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An interdisciplinary
journal dedicated to
advancing the art,
science and practice
of hypnosis



Australian Society of Clinical
Hypnotherapists
Change.Grow.Succeed.

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Émile Coué and his *Method* (II):
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Émile Coué and his *Method* (III):
Every Day in Every Way
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Editorial

I enjoy cooking. I'm an avid viewer of the reality TV show *Masterchef*, where the contestants vie for the title of winner by cooking off against each other every week in a series of pressure tests, mystery boxes, and team challenges. But every now and then the show departs from its regular formula and gives the contestants the opportunity to watch various world-renowned multi-hatted chefs present a masterclass. This is where both the contestants and viewers learn that agitating rather than stirring a risotto and adding hot rather than cold stock keeps the grains of rice intact in the soupy slurry, or that adding a salt and fennel rub to your piece of pork then cranking your oven up to 220 Celsius for 20 minutes at the start of the cook will make for crunchy crackling, or the exact temperature extremes required to temper chocolate and provide the elusive sheen and snap. The contestants also participate in back to basics challenges such as separating eggs, chopping onions, and hand whipping cream.

Even though I classify myself as an excellent home cook (my criteria? having successfully created Adriano Zumbo's croquembouche!), it is when the television show gets back to basics that I learn the most about the subtleties of cooking techniques I either missed or was not taught on my cooking journey. I also consult a beautiful edition of *Larousse Gastronomique* that I received for Christmas, which provides detailed information about ingredients and the history of food preparation.

And so it is when it comes to clinical hypnotherapy—no matter how far you believe you've come in your professional development and in maintaining a successful practice with excellent client outcomes—there is always room for growth and sometimes this involves going back to basics too. This can come in the form of reviewing history and re-examining the techniques of the pioneers to ascertain if they are still apt, were misinterpreted, or veered off track from their initial premise or the fundamentals.

In this theme issue of the journal, we present Lindsay Yeates' series of articles on Frenchman Emile Coué, and his life, theory and method. Lindsay's articles are remarkable in their scholarship, in so far as he examines the material from two points of view—that of an accomplished practitioner with years of experience in hypnotherapeutic technique, as well as that of an historian. Without any prompts from me, Lindsay managed to answer several questions that have occupied my thoughts for many years. I suspect these articles will fill in many blanks for you too, as well as ground your theoretical understanding and add to your repertoire. As the late author Laurie Colwin (*Home Cooking: A Writer in the Kitchen*) once said:

No one who cooks, cooks alone. Even at her most solitary, a cook in the kitchen is surrounded by generations of cooks past, the advice and menus of cooks present, the wisdom of cookbook writers.

Julie Ditrich

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EDITOR'S NOTE: The terms "subconscious", "unconscious" and "unconscious processes" are interchangeable, and will vary from article to article. Individual authors will determine what terminology they prefer to use, as this is predicated on the models of psychology, hypnotherapy, psychotherapy and other modalities in which they trained. Similarly, usage of the words "client" and "patient" will also vary from author to author, depending on their background and qualifications.