

ebook



# hug

BY ZITA WEST





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Your body has great wisdom if you listen to it. It's ready to listen - you just have to know how to start the conversation.

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# hello

# about Zita

Midwife, acupuncturist, fertility and pregnancy expert



**M**y mother was a midwife, so I grew up around women and babies. Perhaps it was inevitable that I would become a midwife myself. That was 40 years ago. Now I am a mother of two and a grandmother of two, and I'm still surrounded by women and babies!

Over the past 20 years, I have trained as an acupuncturist, established a fertility clinic, developed a range of supplements to support fertility and pregnancy, and written nine books. And now I'm introducing my new baby – HUG.

I qualified as a master coach based on the work of Grant Soosalu, which presents a fascinating new methodology based on recent discoveries in neuroscience that show we have complex, adaptive and functioning neural networks in our heart and gut regions. I was fascinated by the neuroscience as well as the ancient wisdom of traditional Chinese medicine.

I had the same feeling of excitement doing this course as I did on the first day of my midwifery training.

I believe that the combination of neuroscience and Chinese medicine is a highly effective way of helping women to connect with their bodies on a much deeper level. I see it as a powerful extension of the mind-body-spirit principles that I have always promoted to enhance fertility and wellbeing, moving beyond awareness of the body's systems and providing a potent tool that women can use to connect to the powerful biology we all have within us.

This long and fascinating journey has led me to adapt these principles to create HUG. On this website, you'll find simple, practical tips about how to embrace the natural intelligence of your body.

HUG is aligned with what I've always believed – that fertility is a whole-body event and mindset is key when it comes to making a baby.

## Zita x



I love working with women and being creative in what I teach. Yes, the science and evidence are important, but when it comes to trying to conceive, IVF and pregnancy, it's all about mindset and mental and emotional blocks. By transforming your mindset, everything else falls into place.







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# let me guide you

Through visualisation and the HUG fertility course

Every day, in my practice, I see women who are stressed, exhausted, under pressure and quite simply have lost confidence in their body's ability to tell them what it needs. Considering we live in a world where we are more connected than ever, I find this disconnection deeply worrying.

I have guided and helped thousands of couples over the years to go on to get pregnant and have babies. I believe my success is in helping your mindset by coming up with a plan of action. Through this HUG course, I want to enable you to reconnect to your inner wisdom and the powerful biology within you.

And that's why I'm going to take you on a journey through the HUG course, showing you the techniques and tools to practise each day and how to get back in touch with your mind and body. The course will help you to make a transformational change using your thoughts and emotions to manifest what needs to happen in your life. It will give you a new understanding and awakening.



When the mind learns how to listen to the body's wisdom, magic happens.

# what is hug

What if I were to tell you that there is more than one intelligence in your body? That, alongside the brain, you have the heart brain, the gut brain and the pelvic brain, or uterus?

And that you can tap into this powerful biology and embrace your body's intelligence?

HUG stands for heart, uterus and gut. It is all about how to communicate and connect the mind and body via the autonomic nervous system (ANS) and vagus nerve, connecting and linking the brain, the heart, the solar plexus, the gut, the uterus and the pelvic area.

The ANS is the interface between mind and body, having control over most of our organs, including our sexual organs. It is an important component of how our brains work together. Through the messages it sends via neural networks, the ANS is closely tied to our emotional state, which has an impact on our behaviour, health and well-being. Understanding how the ANS works is key to helping you communicate throughout the body.

Through balanced breathing and guided visualisation, you can switch the nervous system from sympathetic mode (stress stimulation) to parasympathetic mode, promoting peace and calm.



Research shows that we do indeed have more than one centre of neural activity, and modern science is starting to understand some of the intuitive ancient traditions used in wellness and health. But it is not the only organ in the body that has neural structures and functions.

Each brain has its own prime function, each with a different form of intelligence and ways of operating - the heart brain, for example, relates to compassion. To access the highest expression of each centre, you need to achieve a state of neurological balance - what is known as autonomic coherence.

## AUTONOMIC NERVOUS SYSTEM (ANS)

coherence, communication, calm

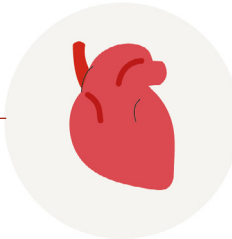
### THE BRAIN

Cognitive perception, thinking, making meaning, language, narrative, metaphor, logic.



creativity

compassion

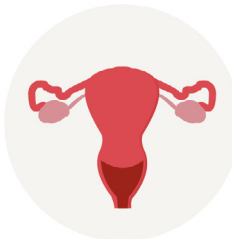


### THE HEART

Emotions towards self and others, emotional processing, values, compassion, kindness.

### THE PELVIS

The sex brain, reproduction, deep desire, arousal, sexual energy (which also fuels other parts of your life).



co-creativity

courage



### THE GUT

Mobilisation, self-preservation, protection, safety, boundaries, core identity and beliefs.

Imagine a feeling of calm, coherence, compassion, courage, and creativity – all those magical feelings. The highest expression of each brain is only accessible and activated when you are in a state of neurological balance – what is known as autonomic coherence. Imagine how beneficial it would be to tap into creativity, passion, courage and fertility via each so-called brain.

I'm going to show you how.  
Let's start the journey of connecting back to you.



# fertility & IVF

How HUG can help



Daily practise of breathing stillness and calming



Switching the body into parasympathetic mode brings peace and calm by reducing stress hormones. The parasympathetic system dominates during relaxation and allows healing within the body and nutrient absorption. This calms the mind, improves endocrine (hormone) and aids immune system function.



Strengthening positive neural pathways in the brain heart and gut through guided visualisations. Looking within to change and manage your thoughts and emotions, helping you to be able to think in a different way during your challenge.



A daily practice of mindfulness that you can do regularly throughout the day if you are feeling overwhelmed or stressed.



Transforming your mindset and bringing a new understanding of connection to the mind and body.

# what is hug

## A SIMPLE QUESTION

There is one simple question I ask women every day in relation to what's going on for them, and it asks the mind and body: "Is there anything you feel or think is stopping this from happening for you on any level?"

As a midwife, I work with women's hearts and wombs every day. The answer is always in the kind of cognitive language we use of heart, uterus and gut - heartbroken, heartache, gut feeling, gut instinct.

## ANCIENT WISDOM AND NEUROSCIENCE

Ancient Chinese medicine sees the heart and all of the organs as having, not just physical, but also emotional functions: scientific study is now backing that up.

So, neuroscience and ancient Chinese wisdom form the basis of HUG and the concept follows from Grant Soosalu's work, which I have adapted for fertility, IVF and pregnancy.

The brain can grow neurons and neural networks by learning new skills such as languages. When you're learning, you are thinking about what you're doing and making synaptic connections; the brain is primed for new experiences. When we focus and repeat our new skill, our brain changes. If you keep repeating, you extend the neural network. So, changing the way you think means your new thoughts make new connections.

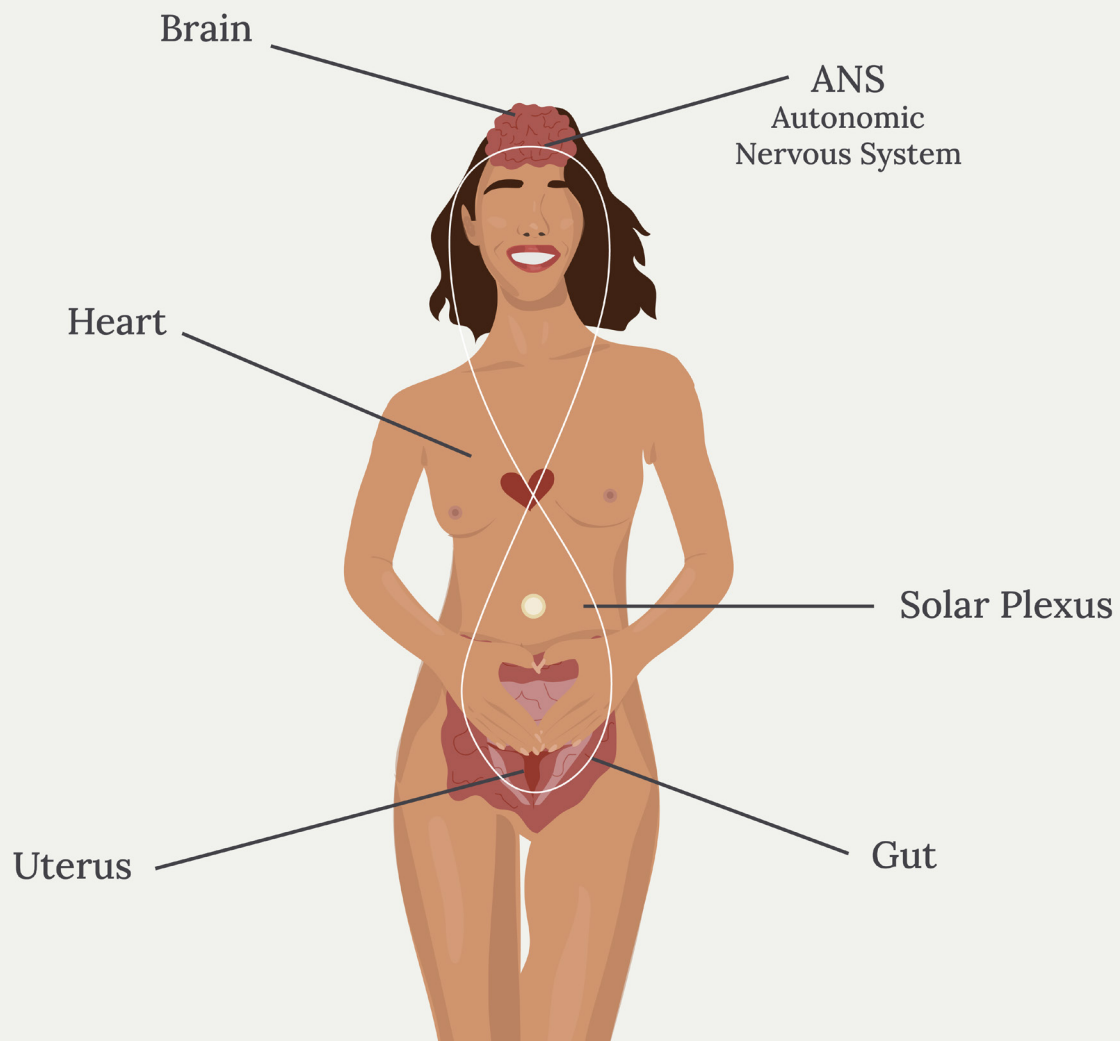
## CHANGING PATHWAYS

For many women, life experiences have conditioned the neural networks of the brain, and many dysfunctional patterns become learned behaviours. If you have been heartbroken, you don't want to listen to your heart anymore: it becomes hardened, and you avoid emotional closeness as protection. But this doesn't mean that you can't change through your thoughts and emotions.

You can also strengthen neural pathways negatively and positively through your thoughts. If you are positive and happy, you strengthen these pathways positively; if you are negative and stressed, you strengthen them negatively.

**HUG is all about how to communicate and connect the mind and body.**

HUG provides you with techniques through breathing and visualisation to communicate and connect with your mind and body, tapping into the different functions of each neural centre and communicating with the brain, the heart, the solar plexus, the gut, the uterus and the pelvic area.



## CONNECTING AND COMMUNICATING WITH YOUR BODY

Connecting and communicating with your body starts with the daily HUG sequence. You begin by placing your hand at your heart, moving it in a figure of eight up to the head, back to the heart, down to the gut and uterus, and then back to the heart.

An important part of the sequence is balanced diaphragmatic breathing, which starts at the solar plexus, which is the gateway to the

autonomic nervous system, and which contains neural pathways that send messages to the head, the heart, the gut and the pelvic area.

Balanced breathing will help the body to switch from sympathetic mode, in which it is responding to stress and stimulation, to parasympathetic mode, promoting peace and calm. In this state, the body is in autonomic coherence. The countdown for each of these visualisations will help you to relax.



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# visualisations

Visualisation is one of the most powerful tools that we possess.

So, as we begin, I will ask you to think of a challenge you have regarding your fertility and IVF. I will guide you through the influences that each neural centre has on your challenge, starting at your heart which is the seat of emotions and compassion. We start to make connections by guiding you through head brain creativity, gut brain courage, finally accessing pelvic area fertility. I will get you to listen to the answers to questions such as 'what do you really need to make meaning of the head brain', 'what do you truly need to connect to your heart' and 'what do you deeply believe, in your gut, that you need to do?'

There are guided visualisations for each stage of your journey, which are available on the website (see later in this e-book) and in the online course for fertility and IVF. They will enable you to focus your energy on your mind and body, which I will help you to do. Doing this every day for 10 to 15

minutes will help you to centre, de-stress and get your balance back via the ANS.

Guided Visualisations are at the heart of HUG. Through visualisation, you will connect to the heart brain and gut brain to optimise your brain connections and strengthen your neural networks. There is a saying that neurons that wire together, fire together. Better patterns strengthen the positive neural pathways, decreasing negativity, and allowing you to focus.

Remember, there is no right or wrong way of doing this.

The aim is to practise balanced breathing, which I will guide you through, starting with the solar plexus' link to the body's nervous system.

“Zita West helped me at a point when I was really low and found it hard to believe I would get pregnant again, she gave me the belief and confidence I needed.

Amanda Holden

# visualisations

What makes HUG different from other guided visualisations is that the HUG foundational sequence focusses on helping you to connect via your body's nervous system to the heart, uterus and gut.

It's like a mini therapy session in which I guide you by asking you to think of the challenge you have identified. You will ask your heart, uterus and gut, using your innate wisdom, for the answers.

You will harness your body's competencies, including the emotion of the heart brain, the compassion of the gut brain, the courage of the head brain and the creativity of the uterus. You will bring coherence, balance and calm by recentring the connection back to the ANS.

The idea behind visualisation is that the clearer and stronger your intention, the more quickly, easily and creatively your visualisation will come

to you. It helps to programme your brain to recognise the resources it will need to manifest. Visualisation will help you to centre, feel calmer, follow your body's innate wisdom and connect back to you.

When the mind learns how to listen to the body's wisdom, magic happens.

Each visualisation will feature four tracks, and an intro to HUG:

- An intro to where you are now
- A count down
- Visualisation
- Count up

Let's start the conversation with your mind and body.



# visualisations

## Trying to conceive naturally visualisation

This follows the four phases of your cycle:

- Week 1 period
- Week 2 follicular phase
- Week 3 ovulation
- Week 4 luteal phase

This is for women who are preparing or trying to conceive.

Your cycles provide an amazing creative force in your life. With this visualisation, we examine your four cycles and encourage the manifestation of all the different elements of you.

## Ovulation visualisation

This is part of the Trying to Conceive Naturally download or can be purchased on its own. This is for women who want to focus their visualisation around just ovulation and is meant to be listened to during ovulation.

## Mindset prep for IVF visualisation

This focusses on preparing your mindset for IVF by getting you to think about the challenges you have. This guided visualisation will help you to manage your mindset, mentally and emotionally, in preparation for the start of your treatment.

## IVF visualisation (set of 4)

This set of four visualisations supports you throughout your IVF journey, taking you through the journey and phases, helping you connect.

1. Stimulation phase
2. Pre-transfer
3. Transfer
4. Post-transfer

In addition to calming music that resonates with the heart to listen to during the transfer, this set provides visualisations for the stimulation phase and before and after treatment.

“Zita is often referred to as a fertility and pregnancy guru, and that’s exactly what she is.

Kate Winslet



# visualisations

## Pre and post IVF visualisation

This can be purchased separately, providing support for before, during and after IVF treatment. It is also part of the IVF recordings.

## Heart uterus connection visualisation

In ancient Chinese medicine, the heart needs to be open for one to conceive. This guided visualisation helps you to make the connection between your heart and uterus.

## Two-week wait visualisation

This visualisation contains deeply relaxing music that resonates with the heart and uterus, to help you to 'just be' during this difficult time.

## Early pregnancy visualisation

Many women who have just discovered they are pregnant are really nervous and experience anxiety. This guided visualisation is designed to help you connect and feel calmer as your pregnancy progresses.



Book your course today at  
[www.hugbyzitawest.com](http://www.hugbyzitawest.com)



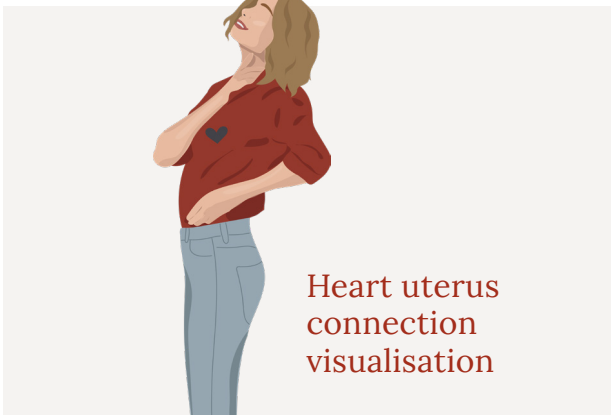
Trying to  
conceive  
naturally  
visualisation

 [Buy this visualisation](#)



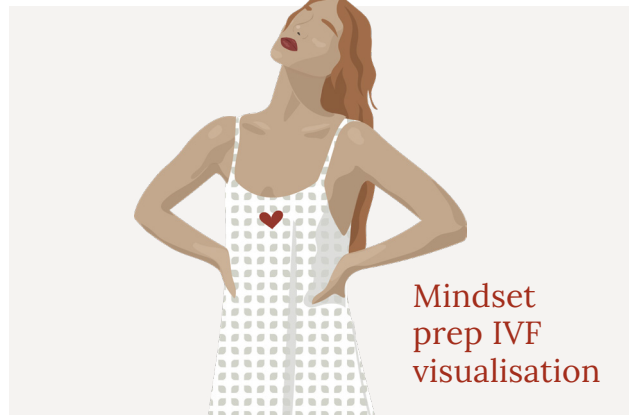
Ovulation  
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Heart uterus  
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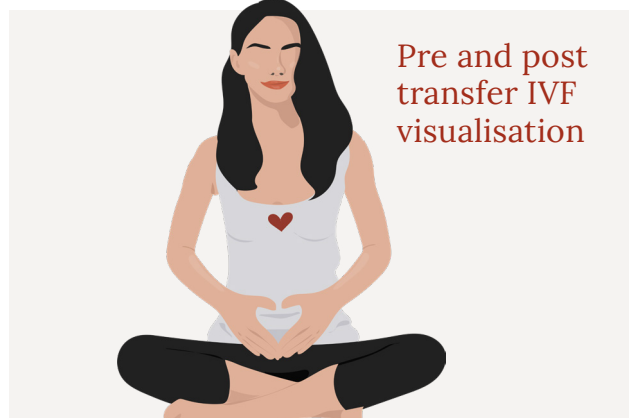
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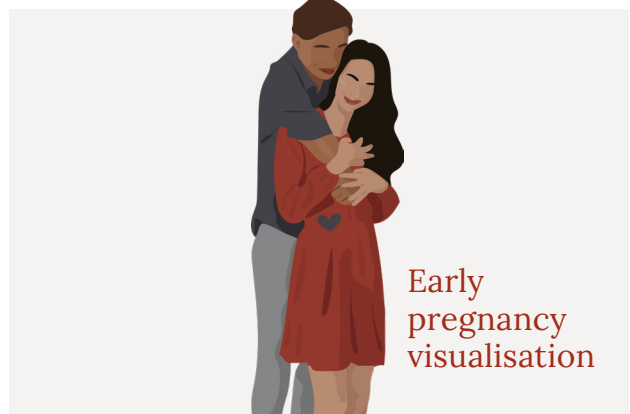
Pre and post  
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Two-week  
wait after IVF  
visualisation

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Early  
pregnancy  
visualisation

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“Each brain has a fundamentally different form of intelligence. They utilise a different language, have different goals and operate under different criteria. In other words, your head, heart and gut have different ways of processing the world, of communicating, operating and addressing their own concerns and domains of expertise.”

Grant Soosalu, the founder of mBIT training, truly a man ahead of his time.





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# courses

My mission is to help women to reconnect.  
With HUG, I look forward to giving you that gift.



Changing the way you think and feel about your fertility. You have the answers within. With HUG, I want to help you start the conversation of connecting back to you.

When the mind learns how to listen to the body's wisdom, magic happens.

I've really enjoyed putting this course together, and this is where your transformation happens.

The course is made up of 4 modules which uses multimedia, including PowerPoint presentations, videos, audio, and guided visualisations. It centres around a workbook which includes a self-assessment, journalling and quizzes, plus practical homework.

This course will give you the tools and techniques to help you connect and communicate with your body's powerful biology, enabling you to move from where you are now in your life and mindset, to where you need to be with regards to your fertility/IVF.

Each module looks at different aspects:

- Where you are now and your current situation
- Your challenges ahead

Zita West is truly a special woman. Her passion about pregnancy and childbirth is outstanding and I was so blessed to have her hold my hand through my pregnancy.

Ann-Marie Duff

# courses

## module one

### COMMUNICATION

Exploring how to communicate with your mind and body by starting the conversation. Completing a self-assessment covering:

- Emotional health, thoughts and emotions
- Lifestyle; work-life balance
- Habits
- Diet
- Relationships

Starting with visualisation by completing the HUG foundational sequence to explore communication between the heart, uterus and gut.

## module two

### CONNECTION & TRANSFORMATION

This is where the transformation begins.

Exploring the Autonomic Nervous System, and the impact of your thoughts and emotions on your mind and body.

Gaining a deeper understanding of the foundational sequence.

Building your HUG road map - this is where your change manifests.

1 Planning - goals

2 Decision-making

3 Health, fertility, wellbeing

4 Motivation

5 Resetting your thoughts and emotions



# courses

## module three

### TRANSITION & MANIFESTING

- 1 Looking deeper into your challenge
- 2 Medical, age, tests, investigations
- 3 Nutritional supplements
- 4 Lifestyle
- 5 Mental and emotional prep

Completing the HUG roadmap and re-evaluating where you are with the above, as well as the changes you need to make.

## module four

### EMBODYING THE CHANGES

- 1 Where you need to be
- 2 Embodying change
- 3 HUG foundational sequence
- 4 Making the changes
- 5 Your new story
- 6 Journal affirmations
- 7 HUG roadmap



Zita will be running regular **Instagram** lives as a follow up to the workbook, including answering questions.



Book your course today at  
[www.hugbyzitawest.com](http://www.hugbyzitawest.com)

This course does not cover in-depth nutrition or individual medical advice. It's based in mindfulness and mindset preparation and change. If you would like an individual medical consultation for fertility and IVF, nutrition or hypnotherapy, these can be booked at [www.zitawestclinic.com](http://www.zitawestclinic.com)



# aims & objectives

HUG course for fertility and IVF



Understand how to connect with your inner wisdom.



Know how to talk to your body.



Have a grounding daily practise to keep you centred and calm.



Develop your own unique HUG roadmap.



Be able to set your agenda for the day, every day.



Practise breathing at intervals throughout the day to put you into parasympathetic mode.



Acquire tools and techniques to use in everyday life.



Feel calmer and more centred.



Feel less stressed.

# resources

Find more at:

[www.zitawest.com](http://www.zitawest.com)

[www.zitawestclinic.com](http://www.zitawestclinic.com)



## Visualisations

Download at

[www.hugbyzitawest.com](http://www.hugbyzitawest.com)



## Books



## Products

Find out more at

[www.zitawest.com](http://www.zitawest.com)



## Clinics

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For more information  
about the HUG online courses  
and visualisations, visit

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