

Purpose

Speaker 1: It's time to look for a net on purpose. Welcome to the Purpose Up Podcast with your host, Ben Stein.

Ben Stein: Hello, and welcome to the episode four of the Purpose Up Podcast. In this episode, I sit down with hypnotherapist and life coach, Alexandra Janelli. We have a really fun conversation that runs the gamut. We talk about the relationship between our subconscious, our behaviors and our fears, talk about how the unknown can cause us anxiety and how to reduce that, and then we dive deeper into the process of hypnotherapy for any of you who are interested in what a session looks like. Alexandra then coaches us on how to find our purpose and to stress that we should have fun with it. Lastly, we look at her future plans which include opening up a Himalayan salt room in her new healing center in the heart of New York City.

I hope you enjoy listening to this episode as much as I had recording it, and without further ado.

Hello, everybody, and welcome to the Purpose Up Podcast. I'm here today with Alexandra Janelli. Today, we are going to talk about purpose hypnotherapy and unblocking ourselves. Welcome, Alexandra.

Alexandra: Thanks for having me. This is really exciting to be part of your podcast.

Ben Stein: Thank you for being here. We appreciate it. Just to give listeners some of the backstory, I first found Alexandra on Yelp. She had many good reviews for her hypnotherapy services, and I was looking to quit smoking cigarettes. I had quit a few times before, but always slid back in. There was always part of me that kept going back, so I wanted to stop it for good and had tried many things.

Hypnotherapy was like, "All right. This is it. I'm going to do it with this one." Had one session with Alexandra, and it really shifted me, and so I never really believed in hypnosis before, but now, I am a believer and I'm not much of a woo-woo guy. With that intro and to how I know Alexandra, what do you tell people when they ask "What do you do?"

Alexandra: Great question. I always start by telling them that I'm a hypnotherapist. However, I am also trained and certified as a life coach. The two of them I believe really do go hand in hand, however, the hypnotherapy came first. The life coaching came second.

The way that I actually integrate them together is during our session, the first part of figuring out how to hypnotize someone and how to really get hypnotic suggestions to stick when they're in the hypnotic state is to really understand what is it about that person, why is it important that they are here now, what it is that they'd really like to get out of the session and define things that really resonate with them, otherwise,

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you're just feeding someone generic suggestions like "You'll feel super-duper" which may or may not resonate with them because words need to have meaning behind them, and they have to have an emotion that gets tied with them as well. Really, if you ask me, I'm a hypnotherapist by trade. I am a life coach by trade, but I do much more hypnotherapy than I do life coaching.

Ben Stein: Okay. Great. Yeah. I remember when we had our session, it was important to understand why I started smoking in the first place and how it did serve me long ago to help fit in and be cool and how I no longer need that to be cool, and I needed to rewrite that script in my brain, and I think the hypnotherapy helped my subconscious get it.

Alexandra: Yeah, and I think the way your subconscious mind works just for your listeners is everything ... You have your conscious mind and subconscious mind. Conscious mind is your logic, your reason, your willpower. We tend to live it by at about 90% of the day, but it only accounts for 10%. The subconscious portion though is about 90%, and everything within it is learned through association, so if you're bit by a dog as a child or something happened to you with the dog and you developed a fear, every time you see a dog, it becomes a trigger for you.

Even though logically, you know it's not the same dog, you're still going to have that behavioral response, and so I help people begin to go in to understand where those behavioral linkages come in and how we can begin to reassociate them to get a shift in the behavior, but if you can't understand first what's going on through the coaching process, it can be very hard to get those reassociations to happen.

Ben Stein: Wow. Maybe a year or two ago, I actually got bit by a dog in the butt while jogging. Now, are you saying that I could use hypnosis too? I wouldn't say I'm scared of dogs, but if I'm jogging and I jog right by a dog.

Alexandra: If you're getting triggered, I would say yes, you could probably come in to reprogram that. However, you'd have to have the drive and motivation to want to reprogram it, and not just because someone wants you to.

Ben Stein: Okay.

Alexandra: You'd have to really think about as I tell any client and as you probably know from life coaching training, I can't make anyone do what they want. I don't have the answers. Really, I'm sort of the composer of hypnotic suggestions. I'm reading between the lines of what you're saying to formulate them as best I can to give back to you, so you really have all the answers yourself in terms of what you want and how to get there, or some people just need that sounding board to get there.

Ben Stein: Okay. That's a good segue into the conversation around purpose. Could I go to you to help me find my purpose?

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Alexandra: You can.

Ben Stein: Okay. How would that look?

Alexandra: I guess what I would always start with any client, I think purpose is a really big word.

Ben Stein: It is.

Alexandra: It's a really big concept to begin to tackle. Right?

Ben Stein: I got a whole podcast about it.

Alexandra: What is my purpose? Yeah, and I think it's interesting that as you begin to ask, when you ask people, there's ... If you break purpose down, you can have "What's my purpose right now in this moment?" Right.

Ben Stein: Yeah.

Alexandra: My purpose right now is to answer your questions. My purpose in my job is to help people have a better understanding of themselves so that they can experience the world differently. My grand purpose on a spiritual level, I'm not sure I've landed on quite yet, but I'm okay with not knowing what my full purpose is as a human being on this earth other than to maybe experience my life.

Ben Stein: Okay.

Alexandra: I guess I'd ask the question to the person of "What type of purpose are we looking to define first?", so that we can begin to whittle into the idea of purpose more.

Ben Stein: Right.

Alexandra: I'd also ask "Why is this important? What is it about now and finding purpose that's so important for you?"

Ben Stein: Right. Okay. Let's see. I mean, I think for me, embarking on this podcast and this journey, it stemmed from a feeling that I had something to offer the world and I wanted to serve, and the question is "How and how do I hone in on what that is?"

Alexandra: Sure. Purpose, one of the key ingredients that I've seen for clients is to really get comfortable number one with the unknown, but to also be curious, because the more curious you can be, the more that you're going to begin to see things that are going on around you. You might become much more aware and mindful of things that make you happy, where hypnotherapy can come into play. I use the word 'Can' is that it's not

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finite with every and all clients, is it can really help you begin to plant the right seeds for having the proper awareness. Right?

If I took you and I dropped you on a map in the middle of a city you've never been to and I said "Go", you have no purpose in that moment.

Ben Stein: Right.

Alexandra: You're not sure what you're doing. You're not sure where you're going, but if I said to you "You're hungry. Find food", you're going to be much more aware as you walk through that city of all the different restaurants. You might not be aware of all the shoe stores, but if I said to you, "You're looking for shoes" or "You need something for your feet", you're going to be much more in tuned to seeing those things, and they'll begin to pop up more and more in your life. My conversation with a client might sound, "What was it that it made you feel?" Right?

You tap into feelings because any purpose that you're going to begin to go towards, it has to resonate with you as well. Right? One question you can even ask clients is "What was it that you really enjoyed doing when you're a little kid?"

Ben Stein: Right. I remember we had a conversation last time, and I was thinking about that question because I know how that's important, and I was like, "I liked drawing and playing with Legos", but I'm like, "I don't know if I can bank on that, and I don't know if I can help people with that".

Alexandra: Okay. No, but what was it with playing with Legos and drawing that you liked about it?

Ben Stein: I guess it was the making something, building something, figuring it out.

Alexandra: Which as you dig deeper right on the surface of that, it didn't necessarily make sense, Legos and drawing, but as you just described, you're looking to build something. You're looking to figure it out which is exactly what it sounds like you're doing with this podcast. You're going in with the curiosity to build something, and I like that you leave ... If you can become okay with not at first having what that something is but leaving space for it, those pieces like a Lego construction do fall into place as you go, but you have to be able to say, "Okay. Here is one brick", and keep putting them all together.

The unknown while it's uncomfortable for the subconscious mind because that's the one thing it hates to most is the unknown because your mind works off the pain and pleasure principle, and they're known to it. Very pleasurable even if it has a negative connotation.

Ben Stein: Right. Right.

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Alexandra: The unknown however is where the pain comes in, and because we're pain averse, we don't want to leave our comfort zone. The more you can become comfortable with the unknown, the more fun you can actually have with it if you can allow yourself to go there or give yourself permission which is always a big word for people to do that.

Ben Stein: Right. I mean, I think that's a great advice to become more comfortable with the unknown. As I was talking to my last podcast guest, it was [Ayama 00:11:40], she called it 'A dance with purpose', and I like that imagery a lot, having fun with it. What would your advice be to increase your comfort level with the unknown?

Alexandra: I think what the unknown provokes within all of us is an anxiety. Our anxiety has a wonderful ... Right. People who get anxiety tend to live in the future of the what ifs, and so we have this anxiety of the unknown, the future or what ifs, and we like to prepare. Right?

Ben Stein: Right.

Alexandra: We're humans. We like to fix things, but what our anxiety does is it tells us stories.

Ben Stein: Yes.

Alexandra: These stories as much as they might be correct, they might also not be, and so you have to begin to ask yourself, "What is it that my anxiety? What is the story my anxiety is telling me? Why might that be true, but why might it not be, and what might another story be?"

Ben Stein: Right.

Alexandra: The more that you can begin to distance yourself from the story your anxiety is telling you to realize, it is just a story, and there's a lot of stories in between this or that or the all in or the all out. There are a lot of really good stories your mind can tell you too, but typically, anxiety in the unknown is going to bring you to the fear state, and the more fear that you have, the more inaction you're going to have, and so the more fun that you can have it, there's a direct correlation between fun and fear.

Ben Stein: Right.

Alexandra: Fear goes down, fun goes up.

Ben Stein: Right.

Alexandra: Fear goes up, fun goes down, and so if you can begin to rejigger your mind in terms of neuroplasticity of telling the right stories or even being aware of like "It's just a story. That might happen, but here's another one, and here's another one", the more you can

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become comfortable with the idea of the unknown, and just realizing anxiety and fear are normal states to be in.

Ben Stein: Right. Right.

Alexandra: I think one other thing that happens is we tend to berate ourselves, say "We shouldn't feel this way". Our emotional tolerance or intolerance of emotion such as fear, anxiety, sadness, we don't want to sit with them and we think we should never feel them, but they're normal.

Ben Stein: Right.

Alexandra: If you can see them as an opportunity to inspect a process to say, "What is it that's making me fearful?", now "Why am I feeling fearful?", you can actually begin to open up a whole realm of like, "Great. If that's true, how might I want to pivot it to make it more comfortable?" Then, your path while we all think it's like driving a boat in one direction, it's more like sailing. You have to have the pivot moments. That's where allowing yourself to sit with fear, uncomfortable things and inspecting them more can help you tolerate them more so you can more through them faster, because to say "I'm never going there" would be foolish.

Ben Stein: Right.

Alexandra: It's "How long do you go there? What gets you out?"

Ben Stein: I think that's a very good insight, and I think that that mindfulness and listening to those stories is a key to overcoming your fear as you were talking about, and also being able to tune into that voice of purpose. That's why I think the work that you do both as a life coach and work that you do as a hypnotist is really important because I think for many people, including myself, there's a lot of work to do to get to a certain baseline to be able to address those bigger questions because there's a lot of pain and fear that needs to be addressed before you can get to that place where you're telling yourself positive stories and you have the awareness to ignore or push aside those negative stories.

Alexandra: Yeah. I also think, not to cut you off, but we all in some way do know our passions. We sometimes know our purpose, but we might not be confident within ourselves to follow through on them based on some other 'Perceived failures' that we might have had in our past. Therefore, our story is going to be "Why bother?", or "I've already had this kind of thing happen. It's probably going to happen again", or the environment you're with in is not supportive, and so sometimes, even when working with clients on passion and purpose, I have to begin to build their ego and their confidence, and also reconnect them to their intuition of what they know because we also have this as extrinsic reward system of an approval system of like maybe you have a co-dependent where you need your mother's approval to tell you you can do this or a friend, but entrepreneurs, you

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really need to trust yourself and know what you really want and really believe in your mission.

Ben Stein: Right. Right.

Alexandra: That doesn't mean the mission doesn't shift a little bit, but you have to really hone in on what it is and why it speaks to you particularly. Not everyone is going to buy into it, and you have to be okay ...

Ben Stein: Right.

Alexandra: You don't have to, but the more okay you can be with ... Not everyone, it's not going to resonate with everybody. People are going to like it or not, and those aren't the people that are going to be in your tribe with it.

Ben Stein: You said some of the work that you do is building people's confidence up. How do you ... If you're splitting your life coaching versus hypnosis part, what's that split and what do you find most effective in pulling those levers?

Alexandra: I think the first part, it's probably 50/50. Right? In terms of hypnotherapy, you don't just work on giving someone confidence. You have to figure out when was it taken away. Confidence comes at the corner or risk and reward, and I guess comfort level too.

Ben Stein: Okay.

Alexandra: On the life coaching sense, confidence. You have to begin to understand people's belief systems. Right?

Ben Stein: Right.

Alexandra: Like "What are their limiting beliefs that are holding them back from believing that they could be confident?", or "Who is telling them they're not? Why is ...?" I get extroverts and introverts in my office. An introvert will be much less confident because they feel like they're weird or they're strange. They don't fit the mould of what society has for them.

Therefore, they assume that their introversion is a lack of confidence and self-esteem, but the more you can begin to help people understand their powers and their true gifts which might not be being the loud person in a bar or the best public speaker, the more that you can really begin to help them understand themselves to go, "Wow. What I thought was a problem actually isn't a problem at all", and you begin to hone in on what their traits are. Everyone thinks introverts are by far the worst public speakers because they're too nervous. Introverts actually make the best public speakers. They just don't like the chit-chat afterwards.

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Ben Stein: Okay. Interesting.

Alexandra: Yeah. You tailor in. It's like, "Why are these things problems for you?" Sometimes you find they're not problems at all, and that helps them feel more comfortable with themselves to set that internal core so that the world around them can seem different too.

Ben Stein: For people who aren't familiar with the process of hypnotherapy, what is that process look like in a nutshell?

Alexandra: In a nutshell, a client would seek me out for whatever it might be. We might have an initial conversation, however, I tend to just tell people it's usually better to book an appointment right away. The initial conversation, it can be great. It also sets up a little bit of a preposition in my mind or it's almost better to have them come in cold turkey, but I'm always comfortable with whatever they choose to.

Ben Stein: Right.

Alexandra: When you come into my office, we're going to sit for about 40 ... It's an 85-minute session. For the first 45 minutes, you and I are going to sit and chat about what's going on, why now, where the history of this pattern became, really getting to understand "Why is this problem and what is it you'd really like? How would you like to feel when you leave?", where these associations might have been linked in. I'm always there to offer insight of commonalities I've seen.

If they resonate with you, great. If not, we let them go.

Ben Stein: Right.

Alexandra: The next, we jump into a bit of me telling you about what hypnosis is what it's not, and what to expect in the process because again, we want to build the association on the subconscious level of what it will be, not what it won't be, or most people's first association is stage hypnosis which it does exist.

Ben Stein: Right.

Alexandra: It does not happen in my office, and so after I give people a brief explanation, I might do a quick five-minute induction just to link in that association to be like "So you've done it now. Now, we can do it again without the fear, block, and resistance".

Ben Stein: Okay.

Alexandra: Then, we do about anywhere from a 15-minute. Some clients go into the hypnotic state very quickly which can be as long as a little as five to ten minutes, all the way up to half

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hour depending on the client. Then, they come out, and I say most of the work happens when you leave because the seeds get planted, and then, they begin to trigger in. There can be time delays on it, so not everything triggers in right the moment that you're in my office.

Ben Stein: Right. I remember specifically when I had my appointment with you, I felt euphoric afterwards, and I even forget to pay my bill on the way out because I wasn't thinking straight.

Alexandra: You're not the first person to do that actually. Amazingly, it happens a lot. People just feel so good. I think the funny thing is clients who have high anxiety who come in, they'll be like, "I feel really weird leaving", and I'm like, "It's because you're no longer in that anticipatory state and it will feel weird because you resonate a very different frequency at that point too".

Ben Stein: What are the most common things people come in for and what are the types of things that you have the most success with?

Alexandra: I get a lot of people for smoking. I am not a smoker. It doesn't resonate with me as much. Smoking and weight loss tend to be the bread and butter of the industry.

Ben Stein: Right.

Alexandra: Weight loss which I do do, I find very hard to do. Not that it's a hard modality to treat, but people don't want to stick around for the treatment of it long enough because it is a longer treatment.

Ben Stein: Okay.

Alexandra: I think people who come in for weight loss assume that it's going to be a one and done because I think that's how they market it really in the periodicals and when you see it on TV. It might work. It's not the way my practice works. I do get a lot of that. I get a lot of compulsive habits in terms of finger-picking, nail-biting which has a great success rate.

Smoking has one of the highest success rates out of all of the modalities, gums, acupuncture which is wonderful. I actually have all my smoking stuff online for free right now. If you wanted to do the at home program, it is my gift to the universe.

Ben Stein: Wow.

Alexandra: I think everyone deserves a smoke-free life. If you ask me what my real bread and butter is, mine is anxiety and stress management which really comes down to understanding "Who are you?", and "How do you show up in the world?", and "How would you like to show up in the world?", and "Why is that not happening right now for you?" It's all self-

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awareness.

Ben Stein: Okay. Take us back to the earlier days about how did you get into this? Where were you before, and ...?

Alexandra: Wonderful question. I in 2003 graduated from the University of Miami with every intention of being a field biologist.

Ben Stein: Okay.

Alexandra: However, at the time, I decided it was time to come home for a bit to New York, Manhattan. At that time, the only jobs that I could get doing that were working at The Nature Conservancy or Greenpeace, or jobs that just didn't really resonate with me, and so I actually had done an internship after my freshman year, and I did environmental consulting.

Ben Stein: Okay.

Alexandra: Went back into the environmental consulting field for about six to seven years of which at the time, I was working for a boutique company. My boyfriend who ended up being my husband, now my ex-husband was moving to Chicago to go back to graduate school. He's like, "Are you coming with me?" I said, "I'm coming with you".

Ben Stein: All right.

Alexandra: I packed up my bags, left my job, moved to Chicago, and said, "If I go back into that field, I think I'll be miserable. What do I want to do?" I was working on at the time my first entrepreneurial venture, WTFWiFi which is the first website of its kind to be dedicated to funny Wi-Fi names that ended up getting picked up at a 'Huffington Post', 'The New Yorker', 'Chicago Tribune', 'Daily News', tons of different magazines.

Ben Stein: Okay.

Alexandra: It got published. It's being a new form of social media, and I realized how important creativity was in my life that it was just a passion project. At that time, I was running out of money and was thinking to myself, "What in my life has impacted me the most?"

Ben Stein: Right.

Alexandra: I'm a New York City kid, divorced parents. I've been in therapy for years, and I remember my therapist saying to me, "You'd really make a great therapist", because I think I therapized myself in my sessions. I know that's not a word, but ...

Ben Stein: Now it is.

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Alexandra: I said, and I looked at her in one lady, "I would never want your job".

Ben Stein: Right.

Alexandra: However, I used to be a finger-picker and went to the wellness center I work at now to see a nutritionist who at the time was like "Would you ever consider doing hypnotherapy for that?"

Ben Stein: That means you ate your fingernails?

Alexandra: Never in the mouth. I think that's gross, but I would pick the skin around my fingers, and I still do it from time to time when I'm stressed out, but it so much under control.

Ben Stein: Okay. Right.

Alexandra: For me, that's the biggest win. If I do it a little, that's fine.

Ben Stein: Right.

Alexandra: It was such an empowering experience. I went back actually when I through a break up, and I was just so, so lost. I will tell you, everything in my life changed within three sessions, and nothing changed at all. The fear went away, and I just felt like I was living with this amazing safety net underneath myself which was really just me.

Ben Stein: Right.

Alexandra: Fast forward, good six years or so, and I thought to myself, "That really changed my life". I couldn't tell you how the thought hit me, but it did and I wrote my hypnotherapist. I asked how he did it. He directed me to the school, HMI which had a distance learning program where you can take the initial training on how to hypnotize someone for free, and I was bought in.

Ben Stein: Right.

Alexandra: I ate that up and I started my practice out there.

Ben Stein: How long would it take me to learn how to hypnotize somebody for free?

Alexandra: The first one is a 14-hour class which I love the way they did it.

Ben Stein: Okay.

Alexandra: The teacher is great. Anybody can be a hypnotist.

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Ben Stein: Right.

Alexandra: Just for people who are listening out there, it's very important to when you're looking for a hypnotist or a hypnotherapist to ask them about their training.

Ben Stein: Right.

Alexandra: A hypnotist is someone who's learned how to hypnotize someone. A hypnotherapist depending on the state you're in is either a actual licensed therapist who does hypnosis or they are someone who's gone through the 200 plus hours of training to know what to do with you in the hypnotic state, and it's very different than psychology, so find someone who is trained in the extensive program. I myself actually mentored for two years under a hypnotherapist as well and learned a lot. Then, I think most ... It's called a 'Practice' because you're always practicing.

Ben Stein: Right.

Alexandra: I probably learned more from my clients than anything else. That's how it all happened. Then, I brought it back to New York. It was a niche at the time, and I just went after it. I was like ...

I will tell you, it wasn't that fear didn't come up, but I was stubborn enough or passionate enough to say "This is what I love and I'm going to do it". It just felt right.

Ben Stein: All right. I love it. I can't wait for that feeling when I just know. To help people out there, there's other people out there that are looking, haven't found it yet or have that fear. We talked about mindfulness.

We talked about managing fear. What would be the homework or action items that people could do right now to become more mindful to try and get closer to that voice or turn up the volume on that purpose voice?

Alexandra: I call it the 'Zoom out'.

Ben Stein: Call it the 'Zoom out'. Okay.

Alexandra: I call it the 'Zoom out'. When we're in the fear state, anxiety state, guilt, we become at the effect of our lives, and you're not going to take a lot of action. The more that you can at least even acknowledge "I'm in a fear state", there's nothing wrong with it.

Ben Stein: Right.

Alexandra: Sometimes, we need to be in that state. We call it the 'Victim state'. Sometimes you're a

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victim. You're just at the effect of life. What happens when you're in that state, you stay safe, but it's a false sense of safety, and the more that you can ...

Sometimes, it helps you make a plan too, but you're very ego-centered. I don't mean that in a narcissistic way, but you're very centered on self as if the whole world revolves around you and is here to affect you, rather than going, "Maybe all this is happening for me".

Ben Stein: Right.

Alexandra: The zoom out happens when you actually begin to see it as an opportunity that something is happening. Right? You have to be aware. Before any kind of change can be made, you have to have an awareness that something is not working. From there, the more you inspect it, then you can begin to make options.

The zoom out helps you go from thinking just solely about yourself to a bigger picture of ... The bigger picture is something right now is not working, and that's okay. You might not know what it is right away, but the more you can be like, "Let's look at this big picture". Nothing happens suddenly. Where might the build up come from?

How can I instead of telling myself, "Oh, I'm such a stupid idiot. I should have known better", to really begin to be like, "Of course you didn't know any better. Why would you have?" This is what really learning is really all about.

It's all about experiences, but as you go through an experience, if you can say "This is happening for me. There's something I'm going to learn from this", the bigger picture is I'm going to get through it. Just as most experiences pass and emotions, this too will pass. Zooming out will really help put you in a less of a fear state where you can create different options. Again, you're shifting the story to really begin to create options which give you a lot more flexibility and room to breathe in your life.

Ben Stein: Right. Okay.

Alexandra: It also gives you the ability to say "I don't know. I don't know". If you can tag on the yet, that's even better versus going "But", which negates everything you said or it's like "I really love this, and this, and this, but ..." It really doesn't matter what you said before that, so it's all in how you frame things in the mind.

Ben Stein: Okay. Yeah. No more buts.

Alexandra: No more buts.

Ben Stein: No more buts. I mean, I think it's interesting the use of language and how it frames things in your mind. It reminds me of a Tony Robbins quote where he would say "If

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you're in a relationship, and you can ask yourself the question, 'How long is this going to last?', your mind will look for the answer and it will become a finite answer, but if you ask the question, 'How lucky am I to have this person?', then your mind will work towards that answer". I think it's interesting what questions you ask yourself and it ties into what you're saying.

Alexandra: Yeah. I an awesome text. What you also said in terms of how lucky you might have this, that's a zoom out. Right? You're going from something very small to something very big. Right? You're coming from a place of gratitude which shifts your energy all together, and so "Isn't it lucky that I have this too?", is you can begin to do the neurolinguistics program. I mean, getting the yes answers, wouldn't that be great?

Ben Stein: Neurolinguistic programming, is that part of the hypnotherapy? What is that exactly?

Alexandra: It can be. I will say it's not something I'm particularly well-versed in. We do a light training in it. The school I went to offers a larger two-week program. I've read books on it. I never got the full buy in.

Ben Stein: Okay.

Alexandra: To be honest, I think there's wonderful practitioners out there. I do think it has a place within the hypnosis field. I think it was one of those things that I just never did particularly well. Therefore, I said, "This isn't part of my practice". I learned emotional freedom techniques which is the tapping on the different meridian points while repeating different statements. That never resonated with me.

I think for me, in terms of how I live my practice, it's all things that have resonated for me because if I don't understand it at my core, it becomes very hard to convince anybody else of it, so anyone I refer you to, I've worked with them personally. Any treatments and types of therapies I'm doing with you, I've gone through it. I get what people are going through, and I think that's what makes a successful practice is all the, pardon my language, the shit experiences that I've gone through, they were horrible. I've really helped formulate how I resonate with the client or people, and it's not to say, and this is why I don't give a lot of advice unless asked, my experience will be different from yours, but I can at least say "I understand what you're going through", or "It's understandable what you're going through", which just I think helps people also feel comforted.

Ben Stein: Right.

Alexandra: "You're not alone".

Ben Stein: Right. We got the backstory and we got some useful tips. What's next in the land of Alexandra? Where is your purpose going to take you now?

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Alexandra: Oh goodness. I will tell you, my purposes shifted crazy last summer. I ended up at a salt cave in Montauk. For people who don't know what a salt cave is, it is a room made out of Himalayan salt that has crushed up particulates of salt being blown through the air, so it's good for grounding energy.

Ben Stein: Right.

Alexandra: It's great for respiratory issues, skin conditions. I just want it because I thought "Why not? It's cool. I'd love to experience it, have an experience". When I was laying there, they have this terrible music being played through the speakers, and as a hypnotist myself, I was like, "Wow. I could do this better in my entrepreneurial side".

I was like, "I wonder if there's others in the city that do this", and there weren't that many. I was like, "I'm going to do it". It manifested in the craziest of ways. What was first going to be a small salt room, I'm now taking over the wellness center I currently work at, assuming the lease come November.

Ben Stein: Wow.

Alexandra: Redoing it which if you would ask me if I was ever going to be a landlord, I would say absolutely not, but it was one of those things that just intuitively happened and fell into place, and while I go to my fair spot, I remember it's just fear and these stories, are they real? I inspect them, but then, I keep going back to my intuition.

Ben Stein: Right.

Alexandra: I'm like, "No. This is right for me". November, we'll be opening the new modern salt facility which is exciting. I have an app coming out for my hypnosis.

Ben Stein: Right.

Alexandra: Choose your own adventure of hypnosis for people so I can hypnotize the world which when I started, it was Hypnotize New York. Now, it's Hyprnotize the World.

Ben Stein: Nice.

Alexandra: Other than that, I'm trying to cut some of the other stuff out so that I can focus a bit more.

Ben Stein: I mean, that seems like a lot to do on your plate.

Alexandra: Yeah. I'm also building a different business, potentially human which helps people understand their business is better to be in ... It's like if your company were human,

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what would they look like and be like, or just same as we are. It's like "What are their core values? Who's in their tribe?", so that you can really resonate with the right people on your mission. There's a lot on the docket, but I do it because I'm passionate about it at the core, and if I'm not, then I know it's got to go.

Ben Stein: Nice. I love it. I love it. All right. I think that's a good place to close this out. Before we give people where to find you, is there anything else you want to say to the audience before we sign off?

Alexandra: I would just say to everybody don't look too much for your big purpose and life. Sometimes, finding purpose in the small moments of your day, whether it's looking at the person across from you and saying, "You know what? I'm connected to this person. We're all humans. We're all in this together", even those moments when you're feeling at your worse to just know that there's someone else out there going through that too and to just send them gratitude, appreciation of "I hope we all will move through this together" can really make you feel more connected that maybe that can be purpose enough for people, and again, be curious.

As kids, we don't have our deductive mind fully developed, and that's why life was so fun or could be fun as a kid is that we had a curiosity and creativity, and the problems we're trying to solve, the purpose you're trying to find cannot be logically discovered. It happens in those rogue moments where you're like, "Woah. That was awesome", and then those pieces begin to click into place, so move out of yourself. As you're walking down the street, look around. Notice people. Notice things. Just try to heighten your awareness. Get out of your head.

Ben Stein: Right.

Alexandra: That will begin to shift your energy all together too. That would be my message I would want people to just think about as I leave.

Ben Stein: All right. Connect with people and get out of your head.

Alexandra: Get out of your head. Yeah.

Ben Stein: Get out of your head.

Alexandra: Permission to stop thinking which is hard.

Ben Stein: Yeah. Awesome. Thanks so much. I think it's a great advice and a great message. Where can people find you on the internet?

Alexandra: On the interwebs, you can find me at 'Thetaspring.com'. That's spelled T as in Thomas, H as in Harry, E as in Edward, T as in Thomas, A as in apple, and spring like the season dot

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com. That is my hypnotherapy site, and that will link you anywhere you want to go, any rabbit hole of mine you want to go down, you can go there. You can also find all the smoking stuff under the free stuff tab too.

Ben Stein: Yeah. Send that along to those smokers in your life and thank you so much for ...

Alexandra: Yeah. Of course. It's been a pleasure. I'm glad to give back too as well.

Ben Stein: All right. I appreciate it. Appreciate it. We'll talk to you soon hopefully for [the round two 00:40:04]. This is fun.

Alexandra: Great.

Ben Stein: Hello again, friends. I hope you enjoyed that episode. If you got something out of it and think others would too, please go to the iTunes store and give me a rating and review. That's the best way for others to find out about the podcast, and I'd really appreciate it, so thank you. If you're looking for other ways to connect, please find me at 'Purposeup.com', on Twitter '@purpose_up', or you can find a link to my Facebook group on the website. Lastly, I'll leave you with a question, "What are you going to do today to look for more act on purpose?"