off notifications, silence your phone, and let others know you need uninterrupted time. Even a few unexpected distractions can pull you out of trance, so protecting this space is essential.**

Lighting plays a powerful role in signaling the body to relax. Dim or soft lighting helps calm the nervous system and reduces visual stimulation. Some people prefer complete darkness with the aid of an eye mask, while others enjoy the glow of a candle or salt lamp. Experiment with different levels of light until you find what best supports your sense of calm.

Sound is another element that can shape your hypnotic experience. Many people find that gentle background music, solfeggio frequencies, binaural beats, or natural sounds such as rainfall or ocean waves help deepen relaxation. These sounds provide a steady rhythm that helps the mind settle and can guide brainwave activity into alpha or theta states, where trance naturally occurs. If music or sound feels distracting, silence may be the best option. What matters most is that the soundscape supports your focus rather than pulls it away.

Comfort is equally important. Choose a chair, cushion, or reclined position that supports your body without strain. Your posture should be relaxed but not collapsed—balanced enough to keep you alert while still allowing the muscles to release tension. Keep a blanket nearby if you tend to cool down during relaxation, as physical discomfort can interrupt the session.

Finally, treat your space as a ritual environment. Over time, returning to the same place to practice self-hypnosis will condition your mind and body to respond more quickly. Simply stepping into your quiet space, dimming the lights, and hearing familiar sounds can become a powerful signal to your subconscious that it is time to enter trance.

3. Induction: Entering the Trance State

The induction is the gateway into self-hypnosis. It is the process of moving from ordinary awareness into a state of calm, focused attention where your subconscious mind becomes more receptive to suggestion. Think of induction as walking down a gentle slope. Each step brings you further away from the noise of daily thought and closer to the quiet inner world where transformation occurs.

The key to the induction is focus and consistency. Over time, your subconscious learns to recognize the signals of induction and responds more quickly.

Begin by looking up at a point above your head for a few seconds. Then take a deep, steady breath and close your eyes. Imagine yourself slowly counting down from 10 to 1. With each number, feel yourself becoming more relaxed, as if each count is a step deeper into calmness. In fact, while counting tell yourself you are going deeper and becoming more relaxed. You may visualize the numbers appearing in your mind's eye, fading as you descend. By the time you reach 1, your body feels heavy and calm, and your thoughts have softened into stillness.

You can shorten this process to a shorter countdown once you become familiar or lengthen it if you need extra time to settle. The power of this method lies in its simplicity and rhythm. It provides your mind with a clear, structured path downward.

At this point, you may already feel deeply relaxed. If not, you can continue by practicing progressive muscle relaxation. Begin at the top of your head and work downward or start with your toes and move upward. For each muscle group, gently tense the muscles for a few seconds and then release, noticing the contrast between effort and relaxation. As you do this, say quietly to yourself, "Relax and let go."

This practice not only relaxes the body but also quiets the mind, as your focus narrows to the sensations of release. By the time you have moved through the whole body, you will often find yourself naturally drifting into trance.

Once you feel deeply relaxed, you may begin the practice of visualization. In trance, this is especially powerful, as the subconscious communicates through images, symbols, and sensations. By engaging your imagination, you enter an inner landscape that shifts your focus away from external distractions and into a calm, receptive state.

One powerful approach is to picture yourself walking along a quiet forest path. Notice the details: the sound of leaves under your feet, the smell of pine in the air, the play of sunlight filtering through the trees. With each step, your body feels lighter and your mind more at ease. As you walk further, the forest becomes quieter, and you feel yourself settling into deeper calm.

Another visualization technique is to imagine sitting beside a gentle river. You notice the steady flow of water carrying leaves downstream, each leaf representing a thought or worry leaving your mind. As the river carries them away, you feel clearer, calmer, and more present. The rhythm of the water becomes the rhythm of your breath, soothing you into trance.

Both journeys use nature as a guide. By engaging multiple senses—sight, sound, smell, touch—you create a vivid inner experience that makes it easier to release tension and shift into focused relaxation.

During the induction process, your breath is a constant companion. Slow, steady breathing helps quiet the nervous system and signals safety to the body. Paying attention to the rise and fall of your chest, or imagining each exhale carrying away tension, deepens the process. The combination of focused breathing and your chosen induction technique forms the foundation for trance.

Like any skill, induction becomes easier with repetition. At first, your mind may wander or resist, but with daily practice, your subconscious will begin to associate the steps of induction with deep relaxation. Eventually, even a few breaths or a simple countdown may be enough to guide you into trance.

4. Deepening: Expanding the Trance Experience

Once you have entered a relaxed state through induction, the next step is deepening. **Deepening strengthens the trance, allowing you to move beyond surface-level relaxation and into the focused inner space where transformation occurs. If induction is like opening the door, deepening is the act of stepping fully inside.** It helps with quiet lingering thoughts, enhances receptivity to suggestion, and creates a profound sense of safety and stillness.

Once again, breath is important as it is a natural rhythm that can guide you deeper. As you inhale, imagine fresh energy flowing into your body. As you exhale, picture yourself sinking down into the chair or into the floor, calming itself. Each breath is like a gentle elevator, carrying you lower and lower into relaxation. You might even silently say to yourself with each breath:

“Deeper and deeper, calmer and calmer.” Repetition creates a rhythm that entrains the subconscious to follow.

Deepening is not about going to sleep or becoming unconscious. It is about narrowing your focus until only the present experience remains. This state is highly receptive, allowing suggestions to sink in more fully. Even two or three minutes of deepening can dramatically enhance the effectiveness of your session.

The more often you practice, the faster you will be able to reach this deeper state. Over time, your mind learns to associate certain cues (your sanctuary, your breath, or the rhythm of waves) with going inward. Eventually, simply thinking of your sanctuary or repeating a cue phrase may be enough to drop you into trance instantly.

5. Suggestions: Planting Seeds for Change

The suggestion phase is the heart of self-hypnosis. After relaxing through induction and deepening, your mind enters a state where the subconscious is more open and receptive. This is the moment to plant the suggestions, images, and ideas that reflect the change you want to create. The subconscious thrives on repetition, emotion, and imagery so the way you deliver suggestions is just as important as the words themselves.

Begin by stating your chosen suggestions slowly and clearly. You might whisper it or simply repeat it silently in your mind. Speak confidently, commanding your subconscious as though the suggestion is already true, using present-tense, positive language. For example: *“I feel calm and confident when I speak in public”* or *“I choose healthy foods and feel energized each day.”*

Repetition is extremely important as it builds power. Each time you repeat the phrase, imagine it sinking deeper, as though the words are planting themselves in the fertile ground of your subconscious.

Suggestions become even more powerful when paired with imagery. Instead of only repeating words, create a vivid mental picture of yourself living your suggestion. If your suggestion is about confidence, imagine yourself walking into a room with a calm, steady presence. Picture your posture, your voice, the reactions of others. **The more sensory details you add (sight, sound, feeling) the more your subconscious accepts the suggestion as real.**

You can also imagine your subconscious mind as a sponge, effortlessly soaking in each suggestion. Picture the words or images sinking into every part of you (your mind, your body, your emotions) until they become part of your natural state. This symbolic imagery reassures you that the suggestion is not just being spoken but fully integrated.

Emotion is the fuel that powers suggestion. It is not enough to repeat words mechanically. I like to say, “Talk is cheap.” **You need to truly feel the experience, as your subconscious responds far more powerfully when emotion and sensation are involved.** Allow yourself to experience the pride, joy, relief, or excitement of already living the change. If your suggestion is

about peace, feel the calmness spreading through your chest. If it is about success, feel the satisfaction and strength in your body. The stronger the emotional charge, the deeper the imprint.

Keep your suggestions simple. For best results, focus on one primary suggestion per session. Overloading the subconscious with multiple suggestions at one time can dilute their impact. Think of it as focusing on a beam of light. The more focused the beam, the more powerful it becomes. You can always address different areas in future sessions. Also, use simple, direct language in your suggestions. The subconscious responds better to simplicity.

The subconscious learns through repetition and consistency. One session may bring immediate insight, but lasting change comes from steady practice. Over time, your chosen suggestions will begin to feel less like something you are *trying* to believe and more like a natural truth you live every day.

6. Reinforcement: Strengthening New Pathways

Reinforcement is an optional but powerful step that helps your subconscious mind lock in the changes you are creating. Anchoring techniques can strengthen the connection between your chosen suggestion and a physical or mental cue, making it easier to recall the desired state in daily life. **One simple method is to gently press your thumb and forefinger together as you repeat a key suggestion.** Over time, this physical gesture becomes a signal to your subconscious, reminding it to activate the belief or state you have installed.

Another effective approach is to visualize a meaningful symbol that represents your new belief. This could be a glowing light that grows brighter as you repeat your suggestion, a key that unlocks your inner strength, or any image that feels personally powerful to you. The more vividly you imagine the symbol, the more strongly your subconscious will associate it with the positive change you are cultivating.

By combining words, feelings, and symbolic anchors, you create multiple pathways for reinforcement. This means that later—whether you use the physical gesture, recall the symbol, or simply repeat the suggestion—your subconscious can quickly and automatically reconnect with the desired state, strengthening it with each use.

7. Re-orientation: Returning to Wakeful Awareness

Re-orientation is the final stage of your self-hypnosis process, allowing you to smoothly and safely transition back to full wakefulness. This step signals to your subconscious mind that the session is complete and it is time to bring the insights, suggestions, and calm state you cultivated into your everyday awareness. One common method is to count slowly upward from one to five, suggesting to yourself with each number that you are becoming more alert, energized, and present. For example, at “one” you might affirm that your body is awakening, at “three” that your mind is becoming clear, and at “five” that you feel fully refreshed and alert.

Alternatively, you may use a direct verbal suggestion such as, “I return to full awareness feeling refreshed, focused, and empowered.” Spoken with intent, this serves as a gentle command to

both body and mind, ensuring that you emerge from the trance state with clarity and vitality. As you complete the process, allow your eyes to open naturally and softly, taking a deep breath to anchor your renewed sense of calm and strength.

This deliberate re-orientation helps you not only conclude the session effectively but also carry its benefits forward into your daily life, leaving you centered, energized, and empowered to act on the positive changes you have affirmed.

Self-Hypnosis Notes

- After each session, take a few minutes to journal any shifts you notice in your thoughts, emotions, or behaviors.
- Aim to practice daily, or at least three to four times per week, to build consistency and deepen results.
- Resist the urge to overanalyze the process—simply trust that your subconscious is integrating the changes.
- If you experience difficulty making progress or have questions regarding the practice of self-hypnosis, consult a trained hypnotist for professional guidance.

Troubleshooting Self-Hypnosis

Even with regular practice, it's common to encounter challenges. The following tips can help you stay on track and make the most of your sessions.

a. If you tend to fall asleep

It's natural to feel very relaxed, but if you regularly drift off, adjust your environment and posture. Try sitting upright in a supportive chair instead of lying down, and practice earlier in the day when your energy is higher. Keeping a soft light on or lightly opening your eyes between suggestions can also prevent you from slipping into sleep. Remember, the goal is relaxation with awareness, not unconsciousness.

b. If you have trouble entering trance

Some days it may feel harder to “drop in.” If this happens, start with shorter sessions to build confidence. Focus on slow, rhythmic breathing and remind yourself that even light relaxation is beneficial. Over time, your mind and body will learn the cues of induction, making it easier to enter trance more quickly. Patience and consistency are key.

c. If you experience “monkey mind”

A restless or wandering mind is one of the most common challenges. Instead of fighting distractions, gently acknowledge them and bring your focus back to a single anchor, such as your breath, a soothing word, or a visual image like a candle flame or a calm lake. Each time you return your focus, you strengthen your ability to stay present, and eventually the restlessness will fade.

d. If suggestions feel flat

At times you may find that your suggestions don't feel believable. In this case, shift to phrasing that emphasizes progress instead of absolutes, such as "I am learning to feel calmer each day" rather than "I am always calm." Pairing suggestions with visualization or physical anchoring techniques can also make them more vivid and convincing to the subconscious.

e. If you feel nothing is happening

Trust is essential. Change often occurs gradually, showing up in small shifts in mood, reactions, or perspective. That's why journaling after sessions is so valuable. It allows you to see patterns and progress you might otherwise miss. Even if the session feels uneventful, your subconscious is still processing and integrating the work. If progress remains difficult after repeated attempts or if you are uncertain about your practice, seek guidance from a professional hypnotist.

Final Thoughts

Self-hypnosis is a skill that deepens with consistent practice. Each session, whether it feels powerful or subtle, is teaching your subconscious mind to respond more easily and effectively. Some days the experience will flow effortlessly; other days may feel more challenging—and both are part of the process. By approaching your practice with patience, curiosity, and trust, you allow your subconscious to integrate positive changes in its own natural rhythm.

Remember, progress is often gradual and revealed in small shifts—calmer reactions, clearer focus, healthier habits, or greater confidence. Celebrate these changes as signs that your subconscious is doing its work, even when you don't consciously notice it happening.

Above all, treat each session as an opportunity to connect with yourself on a deeper level. Over time, this practice not only reinforces your affirmations but also builds resilience, focus, and self-trust that extend well beyond the moments you spend in trance.

About the Author

Dr. Roy Fuñe is an executive coach, consultant, and professor committed to helping leaders and organizations create lasting transformation. He is a certified consulting hypnotist with the National Guild of Hypnotists and has completed hundreds of hours of advanced training in hypnosis and neurolinguistic programming with many of the profession's most respected trainers.

A former U.S. Air Force officer, Dr. Fuñe directed technical production operations for squadrons of up to 600 personnel, gaining extensive experience in leadership, operations, and large-scale team management. He also served for 15 years as Vice President on the Board of Directors of a nonprofit HUD multifamily housing project and has successfully managed multi-million-dollar initiatives in both the public and private sectors.

Dr. Fuñe earned his PhD in Organization and Management, with research focused on leadership, change management, project management, organizational behavior, and the application of neuroscience to business performance. He also serves as an MBA professor, teaching courses in change leadership and global organizational strategy, where he integrates academic research with practical application.

Through his firm, RPF Systems, Dr. Fuñe combines evidence-based methods with real-world leadership expertise to help executives, teams, and organizations strengthen resilience, navigate change, and unlock potential. His approach balances structure with adaptability, empowering clients to achieve clarity, focus, and sustainable success.