

Solana Beach SUM

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Life coach shows there are choices in life

By Laura Petersen

Ever tried to resist that bag of salty potato chips, but found it only takes a snap second to toss willpower aside? Wanted to find a more gratifying job, but stuck with the resentful position because there are bills to pay?

“A lot of people think they need to be unhappy and suffer,” said licensed hypnotherapist and life coach Sara Lewis Murre. “They don’t. They have choice.”

Murre, a longtime Carmel Valley resident, uses hypnosis and neuro-linguistic programming to help clients realize their inner little engine that could.

Neuro-what?

Put as simply as possible, it’s switching the “I can’t” thoughts into “I can.”

It seems simple, but can be very difficult, if not impossible, for someone to just tell himself or herself, “No, I don’t want those chips or ice cream,” or “Yes, I can get a new job.” This is because patterns of thinking or behavior are controlled by the subconscious brain.

Neuro-Linguistic Programming uses different strategies to help rewire the brain to allow those thoughts. Often this includes hypnosis, which “relaxes the conscious mind so you can fine tune programming of the unconscious mind to change that to match the client’s goal,” Murre said.

After even just one session, the inner critic can be replaced with new, positive message. Negative perceptions or images, like the big, scary spider, are washed away by a different worldview. Interrupting thoughts or behaviors that inhibited clients from reaching their goals frees them to live the life they so desire.

“If you change their thinking a little bit,” she said, “their whole reality can change.”

Murre knows this firsthand.

A writer for 25 years with five published novels and a collection of short stories, she wanted to write faster. Her fourth and fifth books took three years each to write. Knowing that other authors churn out books in a snap, she set to work learning about their creative processes. As she sat down to write her fifth book, she went in with the mindset that if they could do it, so could she.

“The Best of Good” was finished in just five

months.

“I was able to make a very big change,” Murre said. “It did not involve going to therapy and telling about my childhood. It was much simpler than that.”

Murre did some hypnosis to help get the creative juices flowing. And through this process, discovered a new career.

Not entirely satisfied writing fiction, Murre craved a new career with more human interaction. She paid close attention to how she felt about new job possibilities, and when she saw an advertisement for hypnosis, she was inspired to take a certification course.

About this same time, she was teaching an intuitive writing course, helping others overcome writer’s block. Now, she is able to use her hypnotherapy and neuro-linguistic programming training to

not only help students with creativity obstacles, but also a whole wealth of lifestyle goals.

A key tenant of this form of coaching is that there is nothing wrong with the client that needs fixing. Rather, the coach helps their client set and reach their goals, from losing weight to reducing stress and improving sleep.

“We create an outcome,” Murre said. “What does it feel like? Look like? What would it be like to have exactly what you want?”

Writing student Cynthia Harrison sought Murre’s help for her “addiction to overeating.” After discussing Harrison’s problem foods and what foods she’d rather be eating if only she had the willpower, Murre created a personalized hypnotherapy recording, which Harrison listens to daily.

The result:

“I still don’t eat potato chips. No desire,” Harrison said. “And I love fruit and veggies. It’s amazing how my grocery cart goes right to that aisle now, just as Sara envisioned for me in the recording.

“After a few months, I lost 10 pounds just listening to Sara’s recording once a day! It felt effortless to give up the high fat and sugar foods that I had craved for years. I’m still amazed by it.”

Murre has been a full-time life coach for the past year. She started off with writing students and business is now blossoming. She can do hypnotherapy sessions in person, over the phone

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SARA LEWIS MURRE



COURTESY

Carmel Valley resident Sara Murre is a Certified Clinical and Medical Hypnotherapist and Neuro-Linguistic Life Coach, with offices in Solana Beach.

or create audio recordings. Each one is individualized, unlike general self-help books.

Neuro-linguistic programming sessions are done in person at Murre’s office in Solana Beach.

These techniques work fast and do not require painful revisiting of past experiences, Murre said. They are also widely used by athletes, actors and are the foundation of the Weight Watchers program, Murre said.

She said she never envisioned life coach would be her new calling, but loves helping others create change in themselves.

“It’s amazing,” she said, “all of a sudden a big light bulb goes on or a huge smile spreads across their face.”

This newfound career is likely one that a character from her novels would have, Murre said. An odd coincidence? The subconscious thinks not.

For more information, go to rewritingmylife.com.