

## PERSONAL DEVELOPMENT: Self-Esteem, Confidence, and Motivation

Every human being, psychologists claim, has an ultimate goal. The goal may be maintained in the subconscious mind, but it is nonetheless a final objective. And it is the same for all people, regardless of race, creed, nationality, or even physical condition.

The ultimate goal for each individual is called Self-Actualization: achieving what sports people call a "personal best." Regardless of background, education, financial standing, or other factors, every individual is subconsciously induced to move onward and upward, to be the best he or she can be in relation to beliefs and values. Progress toward the ultimate goal, and necessary intermediate objectives, is affected by experiential factors—the hand of cards dealt out by heredity, opportunity and life in general. There are three factors essential to positive progress: self-esteem, confidence, and motivation. During the course of a lifetime, virtually everyone experiences problems involving one or more of these elements.

Resolving such problems is one of the most important and valuable capabilities of hypnotherapy.

### Self-Esteem

High self-esteem is a basic essential of success. Low self-esteem, however, does not suddenly appear, like a symptom of an illness. It slowly

Our Services Include But Are Not Limited To:

Stop Smoking	Lose Weight
Remove Fears	Self-Confidence
Remove Habits	Alcohol Addiction
Drug Addictions	Improve Mood
Motivation	Abuse Issues
Male Impotence	Dental Anxiety
Stage Fright	Public Speaking
Pain Control	Eliminate Guilt
Reduce Anger	Stress and Anxiety
Concentration	Sports Performance
Sexual Concerns	Improve Memory

Contact us to learn whether hypnosis is right for any issues not listed.

The National Guild of Hypnotists was founded in 1951 and is the oldest and largest hypnosis organization of its kind. Professional membership in the NGH signifies that an individual possesses specific qualifications, agrees to abide by a strict code of ethics, and will pursue continuing-education studies for annual recertification.

This brochure was researched by the N.G.H. educational faculty and is distributed as a public information service by its members.

Please contact me for more information about hypnosis and my services.

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Learn how hypnosis and hypnotherapy  
can help you succeed.

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**root of healing**  
*naturopathic medicine, pllc*

creating wellness from within

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develops like a cancer, usually unnoticed in early stages, but spreading slowly throughout the mind until, when recognized, it may be full-blown, demoralizingly destructive, and possibly even terminal.

Low self-esteem must be addressed before progress can be made in building self-confidence and creating motivation. It is difficult for a person to show confidence when he views himself as low man on his own totem pole.

While poor self-esteem can emanate from events which might be considered personal setbacks (in business, relationships, health, and so on), the primary cause is negative programming from the past. It might be a product of judgmental parents, teachers, authority figures, relatives, and friends. Many times derogatory comments, ridicule, relentless criticism and similar factors ignore commendable achievement and simply focus on and accentuate the negative.

Frequently these events, hurts, or negative valuations are absorbed by and buried in subconscious memory, with the victim totally unaware of the sources of troubled feelings, fears, self-doubt, and damaging attitudes.

But we know that the subconscious mind is the storage house of memory. Through hypnotherapy it is possible to set aside the conscious mind, seek, locate, and uncover the detrimental memories which are adversely affecting the personality, and in bringing the problems to light and understanding, accomplish a resolution that can free the client from the past and open the doors to future progress and achievement.

## Confidence

The establishment of self-confidence must neutralize past negative programming—eliminating from self-perception labels such as bad, wrong, stupid, clumsy, dumb, inept, untalented, ignorant, and so on. Hypnosis can become the source of self-discovery as it reveals unrecognized capabilities that lead to an acceptance of valid self-worth.

The procedures for developing self-confidence may vary considerably depending on the depth and origins of the problem. In milder cases, problems of self-esteem may be worked out by using visualization, creating in the mind pictures of success, confidence, and appropriate abilities. Enhancing suggestions given in hypnotherapy can be accepted, leading to attitude modification and positive demonstrations of newly acquired self-assurance.

In more complex cases where depression is a factor, the hypnotherapist may elect to use parts mediation therapy or the removal of fears to free up behavior and reduce negative internal judgments so that positive self-feelings and confidence can develop in a natural way.

Longer-term results can be significant. Mood and energy levels increase, compulsive and psychosomatic symptoms fade, emotions become understood, clients move toward self-direction and greater interpersonal involvement. Self-derogation is reduced and positive feelings about life's possibilities develop. In other words, clients feel happier and feel empowered to accomplish any reasonable goals that they might have.

## Motivation

With self-esteem and confidence enhanced, improved motivation comes into the spotlight. Psychologist Abraham Maslow defines five levels at which people are motivated:

- Physiological—food, drink, sleep, sex
- Safety—protection, freedom from fear, order
- Belongingness—love, social contact, family, friends
- Esteem—self-respect, need to be valued
- Self-actualization—the need to grow, to achieve one's potential.

Essential to generating positive motivation is elimination of any fear of failure (or its often hidden counterpart, fear of success). First, it is important to recognize motivations and subsequent successes of the past. Second, a sense of direction is needed (where am I going?). Then comes goal setting—not the ultimate goal, but a short-term, quickly-achievable goal—a first step to provide convincing proof that forward movement is established. Finally, upon achieving this goal, there is self-reward. This reward constitutes self-recognition, a powerful motivating factor. This reward may be the pride of achievement and self-satisfaction or as simple as a treat. But the lesson learned will be lasting: Success breeds success!

The purpose of establishing short-term successive goals is important to understand. A small success generates additional confidence. It creates a sense of completion, readiness, and eagerness for the next step. The end result: **MOTIVATION!**