

Lincoln Hypnosis Center

Unlock the Potential Within

By Annie Kontor

What is stopping you from living your best life? Is it those last few pounds you want to lose? Is it the stress in your everyday life? Are you stuck behind obstacles that keep you from advancing in your career? We all struggle with things that prevent us from reaching our peak performance. Overcoming

these challenges can seem like a daunting task.

Jeff and Devan Martin of the Lincoln Hypnosis Center take a different view: They see setbacks as building blocks to success. This husband-and-wife team has made it their mission to help their clients realize their true potential in any facet of their lives through the power of hypnosis.

Wait a minute, you might be thinking. Hypnosis? You mean keeping your eyes on a gold pocket watch dangled by a person wearing a cape? Nothing could be further from the truth. Founded in 2008 by Jeff and Devan, the Lincoln Hypnosis Center has helped hundreds of clients quit smoking, lose weight, become better athletes, and realize their personal and professional goals.

How does it work? Hypnosis is the art and science of suggestion. It helps people overcome old negative habits, allowing them to let go of the unwanted things that have hurt them in the past. At its core, hypnosis helps people change their perception—how information is taken in and processed. Poor perception leads people to develop bad habits, such as overeating or smoking, to cope with life.

The process at Lincoln Hypnosis Center begins with a free hypnosis consultation, in which a new client meets with Jeff or Devan to assess goals. The potential client undergoes testing so she can see what hypnosis feels like. Then Jeff and Devan devise a plan uniquely tailored to that individual.

Changing her outlook transformed Gailanne Hindsley's life. "After coming to Lincoln Hypnosis for weight loss, I have found my inner self," she relates. "My body feels at peace—I never knew how your body feels after losing 29 pounds. Jeff has helped me all along the way."

The Martins stand by their work. Their service guarantee is the best in the business. Once a client comes in for weight loss, she continues her visits until she gets to her goal weight. If the weight comes back, she can return for reinforcement sessions.

Who can benefit from hypnosis? Anybody! "We've helped thousands of people quit smoking, become fit, sleep better, and find new jobs," Jeff observes. "We have enabled people to conquer their fears and have less stress. Results happen here."

No one offers what Lincoln Hypnosis Center does—an entire program based on the client's needs. The Martins are skilled at meeting a patient exactly where she is. They are trained both in hypnotism and in the field

of neuro-linguistic programming, and they are members of the National Guild of Hypnotists. Jeff is a founding member of the Master Hypnotist Society, and Devan

has extensive training as a personal and executive coach. The Lincoln Hypnosis Center has an A+ rating from the Better Business Bureau and is a member of the Lincoln Chamber of Commerce. To serve additional clients, they have also opened a second location in Omaha.

The Martins can also help clients improve their work performance. Medical providers and educators are excellent candidates for hypnosis. Because of their stressful work environments, it is critical that they remain calm and relaxed. Hypnosis helps these professionals deal with the pressures of their jobs so that they can leave the stress at the office and relax more at home.

"When I met Devan, I had become stressed out beyond control, both at home and at work," says Cassie Taylor, the owner of Black Belt Movers. "Devan helped me find the true source of the issues I was having. She helped me focus on the steps to move forward. She doesn't make excuses for our issues. She helps us resolve them so we can find the light at the end of the tunnel."

The Lincoln Hypnosis Center also works with athletes of all ages. Many players have athletic ability but need help fine-tuning their skills to step into "the zone," where they can push beyond barriers more naturally. To be at the top of their game, athletes need mentors to help them shake it off when they are feeling down about athletic setbacks. Athletes want to excel, but they often need someone to teach them how, and Jeff is passionate about helping athletes reach their full potential.

What is preventing you from fulfilling your dreams? If you're ready to use your obstacles as building blocks to success, check out the Lincoln Hypnosis Center. For more information about all the services Jeff and Devan Martin provide, visit www.lincolnhypnosiscenter.com or call 402-465-0409. The Lincoln Hypnosis Center is located at 770 North Cotner Boulevard, Suite 310, in Lincoln. In Omaha, call 402-502-9334 or visit www.omahahypnosiscenter.com. The Omaha office is located at 11414 W. Center Road, Suite 325. **WE**



Devan and Jeff Martin