



Welcome to the **Greatest Mindset**,

I am very much looking forward to working with you. My name is Paul Edworthy, and I am trained in a neuroscientific approach to hypnotherapy, grounded in scientific evidence and measurable outcomes, in contrast to approaches that rely primarily on subjective experience.

My interest in this field began in 2018 when I personally underwent hypnotherapy to overcome a fear of public speaking. The experience had a profound impact on me, as it successfully eliminated the anxiety I had previously felt. In 2024, after observing highly talented athletes struggle under pressure on the world stage due to mindset challenges, I began to consider how I could help individuals develop a stronger, more resilient mental framework, their greatest mindset. From this, the foundation of my organisation was established.



With over 20 years of entrepreneurial experience, I have navigated both the highs and lows that come with business, gaining first-hand insight into the critical role mindset plays in performance. I recognised a strong alignment between the mental demands of sport and business, and how cultivating a high-performance mindset can benefit not only individuals but teams as well. This is why I work effectively with both sports professionals and those in business environments.

### **Not just sport and business**



You may also notice that I support clients with a range of other issues and conditions. While these may not appear directly related, many are commonly experienced by individuals in both sport and business. Given the consistent success I have achieved, I believe it is important to extend this support more broadly, as the underlying principles remain the same.

I use a combination of Neuro-Linguistic Programming (NLP), Cognitive Behavioural Therapy (CBT) along with other direct and indirect methods of hypnosis to create your greatest mindset, removing limiting beliefs that prevent you from living the life you want to lead.

## **Hypnotherapy**

Hypnotherapy is a powerful and scientifically supported method for creating positive changes in thoughts, behaviours, and emotions. Although many people assume it involves mind control or sleep, the reality is very different. Instead, hypnotherapy works by guiding you into a natural state of focused attention, allowing you to access and influence the subconscious mind more effectively.

As a result, it becomes easier to shift patterns that once felt fixed or difficult to change. Additionally, if you are searching for a safe and effective way to overcome fears, break unhelpful habits, or strengthen your confidence, hypnotherapy consistently provides a practical and empowering solution. Furthermore, it offers benefits that often extend far beyond the sessions themselves.



As humans, we are born with only two innate fears: the fear of loud noises and the fear of falling. These serve as natural survival mechanisms.

Over time, however, every other fear we experience is learned. Because of life events such as rejection, failure, or stressful experiences, these learned fears can gradually develop into limiting beliefs. In many cases, these beliefs influence how you view yourself and the world around you, often without you realising it. Consequently, they can shape your behaviour in ways that hold you back. In addition, these beliefs can become so familiar that they feel like part of your identity, even though they were acquired through experience rather than biology.

## **How Hypnotherapy Helps Overcome Limiting Beliefs**

Hypnotherapy is highly effective at identifying and reframing limiting beliefs that may be restricting your progress. By working directly with the subconscious mind, it becomes possible to shift patterns that feel automatic or deeply ingrained. As these beliefs change, new possibilities begin to open up. Moreover, this process often leads to a greater sense of clarity and emotional freedom.



This approach can support improvements in anxiety and stress, confidence and self-esteem, phobias and fears, habits such as smoking or overeating, and performance or mindset development.

Because hypnotherapy works at a deeper level, the changes it creates can be both meaningful and long-lasting. Additionally, many people find that the benefits continue to grow as they apply the insights gained during sessions to their daily lives.

### **A Neuroscience-Based Approach to Hypnotherapy**

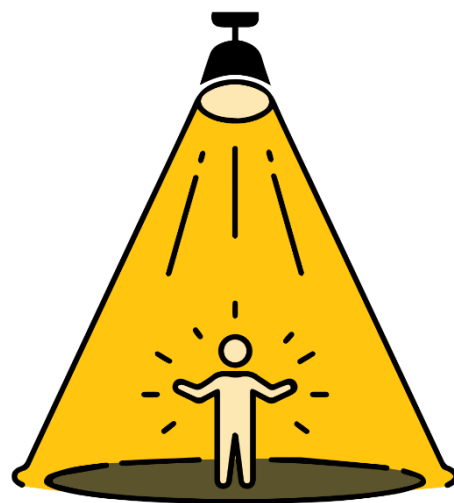
Modern hypnotherapy is increasingly informed by neuroscience, and research consistently demonstrates that the brain can change throughout your entire life. This ability, known as neuroplasticity, allows hypnotherapy to work in harmony with how the brain naturally rewires itself. Therefore, by combining relaxation, focused attention, and positive suggestion, hypnotherapy becomes a practical and evidence-based method for personal development and mental wellbeing. Furthermore, this scientific foundation helps clients feel more confident in the process, knowing it aligns with how the mind actually functions.

### **Now You**

Now to you, 'The star of the show' well the star of your show, this is your one shot at life how is it going thus far? Well a big pat on the back to your for getting this far and plucking up the courage to get in contact with me to help you uncover a better route on your map of the world, by helping you to unload some of that excess baggage you have been carrying or releasing those straps of limiting beliefs that have been holding you back.

The first and most important point to understand is that this is your journey and your story. The decision to pursue change must come from you.

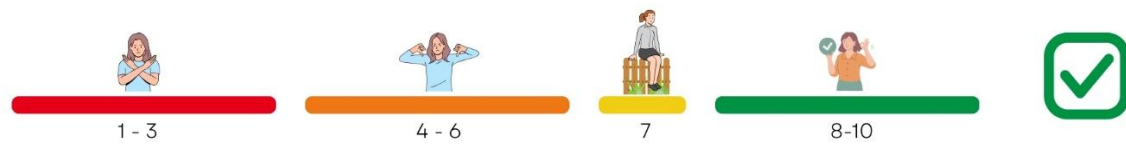
This process should not be undertaken solely to improve the lives of others. It is essential that your motivation is rooted in a genuine desire to enhance your own life. In doing so, the positive effects will naturally extend to those around you, who will benefit from your increased confidence, sense of achievement, and overall success.



By investing in your own growth, you create a more positive and supportive environment, not only for yourself but also for the wider circle of people in your life.

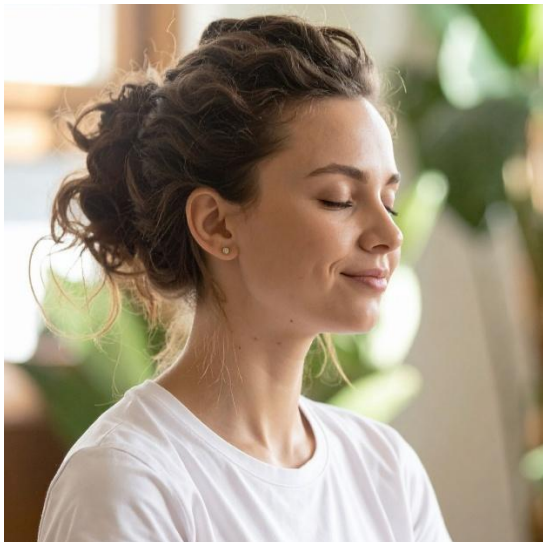
**The big question is how motivated are you to achieve your goal?**

If you are 1 to 3 sorry there is no point wasting my time or your time considering working with me. If it's a 4-6 sorry this doesn't still doesn't seem that big a deal for you. If you are 7 that's you there sat on that fence. Don't waste your money it might work but it still feels like you are still a little unsure. An 8 to 10? Now we can talk I mean, a 9 or 10 delivers the greatest chance of success but an 8 sends a message proving this is a big deal and would be a game changer for you.



## How to be a good hypnotic subject

Having a good imagination is a start if you haven't got a good imagination I have some good news this is a muscle you can develop. Don't think of a pink elephant! Did you imagine it? If so this part maybe easier than you think. It is surprising to know how easier it is to imagine something easier when in a relaxed state.



Take time to relax, sit or lie, quietly. Close your eyes and imagine yourself in a safe place, whether at home or maybe on holiday, sipping a refreshing drink, or maybe on the side of a mountain breathing in fresh alpine air. The line between imagination and reality is minimal. Do you have dreams that sometimes feel so vivid like you are really there?

The best results come from those who put the most effort in. Relax as much as you can, be open to suggestion and believe your goal is going to happen. By reading this your journey to get there has already started.

## Other benefits

Working with me as a client you will also get free members access to the Greatest Mindset App downloadable from the App Store and Google Play. This gives you tools and other benefits such as meditation and visualisation files. So remember to download to take advantage of those. For updates visit [www.greatestmindset.com](http://www.greatestmindset.com)

