

Sleep With The Experts



Webinar Series



TRANSCRIPT

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This transcript is compiled from the "Sleep With The Experts" webinar series which commenced July 1, 2009.

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**TRANSCRIPT OF
SLEEP WITH THE EXPERTS
PART ONE
FEATURING ELIZABETH SHANNON**

Sleep With The Experts



Our GUARANTEE

- CHANGE YOUR LIFE
- The equivalent of ONE bad night's sleep
(1 hour/week for 8 weeks = 1 night's sleep)
- Over 50 non-drug strategies ... directly from
the Experts



Okay, so good evening everyone, it's Elizabeth speaking, and welcome to our first night of "Sleep with the Experts." I welcome you in and I hope that you derive a lot of benefit from attending our webinar series. Sorry, I am having a little hitch with clicking to the next screen. I apologize for that.

Okay, so firstly I am going to start with our guarantee for you for the next, it appears to be eight weeks, and it could be going for more. We have seven experts already lined up, and I think that I will probably be giving the eighth webinar of the series. I'm negotiating with other people that I am looking at to add on other webinars to the end. But, at the moment it is an eight week webinar series.

I believe that the information that you will learning during this webinar series will change your life. If you are an insomniac we have information that is both world-class and ground breaking. It is the equivalent of one night's sleep for you which is eight hours, an hour a week. We intend, if you spend an equivalent of one night sleep with us, we will change the way that you look at sleep and sleep disorder problems for the rest of your life.

There will be at least fifty non-drug strategies given to you and you will be hearing them directly from the experts. In my opinion, there are a lot of opinions being bandied about around insomnia, but hearing them actually from an expert, from a person that either found the research, did the research, or an expert who has been working in the field for sometimes up to thirty-five years, their information is incredibly valuable and we're hoping that you might even have an opportunity with some of them to directly ask questions to them.

Tonight

- Introduce Sleep With The Experts
- My background
- Why 'NATURAL'? Why not sleeping pills?
- What's Your Insomnia Type™?
- The Experts
- 5 Natural Strategies to Start Tonight
- Administration



Elizabeth Shannon

So, tonight what I'm going to be covering is I'm just going to introduce you to basically what we're up to in this webinar series. I'm going to give you a bit of my background because I'm not a medical doctor and I want to explain my background to you and a bit about me so that you understand where I'm coming from, why natural, why not sleeping pills? What is your insomnia type? There is approximately fifty-two to fifty-four, I think when I looked last, and I am putting together a report called, "What's Your Insomnia Type?" and I'm basically reducing it down to ten so that it is doable and usable for normal people and we're leaving out some of the more obscure ones that very few people in the world have.

I will be introducing you to the experts' one by one, not in person, but I will be telling you what their expertise is so that you know exactly what you will be learning from them when they are featured. Each expert will be given a night so, next week will be Sue Dengate and each of the weeks after that will be one person per night; so, that you will have maximum of an hour with that person to derive the maximum benefit. I will be giving you five natural strategies to start tonight. So, even tonight you will be going away with some basic strategies that I believe will make a difference to your sleep and some administration about how to check-in. Simple things on your auto-responders and reminders and issues that just need tidying up so that you're not confused with what is happening in your e-mail box in the next few weeks.

So, this is me for those of you who haven't met me. I am now just going to go through a bit of history of my life. It will be very short and I don't mean to bore you, just so that you know where I am coming from.



I started off in the country as a kid. I lived on an isolated sheep farm with my parents and my sister there, Margaret, who is helping me on the webinar tonight. So, that's down on our property its about 5,000 acre property 23 miles from a pretty isolated small country town and that's the sort of life that I was brought up with and pretty simple and fantastic in many respects. I went to school in Sydney when my dad retired and moved to Sydney with my mum and we went to school in Rose Bay and I then went to Sydney University and I actually did Economics, nothing to do with medicine, and what I was actually doing at university was a lot of parties, as you can see there, so no I'm not a doctor; but that is my background. I didn't even learn a lot of economics at uni, I don't believe and I have to say that I do question sometimes the type of information that we learn at university - it's not always related to life skills.



In spite of the fact that I played hard at University I actually did graduate with economics and in accounting as a major.

Business Consultant

- KPMG
- NAB Auditor
- Kelloggs
- Digital Equipment Corporation (DEC)
- Native Food Industry (Central Western NSW)
- Regional Development, Regional Landcare, Grants, Lobbying etc.



I ended up being a business consultant after working firstly at KPMG which is a big chartered accounting firm. I was an EDP auditor at the NAB bank for a number of years. I was a project manager at Kellogg's helping them install their financial computer systems. So, the systematic and accounting combination, as well as, dealing with people and basically project oriented. I worked at Digital Equipment Corporation as a consultant, they had a lot of difficulties with their credit and collection department and as it turned out there were a lot of other problems in that company apart from the credit and collection department and that was a consultation that I did for a period of time.

I married and moved to the country after working in Sydney for a long time. I married a country boy and moved to another sheep farm outside of Mudgee 55 kilometers from Mudgee which is north-west New South Wales. There I was involved in trying to establish a native food industry where we were doing an industry study. It started off with Landcare and I wanted to investigate the opportunity of building a native food industry in our district, which was quite tourism-oriented. A lot of people may have heard of Mudgee, because of its great wine industry and I spent years trying to establish a native food industry there. Which involved lobbying politicians, it involved interacting with regional development bodies, regional land care, lobbying high up politicians and my local politicians and obtaining grants from Natural Heritage Trust and Landcare in order to do our trials and strategy plans, business plans and other aspects of industry and trying to get a new industry on the ground.

Metaphysics & Health

- Stuart Wilde
- Silva Mind Control
- Robert Kiyosaki (!) & DC Cordova
- Glynn Braddy
- Denise Lynn
- Marshall Lever
- Trevor Ravenscroft
- Chris Howard



I had a second life in metaphysics and health. This is probably where my interest started with alternatives to the traditional medical background and traditional medicine. I don't have anything against doctors. There are some fantastic doctors out there and we may even have doctors in our expert series. But, I am totally open to other alternatives and I have been investigating them and being part of that movement for a least thirty years. I have studied with all of these people here. I won't go through them individually, but some people may have heard of Stuart Wilde... I actually started at the Silva Mind Control method about twenty-eight to thirty years ago and studied with Marshall Lever, Glynn Braddy, Denise Lynn and most recently Christopher Howard.



So these are the few of the bush photos, you can see in this photo the bottom left here is my son, Henry, this was taken a long time ago because he is 18 now; but this is how he was brought up pretty fresh atmosphere, isolated, but its an excellent way to bring up a kid. We used to go camping this top photo in our back paddock we had 1200 acres of back paddock and probably the maximum number of people that we would have camping would be about 35, lots of kids and a lot of fun with a big roaring fire at night-time. That is a bit of my background in the bush. We have also been camping to another place called Dunns Swamp. We used to move around but not a lot. We used to go generally to the places that we loved to just go because it was about the friendships that we were having there and friends that we used to take that was the fun about it. Sometimes people would play guitar, other times there would be fire poi and it was always gorgeous.

Compatibility Blanket®



During this time I invented the Compatibility Blanket®. I had a difficulty with my husband in bed in the fact that he was always hotter than me; and pushing the bed coverings onto my side of the bed which was basically a pain-in-the-neck. I would end up with whatever doona left over or whatever he didn't want on his side of the bed and so I actually made a blanket with half sheeting and half blanket so that it was always warmer on my side of the bed than his. Thinking that I was the only person in the world with this problem; but I think that some of you are probably laughing listening to this because it is incredibly common. Usually the boys are hotter than the girls and after menopause sometimes it actually reverses; but this is the process that I went through and in the process of marketing the blanket (that is now manufactured in China) I found out about natural sleep and I started realizing just how little people actually know about natural sleep and ways to help insomnia. For example, overheating in bed reduces your REM sleep and I still don't think that message is out there even though that information is well known within circles of people who bother to find out about the effects of overheating in bed.

The search for local women for rural award

By DIANE SIMMONS

Multiple women Elizabeth Shannon, the woman who started the award, has with the computer for the award. She has now broadcast over 75 new business, many of them connected with sleep and in particular, insomnia.

Ms Shannon has her own website at www.sleepfrontier.com to help other women. Multiple women apply for the 2007 Rural Women's Award announced by Minister for Primary Industries, Mr Macdonald.

Ms Shannon said rural women can become very isolated, with others in the community knowing nothing about the many innovations they come up with and applying for the 2007 Rural Women's Award would bring them into the public arena.

Ms Shannon said the Award could give rural women the chance to network with others, to showcase their business, to enhance themselves and to become more



visible.

Minister for Primary Industries, Mr Macdonald said the award would give rural women a chance to share their special projects or ideas and showcase their skills.

"Applications close on October 31 and the winner will receive a \$10,000 honorarium as well as a chance to undertake the Australian Institute of Company Directors course in Canberra."

Mr Macdonald said the call for women who have applied in past years has been outstanding.

"I hope their success and leadership will encourage a new field of applicants this year as well," he said.

Mr Macdonald said winner of the 2006 award, Kate Schlegel said the program offered an enormous range of benefits.

"The last 12 months have been an incredible learning and networking time for me, and I have formed friendships and partnerships with a diverse range of rural women," she said.

Elizabeth Shannon encourages Multiple women to enter the 2007 Rural Women's Award.

For more information visit www.ruralwomenaward.gov.au

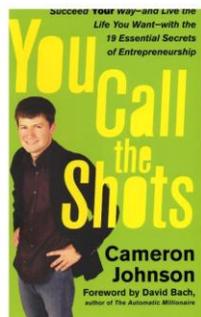
This is just an article in the local newspaper - they were asking me to drum up a bit of interest in the Rural Woman's Award (because previously I had been nominated). I actually withdrew from the Rural Woman's Award in the year that I was nominated, because I just had too much on my plate. But I actually, because of my efforts in the bush I actually was becoming a little recognized.



My efforts in the sleep area, and the Compatibility Blanket®, have been featured on the ABC New Inventors program, Radio 2UE, Mornings with Kerri-Anne and at least forty other publications. You can see in the middle here is an article that was in the Country Style magazine about a catalogue that I produced of products that was distributed in physiotherapy centers, in doctors surgeries, therapeutic massage centers and other places. It had a range of natural therapies to help people and I don't do that catalogue anymore because it is a little cumbersome. The printing is difficult and the administration is challenged because of the number of products I think I ended up with about eighty products in there and just keeping up with the availability, all of that became challenging and I much prefer to work on the internet now.



Cameron Johnson



About eighteen months ago I went to a Christopher Howard's 'Ultimate Business Seminar' and there was a guy there called Cameron Johnson giving a talk on the internet and business. He was 23 years old at the time and he had already sold twelve businesses, twelve internet businesses at the age 23 and he blew me away and I actually asked him to be my coach and it was a fantastic journey with him. This is the book that he wrote You Call The Shots, it was actually his second book. He wrote his first book when he was fifteen. This started my interest in the internet and from Cameron's perspective he had a business background and teamed up with people that were savvy on the internet and learned it that way; which is basically quite related to my history with business.

I really liked his approach, he is an amazing guy who has since been on the Oprah show on a program called 'The Big Give' which was a philanthropic exercise and he was I think in the last 3 of this competition, he is an amazing little guy so watch this space. I think he is like 24 years old and unbelievable. He works with some of the top guys in the world, Joe Polish, Dean Graziosi, he is a real character.



Most recently I have been working with Brett McFall in his Next Level Coaching Program to help me gain some traction using the internet to help me with my message to have more people hear the story. I am actually a reporter and a promoter of information that is worthwhile. It is not me that is the expert but I actually want to feature the people that I know that have world class information and he is helping me to do that. He is a great guy to work with and I am now actually working in his Leadership Program mentoring other people on the internet. So, that is another aspect of my life at the moment.



The training division
of Sleepless No More

So because of that and the importance of training sessions, webinars, and seminars being the way that I want to disseminate the information that my experts have, I have now started a new division of the Sleepless No More® company called Sleep Frontier™



The Facts: Sleeping Pills

- Addictive (less effective over time, withdrawal symptoms)
- Cause grogginess in the morning
- Reduce the time it takes to fall asleep by 12.8 minutes compared with fake pills
(Source: New York Times October 23, 2007)
- Increase your sleep time by a pathetic 11.4 minutes
(Source: New York Times October 23, 2007)
- Blamed for some bizarre behaviors



Now, I'm going to talk about sleeping pills because some people ask me about why natural solutions for insomnia, why not sleeping pills? So, I am actually going to go through a few facts about sleeping pills so that people understand about where I am coming from. I will say upfront that if you are already on sleeping tablets, I suggest that you seek medical opinion how to get off sleeping tablets. Please do not do it suddenly because that is not a great way to do it. In fact, it is highly not recommended. I am just going to present some facts and you can take or leave the information that I am giving you; but I need to say the following things about sleeping pills.

They are addictive, which means that they are less effective over time and they do have withdrawal symptoms, which is basically what I have just been talking about. If you go off them quickly some people have experienced panic attacks and other symptoms which are obviously not ideal. So, take care if you are coming off of sleeping tablets.

They cause grogginess in the morning, they reduce the time it takes to fall asleep by 12.8 minutes compared to fake pills. This was information that was recently reported in the New York Times, actually not so recently, it was in 2007. But the figures before that actually were even less attractive and they increase your sleep time by a rather pathetic 11.4 minutes. They are also blamed for some rather bizarre behaviors.

So Why are Sleeping Pills so Popular?

Perception...

1. Most sleeping pills work on the same brain receptors as drugs to treat anxiety ...
2. Anterograde amnesia - trouble forming memories while under the influence of some sleep medications ...

Source: New York Times October 23, 2007



So why are sleeping pills so popular? It's about perception. Most sleeping pills work on the same brain receptors as drugs to treat anxiety. So, you just might not be so worried about not having such a good night sleep! There is anterograde amnesia. Now, I used to be dyslexia so I don't even know how to say that word. Anterograde amnesia, but it means trouble forming memories while under the influence of some sleep medications. So, basically you wake up in the morning forgetting that you had such a bad night sleep. It actually plays with your memory some of these sleeping tablets. Pretty disturbing information!

Australian Adverse Medicine Events Line

(September 2007 – February 2009)



- A sleeping pill has been named the Number 1 most reported medication to the Australian Medicine Events Line run by the National Prescribing Service and Brisbane's Mater Hospital.
- Of 1669 calls, 196 (or 12%) related to this one sleeping pill. (670% more calls than second on the list!).



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Recently, one particular sleeping pill was the number 1 most reported medication to the Australian Adverse Medicine Events line run by the National Prescribing Service in Brisbane's Mater Hospital between September 2007 and February 2009. Of 1669 calls 196 (or a whopping twelve percent) related to this one sleeping pill. It actually accounted for six hundred seventy percent (670%) more calls than the second offender on the list, which was actually an injection.

Impaired Driving and Sleep Driving

- One sleeping pill ranks among the Top 10 drugs found in the bloodstreams of impaired drivers, according to some US state toxicology labs.
- E.g. In Washington state there were 78 arrested in 2005, an increase of 40 percent from 2004.
- *And please, don't mix them with alcohol !!*



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Impaired driving and sleep driving. One pill ranks among the top ten drugs found in the bloodstreams of impaired drivers according to some U.S. state toxicology laboratories. In Washington state, there were 78 people arrested in 2005 - an increase of forty percent over the year before that. Please don't mix them with alcohol.

Impaired driving and sleep-driving

"These bizarre occurrences have become so common, the American Academy of Forensic Sciences held a presentation on the odd effects of XXXX* impairment on the body...."

They tend to stand out from other traffic accidents, in that patients typically slam into parked cars or light poles or drive in the wrong direction."

Source: New York Times March 8, 2006

* A named sleeping pill



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These bizarre occurrences have become so common that the American Academy of Forensic Sciences held a presentation on the odd effects of a particular drug, which I am not naming here tonight, and they said that the accidents tend to stand out from other traffic accidents in that patients typically slam into parked cars, or light poles, or drive in the wrong direction.

So, knowing these facts I am again going to say that I am not recommending that you withdraw from your sleeping pills and certainly not fast and that you seek medical advice before you take any action in relation to the sleeping pills that you might already be taking.

Houston ...

Houston, we have a problem!



Disclaimers

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At this point I am going to make some disclaimers, that we are not medical doctors, we do not pretend to be and are not giving medical advice. It is the participant's responsibility at this webinar to determine the validity, accuracy and the applicability of the information provided. The featured experts appear independently of each other and are not associated with each other and do not recommend each other. In case you think that there is a link between the experts, I have asked them as individuals to come on to the webinar series - and I have said that to them that I will make this disclaimer - so that they don't feel linked with other people that they may or may not agree with and their take on insomnia.

"Bozone"

The substance surrounding stupid people that stops bright ideas from penetrating.

(Source: Washington Post, neologism contest)

The bozone layer
SURROUNDS THE WHOLE SLEEP INDUSTRY!



There was a humorous section in the Washington Post recently, it was called a neologism contest (where people were playing with words and their meanings) and one of the words was "bozone" which was the substance surrounding stupid people that stopped bright ideas from penetrating. I believe that there is a bozone layer surrounding the whole sleep industry.

What's Your Insomnia Type™?

- A - Difficulty Getting to Sleep
- B - Difficulty Staying Asleep
- C - Waking too Early in the morning
- D – Drugs, Food Additives etc
- E – Varying Sleep Times (shift-work etc)
- F – Muscles, Restless Legs Syndrome etc
- G – Illness, Pain
- H – Mind Games (depression, anxiety, etc)
- I – Environment (snoring partners, overheating..)
- J – Decisions, Decisions (mortgage, relationships...)



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What is your Insomnia Type™? As I mentioned earlier, I am actually putting together a report, it could even end up being an E-book eventually, to simplify insomnia types because I think that I have a handle on the ones that affect most people and I want the information to be accessible and usable and to separate insomnia solutions and natural solutions by insomnia type. So, here are the ten types that I am going to discuss at a later date; but I am just talking about them now so that you have an intro and it might give you some insight.

Type A is – Difficulty Falling Asleep.

Type B is – Difficulty Staying Asleep.

Type C is – Waking Too Early in the Morning. And there are different aspects of each of these even A, B, C have different methodologies to help relieve the problem. They have different symptomologies and causes, some are similar but some are distinctly different; for example, people that wake too early in the morning I have seen statistics that indicate that approximately eighty percent of those people have depression or grief as an issue in their life. So, these are the sorts of strategies, and it helps us strategize around each of the types.

Type D is – I have put Drugs and Food Additives in this group so that the solutions can be isolated around what we are actually taking, what we are eating and these substances that we are intaking into our body.

Type E is – Varying Sleep Times include shift-work (and I will also be talking about delayed sleep times for adolescent children), it includes jet lag and anything that varies your sleep time and makes life more difficult because your circadian rhythm is being messed with.

Type F is – Muscles, Restless Leg Syndrome, twitching and all of that, sort of muscle tension.

Type G is – anything related to an illness or a pain. Some people don't sleep because they are in pain and other illnesses I will be putting in sleep apnea and other illnesses that for example AIDS is an issue with insomnia because people are having

some great difficulty sleeping because they have AIDS or the medications that they are on are not helping them.

Type H is – Mind Games and depression, anxiety, problems in the way that we actually think.

Type I is – Environment – you might be a partner of snorer, overheating in bed, the computers blue rays are messing with your melatonin production.

Type J is – Decision, Decisions which I think is an area of insomnia where most people are totally ignoring. Some people cannot sleep because they are in toxic relationships, they have a huge mortgage that they refuse to do anything about and I think that they are killing themselves by procrastinating and not making decisions, or a decision could actually solve your insomnia problem. Maybe painful at the time, but in the longer term and the middle term it could actually be a solution.

So, here is the lineup of experts that we actually have coming so far. Please don't assume that everyone is going to come exactly on those weeks; because we know that some things happen in people's lives that might vary. And that is why I am encouraging everyone to attend every single week, so that you don't miss out on anything and the other thing is that we assume that a particular topic may not be relevant for us but it actually may be totally relevant. For example, Sue Dengate, who's expertise is food additives, started working with children and I have had recently, people comment to me that "ohhh no, I'm not going to come to Sue Dengate's night because she deals with children!" Big mistake! Adults can have ADHD and the food additives that are being put into foods are eaten by adults and she talks about anti-molding chemicals in breads - it is totally relevant to everyone. So, please don't assume. I'm encouraging you to come to every week. Every week that you can possibly attend, and there will be information in here even though it is not relevant for you it may be totally relevant for your child, your cousin, your husband, whatever, so I am encouraging you to attend every week.

Experts Calendar (so far)

Sue Dengate – July 8

Nic Lucas – July 15

Domenica Papalia – July 22

Geraldine Gallagher – July 29

Andrew Verity – August 5

Angela Sciberras – August 12

Rod Sherwin – August 19



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