

The Ice Cream Swish (V6.0) @ 2007 Robert Kilgore.

Stop Eating Ice Cream:

Eating ice cream is bad for you, but because it tastes so good you are probably having some difficulty finding an easy way to stop eating it. If you want to stop eating ice cream, then the SWISH technique can be used to completely eliminate that bad habit quickly and efficiently (usually within a few days). If done properly, the craving to eat ice cream will disappear completely and other more empowering desires and needs will take its place.

This paper will use the SWISH method with exaggerated moving-images to cure you of putting ice cream in your mouth. If you do not already know how the SWISH works, please read the short 3 page tutorial at the end of this paper or look up NLP SWISH on the internet. **There is a lot of exaggeration, ridiculous association and repetition going on in the Swish. This is done on purpose and is necessary for the technique to work.** For now we will just concentrate step-by-step on the actual cure which is what most people really care about.

The easiest way to stop eating ice cream is to keep ice cream out of your mouth. So, the goal here will be to **KEEP ICE CREAM OUT OF YOUR MOUTH**. Remember, your mouth is made for eating and you will want to eat anything that you can put into your mouth and that includes ice cream. **"You can't eat ice cream if it is not in your mouth"**.

The original goal (**to stop eating ice cream**) is still there but it has been restated (**keep ice cream out of your mouth**) so that the specific action needed to accomplish that goal is very clear. To stop eating ice cream, you have to keep ice cream out of your mouth. We've also made it sound unpleasant which will make it easier to keep ice cream out of your mouth.

WHY PUTTING ICE CREAM IN YOUR MOUTH IS BAD:

Putting ice cream in your mouth is a bad habit that a lot of people wish they did not have. You know that putting ice cream into your mouth is bad for you but you still do it anyways. You put ice cream into your mouth for many reasons but the main ones are:
" **IT TASTES SO GOOD AND I JUST CAN'T RESIST IT** " ,
" **IT MAKES ME FEEL GOOD AND I WANT TO ENJOY IT** " ,
" **I AM HUNGRY AND I NEED TO PUT ICE CREAM INTO MY MOUTH NOW** " .

The mental and physical health effects of putting ice cream into your mouth are not immediately noticeable, but great harm will be done to your mind and body if you continue to do it. Just because it tastes good does not mean that it is good for you. There are some poisons that taste good too. Some poisons even make you feel good before they kill you.

So you have two choices, you can **"Keep ice cream out of your mouth"** or **"Put ice cream into your mouth and eat it"**. One can lead to a long, healthy, happy and productive life that is controlled by you. The other will make you dependent on the false feelings you get from putting ice cream into your mouth that will lower the quality of your life, will eventually destroy your mind and body, and as you get older you will be miserable because you will think that you have nothing while the successful people (who do not put ice cream into their mouth) have everything.

WHY KEEPING ICE CREAM OUT OF YOUR MOUTH IS GOOD:

Keeping ice cream out of your mouth is a good habit that many of us want and wish we had. The benefits are so great that there really isn't a good reason for you not to do it. All the reasons that you can come up with for wanting to put ice cream into your mouth are just excuses that you use to justify your desire to eat ice cream. Ice cream is your enemy and ice cream will eventually destroy you if you eat it.

Some of the many benefits of not putting ice cream into your mouth are:

- a healthier body,
- more energy,
- clearer and improved thinking,
- improved coordination and faster reflexes,
- you will heal faster,
- you will recover from sickness faster and get sick less often,
- you will look younger (improved skin),
- you will move faster and smoother,
- you will lose weight if you are overweight,
- you will live longer and be healthier when you get older,
- you will make better decisions and think faster,
- your self-confidence will be greatly improved,
- you will be happier,
- you will be in control of your body,
- your chances of being successful at whatever you do increase drastically.

Step 1:

Get Leverage so you will WANT to "Keep Ice Cream Out of Your Mouth".

The 6 moving-image areas given below are used to **quickly** give you the leverage you need to stop your bad habit of putting ice cream in your mouth. In these areas are exaggerated moving-images that you can use for quickly getting leverage. There are a lot of them, and yes it is done on purpose. You can also add your own moving-images for even better results. The moving-images you use should be short, simple and exaggerated and have some truth to them but they do not have to be completely true. Do not get hung up on the details or else the moving-image will be too complicated to be effective. Go for shock value. Being gross and disgusting is OK and very effective. No one else will ever know.

Important! While reading the individual bad and good exaggerated moving-image descriptions, **don't dwell on them for too long**. Just read each one, try to momentarily imagine it, and then move on to the next description. The purpose is to get leverage quickly. That is why there are so many of them. If a description confuses you, continue reading it and go on to the next one. You can always read it again later.

Bad Moving-images 1.

Imagine what you look like to others when you put ice cream in your mouth.

Feel the pain. Putting ice cream into your mouth should not be pleasant to look at.

The lottery ticket that you bought is worth 100 million dollars. You are very happy and you are putting ice cream into your mouth while you are walking to the lottery place to pick up your winnings. You accidentally spill ice cream on the ticket and it erases all the numbers so you do not get paid. Normally you would be very upset over this but the ice cream has affected your mind so you just laugh and continue to put ice cream into your mouth.

You are arrested for stealing ice cream from orphan children and during the trial the jury notices that you are putting the stolen ice cream into your mouth in an attempt to get rid of the evidence. The jury finds you guilty and you get several life sentences without the possibility of parole.

You are with your friends at the museum and you are trying to see how much ice cream you can put into your mouth so that you can break the worlds record and it is getting very messy. Suddenly you get sick because of the ice cream in your mouth and you vomit on several very expensive and irreplaceable paintings.

You are a medical doctor and while doing heart surgery, you are constantly asking the nurse to put ice cream into your mouth and your mouth is always full. The nurse runs out of ice cream so you get angry and you tell her to finish the operation because you are too upset to continue.

You are in the hospital emergency room because you put too much ice cream into your mouth and now your stomach is frozen. You are in a great deal of pain and are having trouble breathing because the rest of your organs are starting to freeze also.

You are reading some very important old and valuable documents in the library and the ice cream in your mouth is dripping all over the papers. The librarian sees all this and she tells you to leave and never return.

You are with your friends at the mall and you go into the restroom with chocolate ice cream in your mouth. It is very hot in the restroom and when you come out, your mouth is all covered in messy chocolate and it looks really gross. Your friends think it is something else and they run away from you in fear because they don't want to be near you.

You are the owner of a large and important company. At the stock holders meeting, you are putting ice cream into your mouth and you are smiling as you are giving your annual report. The annual report has bad news that says that the company has lost money and is about to go bankrupt. The ice cream has clouded your mind and you made some very bad business decisions.

In other words, make it really painful and embarrassing to see yourself with ice cream in your mouth.

Bad Moving-images 2.

See the results of putting ice cream in your mouth

Feel more pain. See what will happen to you if you put ice cream in your mouth.

You are putting ice cream into your mouth and you have a mouthful of cavities and your gums bleed whenever you try to eat something. Your dentist told you to stop putting ice cream in your mouth and to take better care of your teeth, but you ignored him, and now it is almost too late. If you stop putting ice cream in your mouth, there is a very small chance that your teeth and gums might be saved with expensive dental treatments. But it is a very small chance.

You are putting ice cream into your mouth and you are gaining weight and you get tired easily. You notice that your friends (who do not put ice cream in their mouth) are in great shape and have plenty of energy.

You are putting ice cream into your mouth and your mind is not working very well. The chemicals in the ice cream have clouded your mind and you frequently make hasty decisions that usually turn out to be wrong. Your apparent self-confidence is all a cover-up to hide your ice cream induced deficiencies.

You are putting ice cream into your mouth and you are very depressed. You are convinced that your life is not going to get any better so why even try. The rich and smart people (who do not put ice cream into their mouth) control everything so there is nothing left for you. You would rather put ice cream in your mouth than waste time with important things like eating the right foods, good grooming, exercise and increasing the quality of your life.

You are putting ice cream into your mouth and suddenly you feel a pain in your chest. Maybe it's just indigestion or heartburn but then again maybe not. Your doctor warned you that this could happen to you if you continue to put ice cream in your mouth.

You are putting ice cream into your mouth and the rats in the corner are waiting for you to fall asleep so that they can crawl all over you and eat the ice cream that is still in your mouth. Rats like ice cream too. You wonder why the rats seem to be getting closer as you continue to put ice cream into your mouth.

You are putting ice cream into your mouth and you look messy and gross but you don't care because you are too busy being distracted by the feelings you get from the ice cream sugar-rush. People don't want to be seen with you and nobody likes you because you care only about yourself.

You are putting ice cream into your mouth and you are very lonely but the ice cream has given you a false sense of superiority that makes you cocky and prevents you from making friends that you can trust. When you get older, the people who claim to be your friends will steal everything you have. When you die, nobody will come to your funeral because you have no real friends who care about you. After you are buried, no one will remember your name because you never did anything that was worth remembering. Because you are putting ice cream into your mouth, your life is a complete and total waste.

"All this is because you are putting ice cream in your mouth". What a shame.

Bad Moving-images 3.

Imagine reasons why you would not want to put ice cream in your mouth.

Feel a lot more pain. Think of reasons for you to **not** put ice cream in your mouth.

You are about to put ice cream into your mouth and you notice that the ice cream is making hissing noises at you. The ice cream is moving and live snake heads pop out and try to bite you. They are hissing and spitting at you and they want to eat you.

You are putting ice cream in your mouth and of course you don't exercise when you suddenly realize that your life is a failure. You look at yourself in a mirror and all you can see is a big stupid grin with rotted teeth, a mouth full of ice cream and a completely wasted life that could have been so much better. You wonder why other people (who do not put ice cream in their mouth) are so healthy and successful and you are not.

You are hungry and you are putting ice cream into your mouth so fast that you bite off a piece of your tongue. You do not notice the missing tongue part until after you swallow it.

The ice cream that is in your mouth seems a little squirmy. You spit the ice cream out and it is full of live maggots. You swallowed some of it and you want to vomit. The maggots continue to grow inside you and every time you go to the toilet you see little baby maggots in your poop.

You are trying to put ice cream into your mouth and there are worms, roaches and maggots crawling all over the ice cream and on your hands. The person who made that ice cream probably spit on it before he put it in the container.

Imagine that, every time you are about to put ice cream into your mouth, a cat walks up to you and tells you that it is time to clean the litter box.

Imagine that, every time you are about to put ice cream into your mouth, a really big dog walks up to you and pees on your shoes.

Imagine that, every time you put ice cream into your mouth, you are surrounded by hundreds of starving children who are crying and begging you to give them some food.

See yourself in the near future with diabetes. You are overweight and in poor health because you still put ice cream in your mouth and you do not exercise. The diabetes causes your fingernails and toenails to become discolored and to crack. This upsets you and you decide that maybe the problem will go away if you ignore it. It turns out that you were wrong. The fingers and toes eventually become numb and infected and gangrene sets in. You can guess the rest. As they wheel you into surgery to remove your now useless body parts, you overhear the surgeon saying that all this could have been prevented if you kept ice cream out of your mouth, exercised and took better care of your body like your doctor told you to do.

Hint ! Imagine things that are so horrific or gross that you would not want to put ice cream in your mouth. Horrific or Gross is always better (Remember: "**We Will Do More to Avoid Pain Than to Obtain Pleasure**"). Use your imagination and use lots of action if possible.

Good Moving-images 1.

Imagine what you will look like if you keep ice cream out of your mouth.

This is where the pleasure starts.

People think you are someone important because you look so healthy and you move with a self-confidence that says "I am in charge of my life". You can thank your decision to "Keep ice cream out of your mouth" for that.

You are very strong and your coordination has greatly improved because you keep ice cream out of your mouth. You are very graceful and coordinated when you move and the people around you clearly notice and appreciate it. Your strength and agility will make it much easier for you to be a success in life because people admire those abilities.

Because you keep ice cream out of your mouth, your friends say you look great, and people smile at you when you walk down the street. You smile back at them because you know you look great and it shows in the way you walk and present yourself to others. By keeping ice cream out of your mouth you have made yourself very healthy and full of energy. By taking good care of yourself, your mind is also very sharp and clear and you now have the self-confidence and knowledge to know what is best for you. You know that your future is determined by your actions and you will do whatever it takes to be a success. All of this has happened because you decided to keep ice cream out of your mouth.

You keep ice cream out of your mouth and your body has a healthy glow and people are always commenting about how young you look and how energetic you are. Keeping ice cream out of your mouth has been known to do that.

You are slim and trim because you keep ice cream out of your mouth and people point to you when they say to their overweight kids, "Why can't you have a body like that". And you tell them, "It's easy, Just keep ice cream out of your mouth".

You keep ice cream out of your mouth and your friends trust you because you are known for giving good well thought-out advice. Clear thinking and improved decision making are just a few of the many benefits of keeping ice cream out of your mouth.

You are very healthy, you lost some weight and you feel great because you keep ice cream out of your mouth. When people see you walking down the street, they wonder why you look so good in your off-the-rack clothes. You tell them that you look and feel so good because you keep ice cream out of your mouth.

You are cute and everybody likes you because you keep ice cream out of your mouth.

You have many, many good friends because you keep ice cream out of your mouth, and they are the kind of friends who can help you be happy and successful in life. These are the kind of friends who actually want to do things for you.

Good Moving-images 2.

Imagine how your body and mind improves when you keep ice cream out of your mouth.
The pleasure continues.

You look years younger and your skin has improved now that you keep ice cream out of your mouth. That's one of the advantages of keeping ice cream out of your mouth.

You have an abundance of energy and get things done a lot faster now that you keep ice cream out of your mouth. Energetic people who keep ice cream out of their mouth are very active and have been known to actually look for stuff to do and do it well.

Because you keep ice cream out of your mouth, you have lost some weight and you can now bend over and tie your shoes without getting out of breath. Losing all that weight and keeping ice cream out of your mouth has made you very flexible.

Because you keep ice cream out of your mouth, your mind is much clearer (the fog is lifted), and coming up with new and exciting ideas is very easy for you. Keeping ice cream out of your mouth has freed up a lot of resources that your mind now uses to improve your thinking and decision making abilities.

Your reflexes are much faster and your coordination has greatly improved now that you keep ice cream out of your mouth. You are no longer clumsy and your movements are very coordinated and smooth since you decided to keep ice cream out of your mouth.

Now that you keep ice cream out of your mouth, you see opportunities around you that you've never noticed before. The calmness that comes with keeping ice cream out of your mouth has allowed you to clearly observe your surroundings better and has opened up a whole new set of possibilities for you to improve your life even more.

Your body heals faster and you get sick less often now that you keep ice cream out of your mouth. If you do get sick you recover very quickly because keeping ice cream out of your mouth has made you very healthy.

You lost a considerable amount of weight now that you keep ice cream out of your mouth. Your body has also gotten rid of its unhealthy fat and replaced it with lean muscle. You now have the strength and energy you need to move smoothly and with good coordination since you stopped putting ice cream into your mouth.

Good Moving-images 3.

Imagine what life would be like if you kept ice cream out of your mouth.

The pleasure gets even better.

Because you stopped putting ice cream into your mouth, you now have a good job that you truly enjoy doing. Being healthy has given you the energy and the clarity-of-mind to go for the job you always wanted. It took some time to get the necessary skills and to meet the right people but you finally succeeded. You may have even gone into business for yourself. Congratulations. You have the self-confidence, the intelligence and the ambition to be a great success at just about anything you want to do.

Because you stopped putting ice cream into your mouth, your many friends frequently ask you for your advice and you have a much deserved reputation for giving good honest well thought out answers. And you like it. Your mind is so calm, clear and full of useful knowledge that it is very easy for you to come up with advice that helps people to solve their problems. You know things that most people can only dream about knowing.

You have become very wealthy. Keeping ice cream out of your mouth has made you healthy and has sharpened your mind so that you made some very good investments. However, your best investment, that opened up the most opportunities for you, was to increase your knowledge of the things that interest you. You used this knowledge to create possibilities that could make you a lot of money. Possibilities such as:

1. Well thought out investments in banking, real estate and the stock market.
2. Get to know the right people who can be the most help with your career.
3. Start your own business (This gives you the most control of your wealth).
4. Work for a company that really needs your talents and pays you accordingly.
5. Create or invent a device or service that many people both need and want.
6. Observe how wealthy people get rich and imitate them by doing what they did.
7. Work smarter than anyone else (Hard work alone will not make you wealthy).
8. The secret is: " **THERE IS PLENTY OF MONEY OUT THERE
FOR PEOPLE WHO KNOW HOW TO GET IT.** "

You have a very active and healthy lifestyle. By keeping ice cream out of your mouth, you have become very healthy and you now have the energy and ambition to try new things that you never thought you could do before. You have good friends with similar interests that you trust. You are very happy.

Because you stopped putting ice cream into your mouth, you finally have the life that you've always wanted. And it is GREAT.

Step 2:

Do the SWISH so that you will "Keep Ice Cream Out of Your Mouth".

When you know that you have good leverage then you are ready to do the Swish. Having good leverage means that you know you can change and you want to change **NOW**.

To do the Swish you will see and feel the pain of the bad moving-image, destroy it and then quickly see and feel the pleasure of the good moving-image. Three Swish examples will be given based on the moving-images from step 1. Feel free to make up your own moving-images for even better results. **Important!** Be sure to include the blank time after every swish.

Repeat each swish as often as you can for several days (about five times a day is OK) and you should notice that you no longer put ice cream in your mouth. Again, this assumes that you really want to stop putting ice cream into your mouth and you have enough leverage.

Swish example 1. " The Morphing Ice Cream "

Bad moving-image: See yourself putting ice cream into your mouth and when your mouth is full, you hear hissing sounds and the inside of your mouth hurts. You quickly spit the ice cream out and the ice cream has snakes and little baby rats in it. You are vomiting all over the floor, and for the next several days, after painfully going to the bathroom, you notice that your poop contains bits of blood, snake and baby rat body parts.

Good moving-image: See yourself keeping ice cream out of your mouth and you are very healthy and full of energy. You have many friends and they all say that you look great, and people smile at you when you walk down the street. By keeping ice cream out of your mouth your mind is very sharp and clear and you now have the self-confidence and knowledge to know what is best for you. You know that your future is determined by your actions and you will do whatever it takes to be a success. All of this has happened because you decided to keep ice cream out of your mouth.

Procedure: See in your mind the bad moving-image (that represents the unwanted bad habit) in all its painful and unpleasant awfulness (large, bright, noisy, painful and lots of action). At the same time, the good moving-image is also seen by your mind but make it very small, dark and quiet and put it in a small corner of your mind so that it is not noticed. See and feel the pain and unpleasantness of the large bad moving-image for about 30 seconds. Now freeze the large bad moving-image and quickly make it smaller, darker and silent until it disappears completely. Then make the very small good moving-image much larger, brighter, louder and very enjoyable (You can make a "swish" sound while doing this). See and enjoy the large full size good moving-image that represents the desired good habit for about 30 seconds then blank your mind or think of something else for about 1 minute.

Swish example 2. " The Old Age Ice Cream "

Bad Image: You are putting ice cream in your mouth and your body is getting old and feeble at an extremely rapid rate. You already look and feel like you are over 100 years old and now your mind is ageing also. Soon your brain will be so old that all you will be able to think about is how much ice cream you can put into your mouth. You used to be young and active and full of dreams of the future but now you are just a feeble old person who has led a wasted life that nobody cares about. You've always known that this could happen if you continued to put ice cream in your mouth but you did not care. You are crying now because you know your life has been wasted and it is all your fault. Ice cream is evil and it wants to destroy you.

Good Image: By keeping ice cream out of your mouth, you have become very healthy and people are always commenting about how young you look and how energetic you are. When you walk down the street, you move with a self-confidence that says "I am in charge of my life". You have great plans for your future and you will do whatever it takes to make them come true. Good health, a long life and improved self-confidence are just a few of the many benefits of keeping ice cream out of your mouth.

Procedure: See in your mind the bad moving-image (that represents the unwanted bad habit) in all its painful and unpleasant awfulness (large, bright, noisy, painful and lots of action). At the same time, the good moving-image is also seen by your mind but make it very small, dark and quiet and put it in a small corner of your mind so that it is not noticed. See and feel the pain and unpleasantness of the large bad moving-image for about 30 seconds. Now freeze the large bad moving-image and quickly make it smaller, darker and silent until it disappears completely. Then make the very small good moving-image much larger, brighter, louder and very enjoyable (You can make a "swish" sound while doing this). See and enjoy the large full size good moving-image that represents the desired good habit for about 30 seconds then blank your mind or think of something else for about 1 minute.

Swish example 3. " The Exploding Ice Cream "

Bad Image: You are in a candy store and you are putting ice cream into your mouth when suddenly, you are attacked by zombies who kill you and turn you into one of them. Zombies are doomed to repeat what they were doing right before they died so your punishment is to put massive amounts of ice cream into your mouth until your stomach explodes. Your body will then painfully put itself back together and you will continue to put more ice cream into your mouth until your stomach explodes again and again and again for all time. This is your eternal punishment. You want to scream but you can't because your mouth is always full and the other zombies ate your vocal cords.

Good Image: By keeping ice cream out of your mouth, you have become slim and trim and incredibly healthy and strong. You now have the energy and ambition to try new things that you never thought you could do before. Because you keep ice cream out of your mouth, your mind is much clearer (the fog is lifted), and coming up with new and exciting ideas is very easy for you. You know things that most people can only dream about knowing. Congratulations. You have the self-confidence, the intelligence and the ambition to be a great success at just about anything you want to do and you are going to have a great future. All of this has happened because you decided to keep ice cream out of your mouth.

Procedure: See in your mind the bad moving-image (that represents the unwanted bad habit) in all its painful and unpleasant awfulness (large, bright, noisy, painful and lots of action). At the same time, the good moving-image is also seen by your mind but make it very small, dark and quiet and put it in a small corner of your mind so that it is not noticed. See and feel the pain and unpleasantness of the large bad moving-image for about 30 seconds. Now freeze the large bad moving-image and quickly make it smaller, darker and silent until it disappears completely. Then make the very small good moving-image much larger, brighter, louder and very enjoyable (You can make a "swish" sound while doing this). See and enjoy the large full size good moving-image that represents the desired good habit for about 30 seconds then blank your mind or think of something else for about 1 minute.

The Swish (Tutorial) @ 2007 Robert Kilgore, Pittsburgh, Pa.

The **SWISH** technique is used to quickly replace a painful bad habit with a pleasurable good habit. If done properly and you have enough leverage the bad habit can be eliminated within a few days.

Important! The Swish works best when the habit to be changed is specific and well defined such as a particular type of junk food you want to stop eating (ice cream, milk shakes, cheese burgers, French fries) or behavior you want to change (biting fingernails, getting to work late). There is a lot of exaggeration, ridiculous association and repetition going on in the Swish. This is done on purpose and is necessary for the technique to work.

How is the SWISH used to eliminate a bad habit:

Eliminating a bad habit using the Swish method is a two step process.

1. Get leverage. Imagine "in your mind" ways to make the unwanted bad habit so unpleasant and painful that you want it to stop **NOW**. Also, imagine ways to make the desired good habit so desirable and pleasant that you absolutely must have it **NOW**. This is called getting **leverage**.

Leverage is used to convince you that you **can** change, you **want** to change and you **must** change **NOW**. Getting good leverage is a very important and vital part of a successful swish. The **SWISH** will not work if you really want to keep the habit. Just telling yourself that you want to change is not enough. "**You will not change if you do not want to change**". The better the leverage, the easier it is to eliminate the bad habit.

2. Do the SWISH to destroy the bad habit and to insert the good habit. It is the **SWISH** that actually changes the bad habit. If done properly (and with enough leverage), the bad habit will be destroyed and the good habit will permanently take its place.

What is the SWISH:

The SWISH is used to quickly get rid of a bad habit by first forcing your mind to experience the painful and unpleasant **moving-image** of the unwanted bad habit, and then to experience the painless and very pleasurable **moving-image** of the desired good habit. The technique is:

- 1.** See the bad moving-image and feel the pain by making it large, bright, and noisy. At the same time the good moving-image is already small, dark, quiet and barely noticed.
- 2.** Quickly make the bad moving-image go away (destroy it) by freezing the image and making it smaller, darker and quiet until it disappears completely. It helps to crush or mutilate it while it gets smaller.
- 3.** Then quickly make the good moving-image large, bright and noisy and feel the pleasure.
- 4.** Then blank your mind or think of something else for awhile. This is very important.

The actual switch between the two moving-images is done very quickly and some people make a swishing sound when doing it. Hence the name "SWISH".

The Swish is performed multiple times (5 or more per day) over a period of several days until the good habit finally and permanently replaces the bad habit. Again, this assumes that you have good leverage.

Two of the core principles of **Neuro-Linguistic Programming (NLP)** are "**We Will Do More to Avoid Pain Than to Obtain Pleasure**" and "**We Move Toward Pleasure and Away From Pain**". If it comes to a choice between pain and pleasure, we will do more to avoid the pain than to achieve the pleasure. Our instinct is to survive and we will move away from pain and toward pleasure if given a choice. The Swish technique uses both pain and pleasure at the same time. The **pain** and the **memories** of the unpleasant bad moving-image will push you away from the bad habit and at the same time the **pleasure** and the **anticipation** of the painless good moving-image will pull you toward the good habit.

The moving-images must be exaggerated to enhance the painful and/or pleasurable experience and to create a sense of urgency. The moving-images do not have to be completely true, but they must be exaggerated. The mind tends to treat moving-images as real, even exaggerated ones, as long as they are not too complicated and have some truth to them. Outside external still images can work (reading descriptive text or looking at pictures) but the effect is much more real to the person if the images are moving and imagined in your mind. To the mind, still images such as photographs and drawings are usually harmless and can be ignored but something that is moving and unexpected could be a possible threat and your survival instinct will force you to give it a lot more attention.

How is the SWISH done:

(The standard version with one bad and one good moving-image)

Here is a generic SWISH with instructions. Repeat the SWISH, with good leverage, 5 or more times a day for several days, and the good habit will completely replace the bad habit.

START of SWISH:

See in your mind a bad moving-image (that represents the unwanted bad habit) in all its painful and unpleasant awfulness (large, bright, noisy, painful and lots of action). At the same time, a good moving-image (that represents the desired good habit) is also seen by your mind but make it very small, dark and quiet and put it in a small corner of your mind so that it is not noticed. See and feel the pain and unpleasantness of the large bad moving-image for about 30 seconds. Now freeze the large bad moving-image and quickly make it smaller, darker and silent until it disappears completely. Then make the very small good moving-image much larger, brighter, louder and very enjoyable (You can make a "swish" sound while doing this). See and enjoy the large full size good moving-image that represents the desired good habit for about 30 seconds then blank your mind or think of something else for about 1 minute.

END of SWISH:

How does the SWISH work:

The SWISH momentarily interrupts and temporarily destroys the bad habit for a very short period of time (usually a few seconds) and during that time the good habit will take its place. At this point your mind is confused and susceptible to new input. If your mind likes the new pleasant and painless good habit, it will want to keep it (especially if you have enough leverage). Your mind will then use that opportunity to reject the old painful bad habit and replace it with the new pleasant and painless good habit. Remember, "**We Move Toward Pleasure and Away From Pain**", so we will try to keep the pleasure and reject the pain if we can. If done enough times, and if you have enough leverage, the new good habit will soon become permanent and the old bad habit will not return. The Swish is done very quickly and is usually completed in 2 minutes or less.

The emphasis on using the good habit to replace the bad habit is because even though the SWISH destroys the bad habit, it is only a temporary destruction that lasts for a very short time. If the good habit is not successfully inserted and accepted during that time, the bad habit will return because your mind was comfortable with the bad habit and comfort is a form of pleasure. **People can get comfortable doing bad things just as easily as they can get comfortable doing good things.**

There are variations on doing the swish. For instance, some difficult bad habits may benefit from doing multiple swishes with each swish having a different bad/good moving-image.

Another swish variation combines both leverage and the swish by seeing moving-images in your mind as you intently read descriptive text that gives very vivid descriptions of both the bad and then the good habit (often several descriptions are used for reinforcing the resulting moving-images seen in your mind as you are reading).

Another swish variation is to see still images on a flip chart or a computer screen. This is the least effective way to do the swish. It takes the longest to work. It is however good for people who have trouble forming images in their mind.

A lot of people (actually most people) have difficulty creating clear and effective moving-images in their mind. A solution to this is to write on paper or on a computer screen a vivid description of each moving-image to help you visualize it. This description will give you additional leverage and reinforce your desire to get rid of the bad habit. An additional hint is "keep the moving-images short and simple and use exaggeration with lots of action".

For additional information go to the web site <http://www.newhabit.net/> for free downloads of SWISH information and SWISH based cures for specific bad habits such as "stop nail biting", and "stop eating donuts".