



What are the most common phobias you work with?

Fear of flying is very common, but fear of public speaking is the world's number one phobia.

What is your understanding of phobias?

Phobias are often not logical, they are an emotional response. For example, I once worked with a cheese phobic! You could talk about it logically and counsel a person for years, but until you change the subconscious response it becomes very difficult to get rid of a phobia.

What causes the symptoms of phobias?

If somebody has a nightmare, they may get heart palpitations and start sweating. This is because imagination can create a physical response. This is exactly what happens when a person has a phobia.

What approach do you use to help people with phobias?

I use a combination of techniques, including hypnosis and NLP.

As we are approaching holiday season, a lot of people will be troubled by fear of flying. How do you explain this type of anxiety?

With fear of flying, most people aren't afraid once the plane is in the air, they

are afraid weeks before hand when they book their holiday. They work themselves up and have images in their mind of themselves on the plane panicking.

What can be done?

Sometimes a person can overcome fear themselves and sometimes they need help. Instead of talking to themselves negatively, they can try and learn to breath properly and visualise themselves calm on the plane.

And what about if the fear is more advanced?

You can programme the mind to overcome the phobia very easily. An expert like myself can collapse the fear by creating an association inside the mind. It is about programming the mind to have a different response.

What is the link between the mind and weight issues?

One way of looking at it is like this. If I say don't think of the colour blue, you think of it right away. The subconscious doesn't accept a negation. If someone thinks 'I don't want to gain weight', they are inducing the potentiality of that happening. The better way of looking at it is 'I want to be slim and trim'. By

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focusing their attention on their ideal weight they can begin to generate the tendency towards it. It is about creating an inclination within yourself to eat the right foods, and the fundamentals of that all come down to the subconscious mind.

So is there hope for anybody reading this troubled by phobias?

From my stance there is no such thing as an incurable phobia. The only two phobias we are born with are a fear of falling and a fear of loud noises. Everything else is a learned response.

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