



**3 Simple Steps
to Health, Wealth
& Happiness
Habits in Your Life**
mini ebook

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3 Simple Steps for Health, Wealth and Happiness

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We do not guarantee any results by using the enclosed information. If we could do that with human behavior we would already be rich and retired! So, use your common sense and let's get ready for Success!

We are here to help, so if you have any questions call us at (636) 699-7791 or email us at success@drewdawnferguson.com

Dawn & Drew

3 Simple Steps for Health, Wealth and Happiness

Where you are in life *right now* is a result of the habits and patterns that you repeat on a daily basis. Some are of a definite benefit (going to work every day) while others can hold you back, (eating because you're bored, lonely, sad, happy, nervous...you get the idea).

BUT, it is not enough just to get rid of a bad habit.

We are going to guide you through the necessary steps that are guaranteed for your Success.

Not only will you learn how to let go of a bad habit, you find how long it takes and how to make these transformations into lasting changes letting go of unneeded struggle.

First, why should you listen to us?

Dawn & Drew Ferguson are Certified Hypnotists. What does this mean for you? We are able to share our knowledge and expertise on how the mind works to achieve either failure or Success.

There is more to it than that. We are passionate about experiencing life with zest, happiness, peace and enthusiasm.

We have spent years studying thousands of Successful people from all arenas of life.

We have found that they all have a set of shared characteristics, a certain way of doing things that leads to a fulfilling life. In other words, they have made "Success a Habit".

Then we recreated those same processes in ourselves, finding what works and what doesn't. We bring this wisdom to our private clients, through our workshops and classes, and now to you in this e-book. So, Let's Get Started!

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#1 Struggle: Too Many

#1 Secret: Just Pick One!

When you made the decision in your past to improve your life, you did it with excitement and enthusiasm.

Maybe you were inspired by a speaker or a book. Maybe the stimulus came from a Doctor's health report or those large looming numbers on the bathroom scale.

Whatever the reason, you were ready to go.

You were going to

- >>> let go of those pounds
- >>> start exercising
- >>> spending quality time with your friends and family
- >>> paying compliments to those you met on a daily basis
- >>> start saving more money and investing it wisely
- >>> paying off those credit card debts
- >>> conquering your fear of speaking up for yourself
- >>> asking for what you're really worth
- >>> conquering your fear of speaking in public
- >>> becoming a better student of life and on and on and on

FAILURE in the making!

It's not that you weren't motivated, you were. It's not that you didn't have your best interest in mind, you did. It's not that you didn't know what to change in your life. That was the easy part; change most, if not all of it.

That is where you set yourself up for failure. You jumped into the deep end of the pool without finding out if you could swim.

3 Simple Steps for Health, Wealth and Happiness

Think of each of the areas you want to improve in your life and then consider the end result as a vacation destination.

You may have 2 or 3, 6 or 7 places you want to experience. Once you get there you may decide that it really is as beautiful as the brochure said and yes, you do want to live there.

On the other end, the results weren't nearly as pretty as you thought, so it's ok to say; been there, done that, t-shirt didn't fit, move on.

The idea is to get you there, though.

It's as if you set out for one exceptional locale (improving your health) and then decide halfway there that you also want to head for a quiet get-away (rediscovering the passion with your lover) and then, before getting there you choose to call on an old friend (revisiting old spending habits).

The result, you're twisting and turning in circles, never fully reaching any of your destinations and never fully experiencing your true potential.

What to do?

Success is found in picking just one area of your life as a focus for your transformation.

Yes, other parts maybe calling out for attention, but you choose just one place in your life to become exceptional.

Once you have mastered this area, then you can move on to the next life area that needs your care and focus. (If you need assistance in choosing a life focus, please consider a telephone Success Strategy Session with Dawn or Drew. Just give them a call at 636 699-7791.)

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So, how do you master any area of your life? That leads us to #2...

#2 Struggle: Your Mind hates a Vacuum

#2 Secret: Pick Your Replacement that feels great

No, we are not talking about cleaning and sweeping your floors when we say vacuum, (although Dawn does despise this type of cleaning and is always trying to convince Drew how he really enjoys it. Hypnosis can only go so far).

Your mind hates a vacuum or a void. This can be seen as the number one reason why you never fully made it to mastering your final results in the past. But what does it all mean?

You've decided to quit smoking, quit over eating, quit spending too much, or quit just about anything!

But in stopping those negative behaviors, you've left an empty space that was once filled by that habit.

Your mind detests blank spaces and will always do its best to fill them in again. This is why 2 people can view a crime and come away with 2 different stories about what happened.

Neither one may have witnessed the entire incident, but because their mind hates gaps, it will fill in with information based on prior experiences.

What impact does this fill-in-the-gap have on you?

You've decided to quit smoking, now there is a gap so you pick up snacking instead. You've decided to cut out the sugar in your diet (gap) and instead your mind replaces it with loading up on carbohydrates. Or...

3 Simple Steps for Health, Wealth and Happiness

You made up your mind to stop being a doormat to your kids (or ex-husband, or the boss). Big Gap.

Problem is now you go from 0 to bitch in .3 seconds and still no one pays you attention because we try to ignore raving lunatics.

Your Success is in picking your replacement pattern. There's more to it than that, though.

Your mind wants an alternate habit that feels good, too. That's the reason why it started your original habit in the beginning, was that it felt good.

So, pick a new pattern to substitute for the old one that helps you to feel great. (If you need exchange or replacement ideas, then a Success Strategy phone session maybe right for you. You could even pair it up with your focus session. Yes, the last two sentences have been a blatant commercial for us at www.drewdawnferguson.com)

Okay, we're now 2/3 of the way to your Success. You've picked one area to focus on and you have chosen great new habits to replace the old negative ones.

What's next...?

#3 Struggle: Too Much, Too Soon

#3 Secret: Chunk it Correctly

Do you know how long it takes to let go of a bad habit? How about the length of time to establish a great pattern? What amount of time should you give it before you see long lasting results? How do you keep yourself motivated to keep going for those results?

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Without the answers to any of these questions, you can set yourself up for failure.

You have decided that the time has come for the true you to emerge (a svelte size ____ that has the men whistling and the women envious. Or maybe it's the other way around).

Any way, you throw out all your goodies stashed around the house (No, not the chocolate!) only stocking your pantry and refrigerator with the best, good-for-you cardboard tasting treats money can buy.

But you do not stop there, no, you are a women (or a man) possessed.

You buy that gym membership and the home work out center too (that infomercial made it look so easy).

Plus you purchased that DVD series of scantily clad people exercising on the beach, muscles bulging from areas you didn't know could bulge.

To keep you from slipping up you bought into the "buy 6 weeks of teeny, tiny meals and we'll give you another 6 weeks of teeny, tiny meals, for free."

You figured that you could be working out in the gym 4 days a week, at home 3 days per week and doing aerobics every day in between your teeny, tiny meals, and as a treat you get to munch on cardboard snacks.

So, how long did you last; 1 week, 10 days, 2 whole weeks?



3 Simple Steps for Health, Wealth and Happiness

We have been raised in a culture that says if a little is good; a whole lot more has to be better.

In some areas this mind set really does work, such as money and prosperity and love and peace and hugs and little children laughing and....It just does not work when we are trying to set up habits for our Success.

First let's look at the time needed to establish a new habit and then we'll explore how to chunk it correctly.

3 Days

This is how long it takes to let go of a habit. 72 hours.

You've experienced this before when you went on vacation. It took you up to 3 days to let go of "get up, get to it and get it going NOW" and then finally settle into "oh-it-feels-so-good-to-let-go-into-vacation mode".

So, any time there is a disruption in your routine, it takes you about 72 hours to adjust.

What does this mean for you in letting go of your bad habit? For the first 3 days you are going to seem lost without it. Know that this feeling will pass.

21 Days

This is the length of time you need to establish a Great habit (or a bad one if you are going in that direction).

What you are accomplishing between days 4 and 21 is establishing a new neural pathway in your brain. It's like taking a wooded forest and carving a small walking path through it.



3 Simple Steps for Health, Wealth and Happiness

To make sure that you are doing this in a way that will keep the forest from growing back over the path you need to be using your new route as often as possible.

91 Days

One quarter of one of your year is how long it takes for a habit to go from conscious thought to subconscious habit.

91 days is how long it takes to go from a foot path through the woods in your mind to a super highway moving creativity, ideas, achievement and results at high velocity.

Highways are only established though, when there is a need for them, when traffic has become so crowded that your Success needs new ways of traveling from home, out into the world and back again. How to do this?

Read on to...

Chunk it Correctly

What is the most manageable step you can break your goal down into?

That's right, how low can you go (this works for doing the limbo, too).

Are you looking to get into shape? How about 1 minute of physical exercise like walking, per day?

Wanting a new career; send out one resume per day.

3 Simple Steps for Health, Wealth and Happiness

Desiring a slimmer waistline, eat healthy for one meal per day.

You can always do more, but it needs to be at your minimum of one per day.

Yes, we can hear your moans and groans that you've read all this way to find this strange advice. Surely this won't work, you say? Yes it will and our name is not Surely.

Remember, we are hypnotists and our specialty is how your mind works (either for you or against you).

You have 2 parts to your mind. To keep this e-book short (wow, you got a whole bunch for free, didn't you) here is a simple explanation.

You have your conscious mind, also known as your ego or personality.

Its job is to analyze everything in your life and keep you safe.

It's the part of you that keeps you from stepping off the curb into the oncoming path of the Bi-state bus.

It's also the part of you that has you quit on a new habit just a few days into it, if you even start it at all. Why would it do this to you?

Because failure is not safe, so you are better off not trying it at all.

Then there is your subconscious mind. It does not judge or analyze, it doesn't need to because that is the realm of your conscious mind. Instead it works just like a computer asking what program you want to run today. And then it runs it.

3 Simple Steps for Health, Wealth and Happiness

So, we need to set your new daily habits at a level low enough that the “warning Will Robinson, warning” failure mode is not set off in your conscious mind.

Plus, your subconscious now says; run the healthy us program, and it will use your inherent creativity to find other ways to add to your Success.

We also promised you a way to keep motivated during those times of “I don’t want to get off the couch and do anything, especially that” days.

Ask yourself, what emotion does my goal stand for?

Do I want to achieve prosperity because not getting phone calls from bill collectors brings me a great inner peace? So peace is really it, right?

Or what about that hot new body...maybe you want to feel sexy again or maybe feel sexy for the first time. Sexy is what you desire, right?

Whatever your emotion is, ask yourself on a daily basis, how can I have more of this now, today?

That way you are not limiting yourself so that the only way you will feel peaceful and sexy is with money and great curves (although both do help).

Making sure that your emotional needs are being met is what keeps you inspired to rise up off that couch and achieve!

(Another barefaced commercial...since we are hypnotist’s it seems only fitting that we mention your option for a Private Hypnosis Session)



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Hypnosis can dramatically shorten your 91 day learning curve down to as little as one session and keep you motivated to keep achieving.

Whether in person, virtual or combined with customized Coaching, Dawn and Drew can help!

Call us at (636) 699-7791.

So, there you have it. Now, we wonder what you will do with it.

Remember, Success is a Habit...Let's make it Your Habit!

Dawn and Drew Ferguson are Certified Hypnotherapists, and Certified Instructors with the National Guild of Hypnotists. Both carry specialized certifications in the various fields of Hypnosis and Coaching.

Dawn and Drew have hypnotized and coached thousands of people in private and group Sessions. They believe that you should be empowered to make rapid transformations on your own, so they teach classes on Personal and Professional Development. They speak to groups on subjects ranging from brain science and habit modification to business enhancement.

They operate Ferguson & Associates Hypnotherapy with clients across the US and the world. They may be reached on the web at:

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