10 LAWS OF INSOMNIA

SOLVE THE PUZZLE OF POOR SLEEP AND RECLAIM YOUR BEST LIFE

DIGITAL REVOLUTION EDITION

Robert N. Glidewell, PsyD, CBSM
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TO ALL WHO LONG FOR A GOOD NIGHT’S SLEEP
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An estimated 100 million Americans suffer from insomnia symptoms or an insomnia disorder. If you’re reading this there’s a good chance you’re one of them. If you’re one of them then you know what a toll poor sleep can take. While everyone knows that a single bad night of sleep is no fun and the next day can be unpleasant, only those who have struggled with poor sleep again and again understand the real cost of insomnia. Repeated nights of poor sleep over weeks, months, and years drain the energy, confidence, enthusiasm, motivation, and enjoyment out of life, work, and relationships.

Essentially, an adequate amount of normal healthy sleep is essential for you to create and live your best life. I believe that the basic knowledge and resources to help you do that should not be locked away behind the doors of a medical office, the red tape of insurance benefits, or the barrier of money. This is why I started the Sleep Health Revolution™ and it’s why I felt it important to release a large portion of this book for free in the form of this “Revolution Edition,” which contains eight key chapters from the book:

Chapter 1  Introduction
Chapter 2  My Story Part 1: Insomniac to Insomnia Expert
Chapter 3  My Story Part 2: Birth of the Sleep Health Revolution™
Chapter 4  LAW #1: Sleep is Critically Essential
Chapter 5  LAW #2: Insomnia Has Many Causes
Chapter 9  LAW #6: Insomnia is a Programming Problem
Chapter 15  Insomnia Clinic Part I: Solving the Puzzle with Guided Sleep Discovery™
Chapter 16  Insomnia Clinic Part II: Getting to Work on Radical Sleep Transformation™

I’ve chosen to include chapters two and three because I want you to know my story of personal sleep transformation. This personal experience fuels my passion for helping you overcome insomnia. My wish is that it bring you hope and inspiration that healthy natural sleep possible. I also hope it will inspire you to share this information with others who need it. I’ve included chapters four, five, and nine because they contain the most basic information and strategies you need to begin your own personal sleep transformation. These chapters may be all you need to reduce or eliminate insomnia. Finally, I’ve included chapters 15 and 16 to give you a glimpse into how we help people like you eliminate insomnia at The Insomnia Clinic™. If you use this information but continue to struggle, there is still hope. I believe there is a solution to every sleep problem. Reach out to us at The Insomnia Clinic™. We’ll help you find your sleep solution so you can begin living your best life.

Wishing you blissful sleep and vibrant days.

Robert N. Glidewell, PsyD
Founder, The Insomnia Clinic™
Member, Sleep Health Revolution™
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First and foremost, I owe profound thanks to my family. Without the tolerance and patience of my wife Katie, my parents, and my children Caitlin and Tucker, this book would not have been written. I love you all and thank God for the blessing of having you in my life.

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For inspiration, I owe thanks to my many patients, clients, and students over the years. You have taught me so much about courage, resilience, and humor in the face of adversity. Thank you for allowing me to do work I love and play a healing role in your lives.

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Finally, I’m sure there is someone I’ve forgotten. I ask forgiveness of those who provided support and encouragement over the years and whose names I have failed to mention.
CHAPTER 1

INTRODUCTION

Bill entered my office and sat down in a blue chair. Well dressed and fit, in any other office he would be the most confident guy in the room. Not here. Not now. His confidence began to falter a few years before when a couple of bad nights of sleep during a business trip followed him home and turned into what he feared was a permanent nightmare.

At first it was only a couple of bad nights a week. He would feel poorly and avoid people and mentally challenging tasks on the following days. But...his inability to get a good night’s sleep became more and more frequent and began to take its toll. He was quick to snap at his family and slow to respond at work. He didn’t usually like to take medications and he certainly didn’t believe in things like meditation and what he called “alternative mumbo jumbo.” But we all do what we must when our back is against the wall.

By the time he came to sit in my office he had tried everything. Nothing had worked. He was afraid he was a hopeless case and he did not think anyone could help. He went on to say he was tired of spending money without results. He’d spent money and time on relaxation apps and acupuncture. He had hundreds of dollars’ worth of pills and potions for sleep in his medicine cabinet. These just made him depressed when he opened the cabinet to see all of the money wasted for no benefit. Then he became very honest.

“Doc, I don’t think you can help me either. At this point I think you’re probably just another guy who wants to take my money but can’t really make a difference for me. Another guy who wants me to spend more time and more money doing another thing that doesn’t work.”

This is how our conversation started. Fortunately, this wasn’t the first time I’d come across this kind of doubt and mistrust. I told him what I tell almost everyone I work with in the beginning, “Well Bill, I don’t know if I can help you but I want to understand your sleep story as deeply as I can. By the end of this conversation I’ll let you know what I think is going on with your sleep, what can be done to fix it, and whether or not I feel like I’m the guy to help you do that.”

After hearing his full sleep story I felt like I understood his sleep problem pretty well. He was a good fit for the insomnia clinic and the sleep transformation program. I saw him several more times and together we used the laws of insomnia I’m going to teach you in this book to bring about his personal sleep transformation.

IS THIS BOOK FOR YOU?

This book is for people with insomnia, people who help people with insomnia, and people who love people with insomnia. Not sure if you have insomnia? No matter why it happens, if you have one or more of these problems several nights per week then you have insomnia:

- Does it take you more than 30 minutes to fall asleep? That’s insomnia.
- Do you wake up more than once or twice per night? That’s insomnia.
- Do you spend more than 30 minutes awake during the middle of the night? That’s insomnia.
- Do you wake up early and can’t get back to sleep many mornings? That’s insomnia.
- Do you get plenty of sleep but never feel rested? That’s insomnia.
- Do you have more than one of these problems? Now that’s insomnia!

Still here? Then you must think you or someone you care about has insomnia. Now that we have that figured out, there are several reasons you will want to devour this book and move through it step by step.
YOU WANT TO LIVE YOUR BEST LIFE

Being awake can be awesome, as long as you’ve had a good night’s sleep. This book is going to talk a lot about how to overcome insomnia but that isn’t really the point of the book. Ultimately the only reason you or anyone wants to read this book is because you want your life during the day to be as awesome as it possibly can be and poor sleep is keeping that from happening. The real reason to read this book is to reclaim your best life from insomnia, which has been dragging you down.

YOU WANT A CURE, NOT A BAND-AID

Using the basic laws of insomnia and the methods of sleep transformation I’ll teach you in this book, you will literally reprogram your brain and body for healthy sleep. You can do this in a matter of weeks and the sleep transformation you achieve can last for years. This is because I’ll teach you how to directly address the causes of insomnia, not just the symptoms.

YOU WANT TO SLEEP WITHOUT A PILL

Have you ever talked with your healthcare provider about insomnia? If not, you’re not alone. The average person with insomnia struggles for years before talking about it with their healthcare provider. Why is this? Most insomniacs don’t want to have to take a pill to sleep and they know that’s exactly what their provider is most likely to offer. In these pages you will learn exactly why most insomniacs don’t need pills to sleep and how to go about building healthy natural sleep.

YOU’RE TIRED OF SPENDING MONEY TRYING TO FIX INSOMNIA

How much have you spent on your insomnia in the last six months? Twelve months? Five years? Do you feel it’s been money well spent? You may be able to fix your insomnia for as little as the cost of this book. Keep reading and you may be able to set yourself free from paying for pills or other sleep solutions month after month.

YOU’RE TIRED OF SPENDING TIME AND ENERGY ON THINGS THAT DON’T WORK

How happy are you with what you’re doing for your sleep problem right now? Are you 100% satisfied with your sleep? 60% satisfied? 30% satisfied? Less? There is a solution to every sleep problem. If you are not at least 80% satisfied with your current sleep pattern, then whatever you’re doing is not working. In these pages you will learn why you are probably one of the 90% of insomniacs who can take control of their insomnia without any special tools, pills, or potions.1 You will also learn why you may be one of the 40% of insomniacs who can completely eliminate their insomnia without pills.1

YOU’RE TIRED OF FEELING OUT OF CONTROL AND MISUNDERSTOOD

Do you feel as if your sleep is under the influence of some mysterious force you have no control over? Does someone you care about suffer from a sleep problem that makes no sense to you? I talk to people every week that are frustrated and confused how something as natural as sleep can be so out of control. In these pages you will learn how insomnia can take hold of anyone and why it makes us feel so crazy and disconnected.

YOU WANT TO STOP TAKING SLEEPING PILLS

How long have you been taking sleep medication? How many have you tried? Have you tried to stop taking them only to find your insomnia worse than when you started? Many insomniacs who use the sleep transformation strategies I teach in this book find they can reduce or eliminate their use of sleeping pills. Why? Because when you effectively tackle the basic causes of insomnia you no longer need to mask the symptoms with medication.
WHY SHOULD YOU TRUST ME OR WHAT I HAVE TO SAY?

If you wanted to give yourself the best chance for transforming your sleep patterns and getting free of sleep medication, what would you do? Who would you trust to help you do that? If you want world-class help, then you want a specialist in what is called Behavioral Sleep Medicine - an insomnia expert with the most advanced training in sleep and the factors that cause almost every case of chronic insomnia. As I write this there are just over 200 clinicians in the world with this particular training, expertise, and experience. I just happen to be one of them.

I've spent the majority of the last decade immersed in the spectacular world of sleep and sleep disorders in order to become an insomnia expert. From networking with some of the world’s top scientists and thought leaders to publishing my own original research in family medicine and sleep medicine journals it has been quite a fascinating journey. Because of this, I have a deep understanding of the research and when I teach these methods I’m not expressing opinion but teaching the most powerful strategies that I and the best scientists in the field have discovered and tested.

As one of a few clinical psychologists in the world recognized by the American Board of Sleep Medicine as a Certified Behavioral Sleep Medicine Specialist, I have had the unique privilege of spending thousands of hours helping people solve everything from the simplest of sleep problems to the most chronic and complex forms of insomnia. This experience means that I know how sleep works, I know how insomnia works and I know how to fix it. This is why I may just be the person to help you take control of insomnia and reclaim your best life through better sleep.

WHY WRITE A BOOK ABOUT IT?

This book is partially a product of frustration, even anger if I am truly honest, with the unfortunate realities of our healthcare system. A healthcare system that gives costly and risky medication treatment a privileged status over equally effective, less costly, and less risky alternatives that are readily available but rarely offered or even considered. As an example I want to tell you a story about Clubfoot.

Children with Clubfoot are born with their feet turned inward and it can be crippling if not treated very young. Traditionally, treatment for Clubfoot involves repeated surgeries. These surgeries create a buildup of scar tissue that often leaves children with a lifetime of chronic pain, stiffness, arthritis and medical bills. Not good. Right?

Have you ever heard of Ignacio Ponseti? Unless you or a child in your family was born with clubfoot, probably not. The problem is that, until recently, the parents of children with clubfoot had never heard of him either. Dr. Ponseti was a physician at the University of Iowa. In the 1950's he developed a treatment for Clubfoot that uses a system of special leg braces that gradually normalize the child's legs and joints. It requires no surgeries, no pain, has similar outcomes, and leaves the child to walk normally through life without arthritis. This treatment is rarely offered however.

Why? In a 2014 interview Dr. John Herzenberg, then an orthopedic surgeon at Sinai Hospital in Baltimore, suggested, "Surgeons are trained to operate...and usually that's the way to make money. The Ponseti method brings in a lot less for orthopedists. So for about 50 years, the technique mostly stayed in Iowa." (To read a news story and see pictures, do a Google search for, "How Parents and the Internet Transformed Clubfoot Treatment.") So, for 50 years our healthcare system continued to perform surgeries on infants that left them with lifelong pain because of what?

I use this example because there is a similar situation with insomnia. Non-medication solutions for insomnia exist. They are cheaper than medication. They are as effective as medication. They are safer than medication. Patients prefer them over medication when they are offered. But they’re not. For less than the cost of an office visit copay you could learn how to take control of your insomnia - without waiting for an appointment, without approval from your insurance company, and without side effects - but this has likely never been suggested.

UNACCEPTABLE.
Sleep is critically essential for maximum health and vibrant living. When you struggle to sleep, you should not have to fight to find a solution. I started the Sleep Health Revolution (See Chapter 3) and wrote this book to provide easy affordable access to proven sleep transformation strategies for people like you who struggle with insomnia and don’t want a pill to sleep.

I also have a second and more personal reason for writing this book. There is a point in the process of helping a person with insomnia when I ask them to make changes that can be challenging, somewhat unpleasant, and often don’t seem to make much sense. This is the point when, feeling both hopeful and apprehensive, they ask what may be the most important questions of the whole process, “Doc, how do you sleep? Have you ever had insomnia? Have you ever had to do the things you’re asking me to do?”

I answer by telling them I do sleep well, even great, much of the time...as long as I follow my own advice. I answer by sharing my own insomnia story. That I would be considered to have what is called Idiopathic Insomnia, which is fancy medical speak for being born with a finicky sleep system that makes me particularly sensitive to things that disturb sleep. That on top of that, I am also a major night owl, a tendency that compounds my difficulties sleeping. Then I answer by telling them how I have gone through my own sleep transformation. That I have made the changes I am asking them to make. That I know only too well the apprehension and doubt as well as the sense of calm and confidence that come from making those changes (You can read more of my story in Chapter 2).

Ultimately, for many of those I work with, there seems to be reassurance in knowing that I have walked the very path I am asking them to walk, and come out the other end for the better; that I know deeply the struggle and the doubt, as well as the confidence that are part of the process. There is also reassurance in the fact that I have helped so many others walk this path, and they have a guide who knows the path so intimately.

IS THERE PROOF THAT SLEEP TRANSFORMATION ACTUALLY WORKS?

Some of you will be satisfied with the fact that I have not only made it through my own struggle with insomnia but also have helped hundreds of others find sleep transformation. Some of you will want more. If you are a person who wants some hard evidence that insomnia can be transformed quickly and without pills, you won’t be disappointed. You can have reassurance that the path of sleep transformation has been rigorously tested and found both reliable and effective.

A search of the PubMed research database finds more than 100 studies, including numerous placebo controlled clinical trials, showing that what I call sleep transformation training (known in the research as Cognitive-Behavioral Therapy for Insomnia or CBT-I) is effective. In fact, the Journal of the American Medical Association (JAMA) published one of the most rigorous clinical trials comparing CBT-I to the sleep drug Ambien in 2009. In this study, 90% of insomnia patients experienced clinically significant improvement and 40% experienced complete remission of insomnia symptoms. CBT-I was as effective as medication and, whereas long term medication use led to an increase in insomnia symptoms, participants who used CBT-I continued to experience growing improvements in their sleep up to a year after they stopped the treatment. Why is this? While sleep medications mask or cover up insomnia symptoms, CBT-I changes many of the actual causes responsible for almost every case of chronic insomnia.

This same body of research also shows that non-medication treatments can transform insomnia of years or decades in a matter of weeks. In fact, at the international sleep conference in Minneapolis in 2014, sleep researcher Colin Espie shared some amazing information. When he and his team analyzed data from 1000 insomniacs who had participated in his online sleep transformation program they found that no matter how long they had insomnia, it got better. They also found that no matter how severe the insomnia was, it got better. This is the fact that most of the folks I work with respond to with the greatest skepticism. They struggle to believe that severe, long-standing insomnia can be transformed without pills in a matter of weeks. Of course, they are pleasantly surprised when the insomnia that has plagued them for years or decades begins to change course after only a few visits in The Insomnia Clinic.

If the couple of studies I shared above aren’t enough to convince you, there is one last thing I would like to share. In 2005 when I was just getting started in the field of sleep and sleep disorders I had the privilege of attending what is called a State-of-the-Science conference hosted by the National Institutes of Health in Bethesda, Maryland. A State-of-the-Science conference is a meeting of top experts and scientists within a particular area of
medicine who meet to determine exactly what is known and make recommendations to clinicians and scientists around the world. The conference in 2005 was on the management of chronic insomnia in adults. After reviewing the research at the time, they reached these conclusions about sleep transformation training:\(^8\)

- It is as effective as prescription medication for treating chronic insomnia
- Its beneficial effects last well beyond the end of treatment
- There is no evidence that it produces any adverse effects

This was an exciting thing to witness as a young scientist and clinician. If I hadn't already decided to specialize in insomnia, seeing the science pointing in the direction that interested me in such a clear and powerful way would have pushed me over the edge. Imagine learning at the beginning of your career that there was something so powerful but relatively unknown and underused that could change lives so quickly.

**WHAT’S SPECIAL ABOUT THIS BOOK?**

The work we do at The Insomnia Clinic™ and the knowledge and techniques I’ll teach you in this book are based on Guided Sleep Discovery™ and Radical Sleep Transformation™, two systems I’ve created to maximize your ability to eliminate insomnia without pills. These systems are based on what I call the “The 10 Laws of Insomnia.”

The laws are fundamental principles that drive sleep and insomnia. Each law is based on brain and behavior research about how we create healthy sleep versus insomnia. When you understand these laws you can apply them to take control of insomnia and restore healthy natural sleep. If you follow these laws you will be changing your brain and body in a way that is proven to improve sleep in as many as 90% of those with insomnia.

Although some of the research underlying these laws has been around for more than 40 years, like Dr. Ponseti’s treatment for club foot, the laws of insomnia have been largely ignored by traditional healthcare. This is why the most commonly offered treatment has been sleep medications. Unfortunately, any insomnia solution that ignores these laws is not actually a solution; it’s just a Band-Aid covering up the symptoms.

**HOW SHOULD I USE THIS BOOK?**

The book is written to guide you through the process of Guided Sleep Discovery and Radical Sleep Transformation as you read through the chapters in order. However, you can also benefit from going to any chapter that seems most helpful or relevant to you. With that said, if you are doing the things I recommend and they are not working for you, don’t give up. If my recommendations are not working for you then there is probably some part of your sleep puzzle that has not been figured out yet. I strongly encourage you to go back to the beginning and walk through the full process.

**WHAT’S ACTUALLY IN THIS BOOK?**

Here’s what you’ll find in the rest of the book, chapter by chapter.

**Chapter 2:** Want to know more about my personal journey? I share my personal story of insomnia and sleep transformation and my experience of moving from insomniac to insomnia expert.

**Chapter 3:** I describe my experiences of frustration and disillusionment within our healthcare system that led me to create The Insomnia Clinic and start the Sleep Health Revolution.

**Chapter 4:** How has insomnia changed your life? You’re not alone. This chapter looks at the way insomnia restricts health, performance, relationships, and happiness, and guides you in starting to tell your sleep story.

**Chapter 5:** Why do you have insomnia? When suffering from insomnia it can often seem like a mysterious force has control of your sleep and you are powerless to stop it. Fortunately, sleep is not a mystery. This chapter shows
you the most common causes of insomnia and gets you started in the Guided Sleep Discovery process and solving your insomnia puzzle.

Chapter 6: What are your reasons for having insomnia? No matter what you have going on you can almost certainly sleep better. Insomnia has a life of its own and this chapter will give you the answer to why you should fight it no matter what.

Chapter 7: What are you doing to fix your insomnia? If it makes sense, it may be helping you survive but it’s probably making your insomnia worse. This chapter shows you why you’ve been doing everything wrong, why trying to fix insomnia can be so frustrating, and why you shouldn’t feel a bit bad about it.

Chapter 8: Ready to take control? Sleep power controls your ability to fall asleep, sleep deeply, and stay asleep. This chapter teaches you about sleep power and how you can quickly build up and manipulate your natural sleep system for rapid relief of insomnia.

Chapter 9: There is one factor present almost universally in people with insomnia. Their brains have become programmed to sleep poorly. Chapter 9 will teach you how this happens and why this may be the best news you hear all day. It will also teach you the second rapid insomnia relief strategy.

Chapter 10: When it comes to insomnia your mind can be a blessing or a curse. This chapter reveals how you are causing your own insomnia through unrealistic expectations and beliefs about sleep. It also teaches how your busy, thinking, worrying mind fuels the fires of insomnia and how you can put those fires out.

Chapter 11: Insomnia can be controlled. Sleep can’t. Chapter 11 will give you a better understanding of sleep’s slippery side and a strategy for luring sleep to bed when you feel like it’s turned its back on you.

Chapter 12: Insomnia happens at night but it’s a 24 hour problem. This chapter will challenge you to broaden your perspective and start looking for causes (and solutions) to your insomnia in unexpected times (and places).

Chapter 13: Stress and sleep don’t get along. The problem is we’re all stressed much of the time, even if it is good stress. This chapter teaches you about different types of stress and how they steal your sleep. More importantly, this chapter ends with two powerful ways to begin to undermine the impact of stress on your sleep.

Chapter 14: There is a way out of insomnia and you are in control. Chapter 14 summarizes the strategies from the 10 Laws into one place so you can begin to apply them in a systematic way. Applying these strategies can be challenging so there’s also an exercise for creating a compelling vision of your best life without insomnia that you can use to motivate you as you make this vision a reality.

Chapter 15: Some sleep puzzles are just plain confusing and overwhelming. This chapter describes how we approach the Guided Sleep Discovery process in The Insomnia Clinic. It also outlines how an insomnia specialist can collaborate with you to solve your sleep puzzle using advanced sleep discovery technology.

Chapter 16: We all need a little help sometimes. The Insomnia Clinic provides the consultation and support of an insomnia expert. Chapter 16 describes the sources of sleep transformation and how they are used to bring about radical sleep transformation for clients of The Insomnia Clinic.

Chapter 17: I finally talk directly about sleep medications and how many people who start using them end up dependent. In this chapter I’ll also talk about how and why you can almost certainly get free of them and hold on to satisfying sleep.

Chapter 18: What can you do to give yourself the best chance for a good night’s sleep? Chapter 18 ends the book with a run down on healthy sleep habits. You’ll learn how to approach things like caffeine, exercise, tobacco, food, and alcohol to set yourself up for the best sleep possible.
YOUR BEST LIFE IS WAITING.

This book is about how to restore healthy natural sleep. Although it feels good to sleep, the real reason we do it is because sleep makes everything else better. WAY BETTER! When we sleep we are smarter, stronger, healthier, nicer, happier and just plain awesome. Read this book. Learn about sleep. Follow the laws of insomnia that seem right to you. Take control of your insomnia and get back to building your best life!

Wishing you blissful sleep and vibrant days!

Robert N. Glidewell
Founder, The Insomnia Clinic
Member, Sleep Health Revolution
CHAPTER 2

MY STORY PART I: INSOMNIAC TO INSOMNIA EXPERT

I’m an overachiever, a perfectionist. I like to do things well and I like things done well. I have a hard time accepting less than awesome. When my life is at its best I’m looking to learn how to make it even better. In fact, one of the most useful sayings I’ve come across and one that I use almost daily is, “If something is worth doing, it’s worth doing wrong.” Yes you read that correctly. I know the traditional version says that it’s worth doing right, but that one doesn’t work for me. If I do something “right” it will never get done and I’ll find myself forever spinning my wheels trying to make it perfect. In fact, if you notice some typos or the grammar isn’t just right in the rest of the book, it’s because I decided to “do it wrong.” Otherwise you wouldn’t get to read it for another 10 years.

This applies to my work, my life, and my health. I want things to be the best they can be. Like all of us, I’m not always successful and there are always areas of my life I want to be different. But I’m always working to create the absolute best life possible for my family, myself, and everyone I come in contact with. I want to do this by taking as much action as possible. I don’t just want things to be awesome or think about them being awesome. I want to make them awesome. That’s just who I am. I’m also an insomniac.

INSOMNIAC AND NIGHT OWL

If you ask my mother, she’ll tell you about the endless nights spent awake with her baby boy who never wanted to sleep. I don’t remember this so I don’t think it bothered me nearly as much as it bothered her. As I grew older, my refusal to sleep turned into an inability to sleep. I was a night owl. I just wasn’t sleepy when bedtime came around and couldn’t fall asleep no matter how hard I tried (This is when I fell in love with the original Star Trek reruns). Other nights, I would wake up in the middle of the night and lie in bed thinking, worrying, or just wide awake for no reason. Moving to another room to sleep on the couch worked for a while. I learned to worry about my sleep in the evenings and count the hours of sleep I was losing as the night wore on. I learned how hard it is to be the person you want to be when lack of sleep makes you so terribly tired, unmotivated, and uninterested in family, friends, work, and fun. You can imagine how well the combination of perfectionist and insomniac go together.

PERFECTIONIST AND INSOMNIAC

I graduated high school and “celebrated” my 18th birthday in basic training for the United States Air Force. As you can guess, I fell in love, got married, and we had a beautiful baby girl the day after my 22nd birthday. I enjoyed my time in the Air Force but after almost seven years I decided to leave the Air Force and pursue my training in psychology. I completed a bachelor’s degree and went straight into graduate school and began to follow the path to become a psychologist. Insomnia was a constant companion.

I wanted my life to be awesome. I wanted to be an awesome father, husband, soldier, student, etc... I did my best to push through and pretend everything was fine. But, like I said, it’s hard to be the person you want to be when lack of sleep makes you so terribly tired, unmotivated, and uninterested. I was unhappy, even miserable. I was not happy with myself (nowhere near living up to my perfect expectations). I was not happy with my family or my work because I was so tired and moody.

I didn’t want to think about sleep. I just wanted to focus on living my best life, but it wasn’t that easy. It was impossible to live the life I wanted to live without worrying about sleep. So, over the years I tried everything I could find. Relaxation tapes, counseling, sleeping pills, alcohol, different bedtime routines, and avoiding caffeine. I’m also an anxious kind of guy (goes along with the perfectionist type) so I even tried medications for that. Nothing worked all that well.

What I realize now is that all my efforts, and the efforts of my doctors and counselors to restore healthy sleep were lacking a fundamental understanding of natural sleep and how it goes awry. What’s also clear is that I
did the best I could with the knowledge and tools I had available. For that matter, my healthcare providers also did their best. All their recommendations and prescriptions were appropriate and represented the standard of care at the time. However, none of this led me out of insomnia.

**DISCOVERY: PERSONAL SLEEP TRANSFORMATION**

Then I made a discovery that has shaped my life ever since. In the spring of 2003 I was in the middle of my doctoral training. A class on abnormal psychology and another research paper. The assignment? Pick a category of mental disorders, write a paper on it and make a presentation to the class. When I saw sleep disorders on the list I jumped at the chance to learn more. There was no other aspect of “abnormal psychology” more relevant to me personally. Here is a quote from one of the papers I ultimately wrote on sleep and insomnia:

> Regarding the treatment of sleep disturbances there is a consensus among sleep professionals that pharmacological treatments are appropriate on a short term basis to resolve acute disruptions of sleep (Morin et al., 1999). It is recognized that long term pharmacological treatment of chronic sleep disturbances is not indicated due to (a) risk of drug dependence and (b) absence of long term efficacy (i.e. sleep disturbance returns on discontinuation of the drug). For chronic sleep disturbances, behavioral treatment is recognized as having short and long-term efficacy (Morin et al., 1999). Specific behavioral treatments include sleep restriction, stimulus control, sleep hygiene education, relaxation training, positive routines, extinction/graduated extinction, and cognitive-behavior therapy.

A review paper by the American Academy of Sleep Medicine reports extant evidence on the statistical and clinical significance and durability of improvements from behavioral treatments (Morin et al., 1999). Two meta-analysis of the treatment efficacy of behavioral treatments report effect sizes ranging from .42 to .94 on several sleep variables including Sleep Onset Latency, Wake After Sleep Onset, Number of Awakenings, Total Sleep Time, and Sleep Quality. Numerous studies in this review indicate between 39 and 76 percent of subjects receiving behavioral treatment experienced clinically significant improvement depending on the criterion used to make this judgment. In terms of durability of treatment effects, behavioral treatments demonstrate maintained or even improved efficacy at 3 month, 6 month, and 1 year follow-ups.

In the same review, Morin et al. (1999) report studies comparing the efficacy of pharmacological and behavioral treatments. Studies reviewed indicate that behavioral and pharmacological treatments “produced equivalent improvements at post treatment (mean sleep latency of 36 min), but the trajectory of change over time was different” (p. 9). In this study, pharmacological treatment produced improvements in the first week, whereas behavioral treatments showed results at the one-month follow-up. Additionally, treatment gains obtained with pharmacological treatment are not maintained at long term follow-up. Also reported are findings that when pharmacological and behavioral treatments are combined subjects “do not retain their clinical gains at follow-up as well as those treated with behavior therapy alone” (p. 10).

The evidence provided by Morin et al. (1999) provides a strong case for the efficacy of behavioral treatments for sleep disturbance; behavioral treatments produce statistically and clinically significant changes on several sleep variables and those changes are maintained over time. Based on this review the American Academy of Sleep Medicine have published practice parameters and rated each treatment according to the American Psychological Association’s criteria for empirically based treatments (Chesson et al., 1999). This brings us to the second obstacle of
knowledge of and training in these behavioral treatments as well as assessment and diagnosis. Several books and articles already exist to fill this need (Bootzin, Engle-Friedman, and Hazlewood, 1983; Pallesen, Nordhus, Havik, and Nielsen, 2001; Mindell, 1993; Morin, 1993; Woolfolk and McNulty, 1983).

Although the papers I wrote were clinical and “scientificy,” my experiences around what I learned were deeply personal. I took what I learned about cognitive-behavioral treatments for insomnia (what I now call sleep transformation training) and began to follow them intensely in full perfectionist mode. I changed my sleep schedules. I changed the way I responded when I couldn’t sleep. I began to understand my circadian rhythm and how to manipulate my internal clock. This mysterious problem called insomnia now made sense. What’s more amazing, I began to experience a powerful sense of confidence and control around my sleep.

As I write this, it’s been more than 10 years since I stumbled on this insomnia cure and experienced my own sleep transformation. Much of what I learned and used to overcome my own insomnia is in this book. I still struggle from time to time (believe it or not, some insomnia is normal), but my sleep and my life have been better ever since. In addition to my personal transformation, I had found my calling. I decided to become an insomnia expert.

**INSOMNIAC TO EXPERT AND EVANGELIST**

I wasn’t satisfied with my own radical sleep transformation. Why had I gone through the first 30 years of my life spinning my wheels, wrestling with insomnia, and trying to pretend like everything was okay when there was a solution hiding in the cold dark basement of science since the 1970’s? For that matter, why was it hidden? Why weren’t doctors and nurses and therapists shouting it from the rooftops?

The answer, as I saw it at the time, was that there was no good answer. I was a young, ambitious and zealous grad student who had just reclaimed his vigor from the jaws of insomnia. I had found my mission and I was off to save the world from insomnia and our broken healthcare system’s failure to make the cure available.

From that point forward my training was focused on two goals:

- Becoming a psychologist and behavioral sleep specialist
- Getting healthcare providers to share these methods of treating insomnia without pills

I did everything I could to learn about insomnia. What causes it? What makes it better? How does it interact with health and illness? I did everything I could to learn about sleeping pills. How do they work? How are they used by insomniacs? How are they viewed and experienced by insomniacs? I also did everything I could to learn how doctors think about and interact with insomnia and sleep medication. I wanted to understand these things as deeply as possible.

I looked at thousands of scientific studies. I attended training after training and conference after conference. I wrote a dissertation on how to screen for sleep disorders in primary care⁷; I gave presentations to anyone who would listen. I continued this after graduation and after becoming licensed as a psychologist. I started my own original research and published in sleep medicine, family medicine, and neurology journals.⁴⁸ I started treating hundreds of insomniacs per year.

When I started this process I was optimistic and ambitious. On the heels of my personal sleep transformation, I was energized to become a world-class expert in the field of insomnia and sleep disorders. I’ve now done that, and it continues to be immensely gratifying to lead others through their own Guided Sleep Discovery and Radical Sleep Transformation.

I’m now energized to help even more people discover their own transformation with the launch of The Insomnia Clinic, early in 2015. You can learn more about the clinic and our exclusive systems in Chapters 15 and 16. Unfortunately, progress toward the second goal, the one about getting healthcare providers to share these methods of treating insomnia without pills, led straight to frustration and disillusionment.
CHAPTER 3

MY STORY PART II: BIRTH OF THE SLEEP HEALTH REVOLUTION™

My frustration grew as I talked to more and more medical providers and came face to face with the realities of medical practice, the pharmaceutical industry, and our mammoth healthcare system. As I listened to the stories of more and more insomniacs I became more and more disillusioned. Too many times I had patients ask me, “Why was I never told about sleep transformation?” Too many times I heard the lament, “I only wish I’d known how to do this years ago.”

The research that sleep transformation works is overwhelming but when I shared it with healthcare providers I was confronted with disbelief. They truly could not see how retraining the sleep system was possible without medication. Even if they believed in the sleep transformation program, many providers were honest about just being too busy to actively address insomnia, which they saw as a low priority. Some were even more honest and expressed their own feelings of frustration and ineffectiveness around insomnia. For other providers, resistance to sleep transformation was more a matter of mistrust or beliefs about healthcare economics. Needless to say, I was surprised to encounter this long list of obstacles to something I originally saw as so simple.

Seeing some of these complexities I entered problem solving mode. In order to join with providers and help them to overcome these real obstacles I designed the SHARP™ program, Sleep for Health, Healing, and Relapse Prevention™. SHARP is a specialized program of Radical Sleep Transformation specifically designed to assist healthcare providers in offering sleep transformation to their patients while removing as many obstacles to patient access as possible. Then I hit another barrier. As I talked to medical directors about beginning to share the SHARP program I was shocked when confronted with statements like, “Well, we can’t support or endorse any program with private interests.”

What!? You can prescribe more than a billion dollars per year in sleep medications to feed the profits of massive pharmaceutical companies, but you’re conflicted about offering your patients a free training program?

What!? Now I was in disbelief.

RESPECT AND UNDERSTANDING

As I was able to get some perspective, I began to ask why. Why were these incredibly smart and compassionate healers so uncomfortable with the non-medication option? Why was it so hard for them to believe the evidence, even when the obstacles of time, money and effectiveness were overcome? Why was a medical director threatened by integrating a formal sleep transformation training program alongside the traditional medication options?

For a while I was stumped. The men and women I was talking to were intelligent. Extremely so. They were critically thinking, compassionate individuals who have dedicated their life to serving and healing. Some of them were friends and colleagues whom I have tremendous respect for. So I went back to read those papers I wrote in grad school and I reread many of the research articles I had used to write those papers. The answers had been there all along.

• In asking medical providers to focus more on insomnia and to offer non-medication treatments I was bumping up against a major gap in medical training. Most providers have received little to no training in sleep and sleep disorders.¹² The best medical schools offer only few hours of training in sleep and sleep disorders while most schools include no formal training in these areas. I was also up against years of training that leads providers to give medication a preferred status over non-medication alternatives, even when medication may not be the safest or most effective option.
I came to understand that this bias is about more than training; it is also driven by the powerful influence of pharmaceutical companies. Seth Godin, one of the most innovative thinkers in marketing, gives us some insight into the reason for this influence, “In 2003 pharmaceutical companies spent more on marketing and sales than they did on research and development. When it comes time to invest, it’s pretty clear that spreading the ideas behind the medicine is more important than inventing the medicine itself.” Providers diligently strive to remain objective in their medical decision making. However, in 2012 they were faced with the $27 Billion influence of pharmaceutical companies. This combination of training and influence has led providers to hold a dual standard for scientific evidence they require to support medication versus non-medication health solutions.

We have a lot of trust and respect for the knowledge, opinions and recommendations of our healthcare providers. Providers take the power and responsibility associated with our trust in them very seriously. In order to recommend a healthcare solution they have to believe in it and trust that it is the best thing for you, their patient. It is easy for them to recommend medications because they know them; they are highly trained to evaluate and judge them. When it comes to non-medication options, most providers have almost no training, making it difficult for providers to recommend them wisely and effectively.

Even when a provider is knowledgeable and confident about non-medication alternatives they still must navigate the challenge of limited time and competing priorities. This was hard for me to swallow at first. We’re talking about people’s health here, people’s lives. The more I learned the more I understood the tremendous pressures providers are under, and the dysfunctional realities of the system they are required to work within. Providers would love to spend more time with you and you would probably be much happier if you didn’t feel that your provider was distracted and rushed when he or she was with you. Unfortunately, our healthcare system prioritizes a brief consultative model, so until we revolt, we will be rushed and frustrated. Now, what about priorities?

The average visit with a patient is only a few minutes long and most individuals don’t go into the visit to talk about sleep. Sleep typically only comes up as related to another problem. Let’s say you’re in the office because of pain in your feet related to diabetes and then you also mention you’re having trouble sleeping. Talk about priorities. If you have only a few minutes would you rather talk about diabetes, a problem that could kill you, rob you of your sight, or lead you to lose a foot? Or would you rather talk about your insomnia? The decision is pretty clear for most of us. Yes, sleep is important but most providers are appropriately prioritizing it in the face of more serious and urgent medical concerns.

As if the demands of time and competing priorities weren’t enough, when providers do engage insomnia they often feel ineffective. The drugs they have available have significant risks that make providers uncomfortable prescribing them in many cases. On top of their safety concerns, many providers say sleep medications just don’t work that well. They say that their patients often come back dissatisfied and still struggling to sleep. Despite this, providers typically feel they don’t have anything else to offer their patients. Talk about a recipe for frustration.

I used to get excited when I heard this. “Oooh. They’re unhappy with sleep medications. They want something better. I have just the thing!” I’d say to myself. My excitement was met with another obstacle. Mistrust. Providers are more and more required to act as the gatekeepers of healthcare. They must decide what is appropriate or necessary and what is not in order to act as good stewards of healthcare resources generally and their patient’s financial resources specifically. This is a daunting task when you think about all the pharmaceutical, medical equipment, diagnostic, laboratory, and specialty medical service companies vying for provider attention and recommendation. They are already short on time for patients. Where are they going to find time to learn everything they need to know about the priority treatments and procedures, let alone a new non-medication solution for a
frustrating but low priority health problem? Often it is easiest to defer it to outside judgment. “Is it covered by insurance?” providers would ask. They seemed to feel that if a service or product was covered by an insurance company then it was legitimate.

I’ve come away from these experiences with a profound respect for our healthcare providers and their service to us. They are committed, passionate, and compassionate healers who have taken on the tremendous responsibility of making high stakes decisions based on intensely complex information within the demanding requirements of a broken system. They deserve our respect, our courtesy, and our gratitude.

Unfortunately this new respect for healthcare providers has not lessened my frustration or disillusionment. Sleep is too important to be ignored or lost to higher priorities, even if they are legitimate. It is too important to be lost to convenience, disbelief, or mistrust. The burdens of undertreated insomnia in terms of finances and suffering are too great to go unchallenged.

We are in need of a Sleep Health Revolution and we must be the ones to start it.

**BIRTH OF THE SLEEP HEALTH REVOLUTION**

This personal journey out of insomnia and into the complex and frustrating trenches of healthcare has shaped my belief in the necessity of a sleep health revolution. We cannot rely on drug companies whose essential goal is to sell more medication. We cannot rely on insurance companies whose primary focus is delivering the cheapest possible care. We cannot rely on our healthcare providers who are in a daily battle to provide the best care possible in the midst of a merciless system driving them away from time with patients and toward assembly line medicine.

What does a sleep health revolution look like? I’m glad you asked.

It begins by making the principles and teachings of Radical Sleep Transformation AVAILABLE to EVERYONE for FREE. This is why I’ve chosen to make the digital “Revolution Edition” of this book available for free. It is also why I created the SHARP program, which provides free basic sleep transformation training. These resources can be accessed here at no cost:


SHARP Sleep Training Video: [www.coloradoinsomniaclinic.com/sharpsleeptraining](http://www.coloradoinsomniaclinic.com/sharpsleeptraining)

I’ve made these resources available. Now it’s time for you to use them and share them using the three steps of the Sleep Health Revolution I’ve outlined below.

**STEP 1: TAKE CHARGE OF YOUR OWN SLEEP HEALTH**

Learn for yourself that sleep transformation is possible by making your own sleep health a priority. This starts with reading the rest of this book, following the recommendations to the best of your ability, and connecting with resources through The Insomnia Clinic. It may also mean starting the conversation about sleep with your healthcare provider and possibly seeing a sleep specialist. It will definitely mean investing time and possibly money in achieving maximum sleep health in support of your best life.

**STEP 2: ENCOURAGE AND RECRUIT OTHERS TO TAKE CHARGE OF THEIR OWN SLEEP HEALTH**

Tell the people you know and care about that sleep transformation is possible. Help them get a free digital version of this book, show them how to access free SHARP trainings, and connect them up with The Insomnia Clinic. Thirty percent of the entire adult population complains of poor sleep. That’s one in every three or about 100 million people who are kept from living their best life as a result of poor sleep. Those are 100 million people whose lives could improve if they knew how to transform their sleep. Few of these individuals have ever been offered anything
other than a medication to help them sleep. Many have never spoken to their healthcare provider about poor sleep because they believe the only thing their provider has to offer them is a pill.

**STEP 3: ENCOURAGE AND RECRUIT YOUR HEALTHCARE PROVIDER TO JOIN THE REVOLUTION**

Speak with your healthcare provider. Let them know that sleep transformation is possible. Show them how their patients can get a free digital version of this book and access the free SHARP trainings. Show them how their patients can connect with The Insomnia Clinic.

Your healthcare providers respect your experience and your endorsement. Your personal experience of sleep transformation may be the most powerful way to help them overcome the many obstacles to integrating sleep transformation into their practice and offering it to their patients. If you wish they would have recommended sleep transformation to you years ago then let them know that. Imagine the number of lives you could impact if even a single one of your healthcare providers began offering sleep transformation to their patients.

**PERSONAL INVITATION TO THE REVOLUTION**

As I write this I realize how ridiculous these goals might seem. There are many whose sleep is important enough for them to take charge of their own sleep health and many who will be so excited about their success to be willing to share with friends and family and invite them to the sleep revolution. But who is going to care enough about their own sleep health, let alone the sleep health of other individuals and their community, to spread the idea that sleep is important and we can take charge of our sleep without pills? Who is willing to begin to talk to their doctors about how they wish they had been told about the principles of sleep transformation before giving them a pill? Who is willing to encourage their doctors to join the revolution and begin sharing sleep transformation with all of their patients?

I’m hoping that you are. I’m hoping you’re willing to join me and many others in the revolution. In fact, whether you or not you think of yourself as a revolutionary, you joined when you started reading this book. The information in this book can take you a long way toward personal sleep transformation, maybe all the way. However, the path of sleep transformation can be challenging to walk alone, which is why I created The Insomnia Clinic.

**THE INSOMNIA CLINIC**

I know there is a solution to every sleep problem. I know this because I found my own sleep solution and since that time I’ve helped hundreds of others find their solution. But the number of people I can help on my own is limited. This reality led me to build The Insomnia Clinic, which is focused on helping thousands of people a year through my systems of Guided Sleep Discovery and Radical Sleep Transformation.

You can learn more about the clinic and these systems in Chapters 15 and 16. For now I’ll tell you that The Insomnia Clinic brings you sleep wellness coaches and licensed healthcare providers trained as insomnia specialists who can walk you through your own Guided Sleep Discovery and Radical Sleep Transformation using revolutionary educational and clinical programs. While I created The Insomnia Clinic to help you understand your sleep problem and find your sleep solution, you are only one of an estimated 100 million Americans who struggle with insomnia, many if not most of whom would love to know about sleep transformation. I like to think of The Insomnia Clinic as a training camp for revolutionaries. My goal is to help you sleep better so you can start living your best life. When you sleep well you...

- Think more clearly
- Have more positive moods
- Enjoy work and family more
- Have more energy and motivation
- Become more active and engaged in the things you value
My hope is that this experience will inspire you to tell others and encourage them to take charge of their own sleep health. Also, that you will be inspired to talk to your doctors and begin to break down the biases that have prevented people like you with insomnia from knowing that sleep transformation was possible much sooner.
PART 1

UNDERSTANDING INSOMNIA AND SOLVING THE PUZZLE OF POOR SLEEP
CHAPTER 4

LAW #1: SLEEP IS CRITICALLY ESSENTIAL

How many news headlines, social media posts, or internet ads have you seen about sleep or insomnia over the last month? It seems everywhere you turn there are stories of the effects of insomnia, sleep deprivation, or other sleep disorders. What’s the basic message of these stories? Insomnia changes lives and it changes every area of life. There are so many of these stories and they are so popular for two reasons. First, you’re not alone. One of every three adults in the United States complains of insomnia. Second, sleep is critically essential for every function of the brain and body. This means that inadequate or disrupted sleep compromises the most basic workings of your brain and body in a way that fundamentally undermines your ability to live your best life.

Changes in the brain and body that result from poor sleep are almost always in the direction of restricting or limiting health, performance, relationships, and overall happiness. Over time, those who struggle with insomnia find their lives seeming to shrink around them, becoming less than they had imagined. If you have struggled with insomnia for any length of time you may be more familiar with the effects of insomnia than you would like. Depending on the shape of your insomnia, you may be seeing more or less of these effects.

“It’s very controlling….like if I want to have company….I could have a bad night…then I won’t feel like having them over.”

-Vicky, Age 29, Insomnia Interview

Maybe you’ve noticed you’re not spending time with friends or doing things you used to enjoy because you just don’t have the energy (or interest) anymore. Maybe you’ve stopped making commitments out of fear that you won’t be able to keep them if you’ve had a bad night. Maybe you’re feeling isolated or misunderstood because no one seems to understand how you could have such a big problem with something as natural as sleep. Maybe you’ve started sleeping in a separate bed to keep from disturbing your partner during the night.

Insomnia has a way of distancing us from our most important and valued connections. Sometimes this happens because of a lack of energy and motivation to do the simple things that keep us connected like picking up the phone or saying yes to the unexpected invitation for coffee or lunch. Insomnia is still misunderstood with many still doubting if it is real or believing it’s a sign of mental illness. When you don’t “look” sick on the outside it’s hard for others to understand the burden of insomnia. Because of this, too often I hear stories of people who are embarrassed to talk with their family, friends, and even their healthcare providers about their insomnia.

“How a Bad Night’s Sleep Can Derail Your Career”

— The Fiscal Times

Maybe you are not as sharp at work as you used to be, finding yourself struggling with decisions and less creative than you used to be. Maybe things that used to come easy are harder to do and take longer to get done. Maybe the excitement you used to have about work has turned to boredom, or worse, loathing. Maybe you’re too tired to be in front on the fast track and now find yourself just trying to keep up.

There is a word for this – presenteeism - and insomnia can be a major cause. It means you go to work but aren’t really “showing up.” Insomnia causes an average of almost 30 days and thousands of dollars in lost productivity per person each year. At the end of the day, insomnia equals less satisfaction at work while getting paid less and receiving fewer promotions.

“Sleepy Wife May Take it Out on Hubby”

— NBC News on TODAY.com

* * *
Maybe you’re moody and irritable and just not as nice to the people you care about as you (and they) wish you could be. Maybe you’re too tired to rise to that invitation from your kiddos for another game of Twister. Maybe you’re having trouble putting your finger on it but just know you are not the person you want to be.

Relationships and parenting are challenging even when we are at our best. Insomnia drains our energy and brings down our mood, making the normally joyful demands of being a partner and parent seem like a chore. Under the burden of insomnia it’s also easy to be less appreciative of the good things and people around us. Over time our relationships can come to seem like something we must push through, leaving us feeling like we are surviving rather than thriving when around the people we love.

“Could Insomnia Pose a Cancer Risk?”

– The OZ BLOG on www.DOCTOROZ.com

Maybe your sleep problem is taking a toll on your health, causing or putting you at risk for illness. Or, maybe you’ve been injured or are already struggling to reclaim your health from some type of illness. Maybe you’re worried that your sleep problem is keeping you from healing.

Of the top 10 health concerns, men and women have six of them in common. They are Heart Disease, Cancer, Stroke, Diabetes/Obesity, Osteoporosis, and Depression. Every one of these is connected to insomnia and sleep deprivation in some way. It’s easy to become overwhelmed with worry over health concerns. But worrying doesn’t really take you very far. Instead, focus on what you can do to empower yourself and take control where you can. As you read on, you will learn that insomnia is absolutely an area where you can be empowered to take control.

Sometimes it is difficult for family, friends, and coworkers to understand what is so difficult about sleeping and how insomnia can change lives. It’s important to know that the effect of your insomnia on your life depends on several things. Some of these things are:

- **Your personal sensitivity.** Some people are just more sensitive to the effects of insomnia than others.
- **How often you have insomnia.** Trouble sleeping once a week may be a nuisance, trouble sleeping five nights a week may be affecting your relationships, work, and social life.
- **The intensity of your insomnia.** Are you losing hours of sleep a night? Are you getting plenty of sleep but just feel like its light and restless? The amount of sleep you’re losing and the quality of your sleep can have a powerful influence on how you feel and function during the day.
- **The cause or causes of your insomnia.** Body clock problems, breathing problems, restless legs, and stress, are just a few of the causes of insomnia. The cause of your insomnia strongly influences what kind of insomnia you have and how it affects you.

In this book I will share a few stories of how insomnia takes a toll on life and health but first I would like you to take a minute and use the space over the next couple of pages to create Your Sleep Story.

1. **How long have you had insomnia? Do you have any thoughts about why you have it?**
   
   ___________________________________________________________

2. **What do other people say or think about your insomnia? Are you comfortable talking to friends, family, or healthcare providers about your insomnia?**

   ___________________________________________________________

3. **What is it like for you when you try to go to sleep at night or when you wake up during the night? What are the thoughts, feelings, and body sensations that arise when you have trouble sleeping?**

   ___________________________________________________________
4. How does your insomnia affect your life during the day?
___________________________________________________________________________________
___________________________________________________________________________________

a. Is your work or school performance and enjoyment what you want and need it to be?
___________________________________________________________________________________

b. Are you the person you want to be in relationships with friends and family? With your children?
___________________________________________________________________________________

c. Do you have the energy and passion to do the things you love? Or are you just surviving?
___________________________________________________________________________________

Take a moment now to look over your sleep story. What are your thoughts? Are the effects of insomnia in your life more or less than you might have imagined before writing it? You may be surprised that you are doing as well as you are. On the other hand, maybe you’re thinking you should be doing better than you are, despite your insomnia. Whatever your sleep story, I want you to know that insomnia is a real problem that has real consequences for health, happiness, success, and relationships.

With that said, I also want you to know that insomnia is a problem that can be understood and effectively treated in almost every situation. Yes, insomnia can take a heavy toll on your health and relationships. Yes, insomnia can drain you of the energy, motivation, and joy necessary to keep you vital and vibrant in your work, family, and social life. Yes, 90% of people get significantly better in a matter of weeks once they make the decision to take control of their insomnia. Yes, 40% of people will be able to completely eliminate their insomnia, many without sleeping pills.

I hope you’ve found this book early in the process of insomnia affecting your life. But, wherever you are, know that you can take control of insomnia. You can reclaim healthy natural sleep. You can reclaim your life, your happiness, and your health. Now it’s time to take a look at the pieces of your insomnia puzzle.
CHAPTER 5

LAW #2: INSOMNIA HAS MANY CAUSES

Sleep is an indicator of wellness. Sleeping well or poorly can be a general reflection of your overall wellness, health, and life satisfaction. This is good and bad. Good because when you have a sleep problem it can be an early sign that something is getting out of balance in your health or in your life. Bad because it means there are so many things that can cause insomnia.

Basically, anything that makes you mentally, physically, or emotionally uncomfortable has the potential to cause insomnia. This can lead to quite a puzzle to unravel when trying to find the causes and the right solutions. The puzzle becomes quite complicated when your insomnia has multiple causes or when your insomnia is blamed on the wrong cause.

WHAT IF THERE IS MORE THAN ONE PROBLEM CAUSING YOUR INSOMNIA?

It would sure be nice if problems were handed out one at a time in a neat and orderly fashion. I like it quite a bit when someone comes in with a simple insomnia that we can fix easily in just one or two visits. Sometimes I wish more people would come for help when their insomnia is just starting, before it has really begun to take a toll on their life.

Unfortunately, we humans are pretty complicated. Most of the insomnia problems I see have more than one cause. Sometimes the issue that caused insomnia to start is different from the one that keeps it going. It’s not unusual to sleep somewhat better with one treatment and find that another problem is keeping sleep from getting all the way better. I find that when all the reasons for insomnia are given full attention, the chances of getting fully better increase dramatically.

WHAT IF THE CAUSE OF YOUR INSOMNIA IS NOT WHAT YOU THINK IT IS?

I talk to people almost every week who have been trying to find the right treatment for insomnia for years, even decades, only to learn that their insomnia was really a symptom of another problem. Sleep improves once the main problem is addressed. People are grateful to be sleeping better and feeling better but frustrated that they spent so much time, energy, and money on the wrong treatments. Here are a couple of examples:

WHAT IF YOU HAVE A BODY CLOCK PROBLEM?

The most common reason I see for sleep medications not working is a body clock problem that is pretending to be a simple insomnia problem. In simple insomnia, a person’s difficulty getting to sleep or staying asleep is due to the brain having bad programming or simply being too activated. Medications for insomnia are designed to help with this problem. When there’s a body clock problem you will have trouble falling asleep or staying asleep that is caused by an entirely different part of the brain being turned on at the wrong time. If you take an insomnia medication that works on the insomnia part of the brain but you actually have a body clock problem then it makes sense why those medications either don’t work or don’t get you the results you’re looking for.

CAUSES OF INSOMNIA

- Stress or Anxiety
- Chronic Pain
- Sleep Apnea
- Asthma or Allergies
- Prostate Problems
- Body Clock Problems
- Menopause
- Depression
- Medications
- “Programmed” Insomnia
- Many, many more...
WHAT IF YOU HAVE A BREATHING PROBLEM WHILE SLEEPING?

Everybody knows what sleep apnea looks like right? Breathing problems at night only happen in people who snore extremely loud or are extremely overweight. Wrong.¹ We have started to learn over the last many years that sleep apnea comes in many shapes and sizes. As a matter of fact, women with sleep apnea are likely to have no snoring or obvious breathing problems at all during the night. Instead they are often diagnosed with insomnia and depression for many years before anyone suspects they might have trouble breathing during the night. Nowadays, any good sleep specialist will recommend an overnight sleep study for anyone with chronic insomnia that doesn’t get better with medication or sleep transformation training.

HOW DO I SOLVE MY INSOMNIA PUZZLE?

Finding the pieces of your insomnia puzzle is the first step to sleeping better. Unless you know the shape of the pieces and what part of the picture they hold, the search for the right insomnia solution is a shot in the dark. But how do you figure out those pieces? Some of you may be able to do this on your own, while others may need to follow a formal Guided Sleep Discovery process with the help of an insomnia expert. This basic sleep discovery exercise is one simple thing you can do right away:

**Basic Sleep Discovery Exercise**

1. Make a list of ALL the possible causes of insomnia you believe matter for you.
2. Rate how much of your insomnia (0% to 100%) is caused by each item on your list.
3. Rewrite your list in order of most important (highest %) to least important.
4. Decide what action you will take for item #1 on your list to either:
   a. Prove it is, in fact, the most important cause, OR
   b. Fix or change it in a way that will improve your sleep.

As an example, let’s say you think that a busy mind is the biggest reason for trouble sleeping at the beginning and middle of the night. You’ve already been keeping a list by the bed to write down thoughts or worries and have not found this useful. Since that strategy has not been working you might try something else. Relaxation/meditation or a gratitude journal is both proven to change the activity of the mind when trying to sleep.

For another example, what if back pain is the most important cause of your problem? In that case, depending on the specifics of the pain, Step 4 might include any of the following options:

- 20 minutes of stretching or yoga in the evening
- Take an OTC pain medication before bed
- Contact a sleep specialist to learn how to strengthen natural sleep
- Ask your primary care provider how to best manage nighttime pain
- Ask your primary care doctor for referral to a pain specialist

Going through the process of the basic sleep discovery exercise can help you understand your insomnia in a totally different way. It can help you feel like you have more control over your insomnia. It can also help to guide you in your search for an insomnia solution that really works for you.

While many people can and do solve their insomnia puzzle on their own, sometimes the puzzle is just too complicated or confusing to solve without some expert help. In The Insomnia Clinic, when we sit down with you at your first appointment we start the conversation with an attitude of, “Let’s figure this thing out together.” This attitude contains four critical components for success. These are:

- **You are an expert** – You are the one who has lived your insomnia. You know yourself best. You know what has and has not worked for you. You know what you are willing and able to do to find your insomnia solution.
- **Your clinician is an expert** – Your clinician has advanced training in sleep and insomnia.
- **You are no longer alone** – Your clinician is a partner. Like a jigsaw puzzle, solving your insomnia puzzle will be faster and more enjoyable with a partner. Beginning with the very first visit, we strive to break down feelings of isolation and disconnection caused by insomnia.
- **Your insomnia puzzle can be solved** – With our combined expertise and advanced technology for understanding sleep and insomnia, there is a solution to every insomnia problem.

If you have tried more than one strategy (pills, relaxation, etc...) and are not totally satisfied with your sleep, it’s probably time for you to speak with a specialist who can walk you through a Guided Sleep Discovery process. This will help you look closely at the nature of your sleep problem to identify the cause or causes.
CHAPTER 6

LAW #3: INSOMNIA HAS A LIFE OF ITSELF
PART 2

RADICAL SLEEP TRANSFORMATION™: RAPID INSOMNIA RELIEF

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CHAPTER 7

LAW #4: INSOMNIA IS A TRICKY PROBLEM (FIVE OBSTACLES TO SUCCESS)

CHAPTER 8

LAW #5: INSOMNIA IS A POWER PROBLEM
CHAPTER 9

LAW #6: INSOMNIA IS A PROGRAMMING PROBLEM

“...psychological and behavioral factors are ALMOST ALWAYS involved in perpetuating it [insomnia] over time.”

– Charles Morin, World Renowned Insomnia Researcher

What does he mean by “almost always”? Well, if you were to use the sleep transformation strategies that change these factors, there is a 90% chance you will get significantly better. Even more amazing, you would have a 40% chance of completely eliminating your insomnia. How can this be?

Experience of trouble sleeping over weeks or months actually changes your brain in a way that causes it to learn or become programmed to have trouble sleeping. Sometimes these changes are quite obvious and sometimes not so much. The most obvious signs your brain may be programmed for trouble sleeping are:

- You become wide awake, rather than sleepy, when you turn out the lights
- When you wake up in the night, you suddenly find yourself wide awake for no reason
- Thoughts and worries are waiting for you as soon as you wake in the night
- You sleep great when you’re away from home on the couch, but in your own bed...it’s just not happening
- You can’t sleep even when you “should” be able to, like when you’re sleep deprived, stress free, and had a physically demanding day
- Can’t sleep without the TV on

Any one of these experiences may be a signal your brain has been programmed for insomnia. If you’ve had trouble sleeping for more than a few months, this insomnia programming has almost certainly become a part of the problem. What’s worse, programmed insomnia happens no matter what started or may be perpetuating your trouble sleeping. Even if you have chronic pain that you know is causing you to sleep poorly, you almost certainly also have programmed insomnia. Even if you have sleep apnea that you know is causing you to sleep poorly, you almost certainly also have programmed insomnia. In fact, in a study published by my colleagues and me in the journal Sleep Medicine, over 50% of individuals with sleep apnea had insomnia that was separate from their breathing problem. If you’re still thinking you have some reason for not sleeping and that this idea of insomnia programming doesn’t apply to you, go back and check out LAW #3: Insomnia Has a Life of Its Own (Chapter 6) again.

YOU MAY FIND THIS HARD TO BELIEVE...

Most of you will have one of two common reactions to this idea of insomnia programming. The first reaction is that it makes perfect sense to you. If this is the case for you, you probably feel as if a glorious light is now shining down on your sleep problem. Finally, you clearly see what’s going on and why your problem is so stubborn. Keep reading. It will get even clearer.

If you’re not feeling this, then you’re likely having the second common reaction, which involves the idea of insomnia programming sounding like complete nonsense or at least something fairly unbelievable that of course a psychologist would say.

That’s okay. After working with literally hundreds of people with chronic insomnia I have found that the idea (and the power) of insomnia programming is probably the most misunderstood and difficult to believe laws of insomnia. This is unfortunate because it is likely the most important of the laws. It is also the law with the greatest promise for hope, power, and control over reclaiming your life and sleeping better again. Here’s how it plays out in real life.
HOW YOUR BRAIN GETS PROGRAMMED FOR INSOMNIA IN FIVE STEPS

IN THE BEGINNING...
The brain is programmed for sleep and connects the bed with feelings of calm, comfort, and sleepiness.

STEP 1.
If you’re like most people you probably remember a time when you slept well, when sleep was just something you enjoyed and didn’t spend much time thinking about or trying to do. It just happened.

Even if you have been a light sleeper most of your life, your brain pretty much “knew what to do” when you got into bed.

LIFE HAPPENS...
Stress or illness causes increased activation in your thoughts, emotions, and body, often in ways you may be unaware.

STEP 2.
Just for this example, let’s say you started having trouble sleeping because of stress. Maybe it was even good stress, like planning a wedding or starting a new job.

The specific stressor really doesn’t matter – good stress, bad stress, injury, illness – any one or more of the “puzzle pieces” listed in Chapter 5 can start the process.

INSOMNIA BEGINS...
Difficulty falling asleep, returning to sleep, or unrestful sleep become a regular experience, happening several nights per week. Maybe every night.

STEP 3.
Aware of it or not, increased activation began to get in the way of your ability to sleep.

When you finally lay down you found your mind and body unready to let go and fall asleep. Instead, you found yourself lying there thinking or planning, uncomfortable, or maybe just too awake.

You may have started waking up more during the night. Instead of feeling drowsy and drifting quickly back to sleep, you woke up to full alertness and maybe even to a mind eager to think, plan, or worry.

Maybe you never actually got back to sleep, just woke up early and found yourself up for the rest of the day.

THE BRAIN CHANGES...
Trouble sleeping many times over weeks or months causes changes in the brain.

The brain now connects the bed with being awake, worried, frustrated, or uncomfortable.

STEP 4.
As the number of nights with troubled sleep stacks up and the consequences of poor sleep build, negative reactions and expectations around sleep take hold.

Over time, repeated experiences of frustration, wakefulness, restlessness, worry, or discomfort while in bed literally get you wired for insomnia.

Just as you’re programmed for good feelings to come over you whenever you hear the first notes of your favorite song...

And just as you’re programmed for feelings of sickness whenever you smell that food that made you so sick the last time you ate it...
You’re now programmed for insomnia.

**PROGRAMMED FOR INSOMNIA...**

The brain now connects the bed and bedroom with feelings of stress, activation, and sleeplessness.

You no longer need a reason to have trouble sleeping...it just happens.

**STEP 5.**

Rather than being a place of calm, comfort, and sleepiness, your brain is now programmed to see your bed as an unpredictable and often unpleasant place where your hope for the blissful release of sleep is cruelly denied.

Insomnia now has a life of its own and you no longer need a reason to have trouble sleeping. Once this happens, your insomnia will continue even after the original reason for trouble sleeping is gone.

In order to return to a healthy satisfying sleep pattern, you will have to change the insomnia programming and reverse the brain changes. Sleep medications cannot do this.

**PROGRAMMED FOR INSOMNIA**

That last part is extremely important so I’m going to say it again. Once your brain learns to have trouble sleeping, once the insomnia programming has taken hold, unless you do something to change the program, you will continue to struggle even if you fix all other reasons for having insomnia. Insomnia programming works in your brain like a piece of software. The Free Dictionary has these two definitions of the word program that you may find interesting:

*To train to perform automatically in a desired way, as if programming a machine:* programmed the children to use perfect table manners.

*To inculcate [instill, saturate] with attitudes, behavior patterns, or the like; condition:* to program children to respect their elders.

Once the insomnia programming has been “installed” through repeated experiences of trouble sleeping and all the baggage that comes along with poor sleep, it works in just the way these definitions say. We can think of the insomnia program as malevolent and self-adapting.

**Malevolent Program - a computer program designed to have undesirable or harmful effects**

**Self-Adapting Program - a program that can change its performance in response to its environment**

Let’s say you’ve had trouble sleeping for a few months or more and you’re willing to believe that your brain has somehow been infected with this malevolent self-adapting insomnia program. NOW WHAT!?  

**NO WORRIES – INSTALLING A NEW PROGRAM IS SIMPLE**

The behavioral technology for replacing a malevolent self-adapting insomnia program with a healthy sleep program has been around since the 1970’s. Although challenging and somewhat unpleasant this reprogramming of the brain is relatively simple and can be done in a matter of about 14 days. Here’s how:
**STEP 1: ESCAPE THE BEDROOM**

Get out of bed and go to another room if you’re not asleep in 15-20 minutes. Every minute you lay in bed awake your brain is becoming more and more programmed for insomnia. This is why getting out of bed when you’re unable to sleep is almost always the right thing to do.

**STEP 2: HANG OUT**

While you’re out of bed, keep yourself occupied by doing something that is not activating - like watching TV, reading, or listening to music. You’re not trying to make yourself sleepy, and you’re not trying to be productive. You’re literally just keeping yourself entertained without becoming too activated.

**STEP 3: TRY AGAIN**

Go back to bed and try again after 15-20 minutes. You can think of this process of escaping the bedroom and hanging out as giving your brain a chance to “reset.”

**STEP 4: REPEAT**

Follow steps 1-3 as many times as needed until you get into bed and fall asleep quickly.

This process of Escape, Hang Out, Try Again is unbelievably effective. In fact, if there was only one thing in this entire book you decide to actually do it should be this. It is so effective that this strategy and a couple of other related strategies are the primary sleep transformation tools used in the Sleep for Health, Healing, and Relapse Prevention (SHARP) program.

It is so important that I want to make sure you have access to the SHARP training video that teaches these tools. Go to [www.coloradoinsomniaclinic.com/sharpsleeptaining](http://www.coloradoinsomniaclinic.com/sharpsleeptaining) and you will have free access to the video. It is just under 30 minutes long and the sooner you watch it the sooner you will know how to hack that malevolent self-adapting insomnia program out of your brain.

**RAPID INSOMNIA RELIEF**

When you combine the power boosts, the Escape, Hang Out, Try Again process, and other strategies in the SHARP training you have everything you need to create radical sleep transformation in a matter of 14-21 days.
PART 3

RADICAL SLEEP TRANSFORMATION™: ADVANCED INSOMNIA RELIEF

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CHAPTER 10

LAW #7: INSOMNIA IS A MIND PROBLEM

CHAPTER 11

LAW #8: SLEEP IS SLIPPERY

CHAPTER 12

LAW #9: INSOMNIA IS A 24-HOUR PROBLEM

CHAPTER 13

LAW #10: INSOMNIA IS A STRESS PROBLEM
PART 4

PERSONAL SLEEP TRANSFORMATION AND THE INSOMNIA CLINIC™

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CHAPTER 14

PERSONAL SLEEP TRANSFORMATION: HOW TO OBEY THE LAW
CHAPTER 15

THE INSOMNIA CLINIC PART 1: SOLVING THE PUZZLE WITH GUIDED SLEEP DISCOVERY™

At The Insomnia Clinic we have a system called Guided Sleep Discovery for helping you solve your puzzle of poor sleep. Your sleep discovery will follow a three step process of identifying the causes of poor sleep, prioritizing their importance, and creating a plan to systematically address them.

GUIDED SLEEP DISCOVERY

Guided Sleep Discovery is a process of learning exactly what is causing your experience of insomnia. Together with your insomnia specialist, you will examine these 12 sources of insomnia.

- Insomnia and Sleeplessness
- Sleepiness and Fatigue
- Circadian Rhythms (Body Clock)
- Movements and Sleep
- Sleep Apnea
- Health and Illness
- Stress
- Happiness
- Lifestyle
- Sleep Medication
- Caffeine, Alcohol, and Other Stuff
- Nightmares, Sleepwalking, and Unusual Stuff

This is not a generic process. Your sleep discovery will involve identifying all of the factors that are causing or worsening your insomnia and carefully determining the degree that each of these is actually driving your insomnia. This process can often be completed during the first discovery session with your insomnia specialist. However, it may also include follow-up meetings for specialized testing, extended sleep tracking or overnight sleep studies. These advanced sleep discovery technologies are described in more detail at the end of this chapter.

Once your specific insomnia factors are identified, you will work closely with your insomnia specialist to create a plan with specific recommendations for addressing each factor. This will likely include Radical Sleep Transformation, but may also include assessment and/or treatment for other sleep disorders and coordination with your other healthcare providers.

SUMMARY OF THE 12 SOURCES OF INSOMNIA

INSOMNIA AND SLEEPLESSNESS

Trouble getting to sleep or staying asleep? Plenty of sleep, but never feel rested? Insomnia comes in many shapes and sizes. Determining the “shape” of your sleep (or lack of it) is the first step of the sleep discovery process.

SLEEPINESS AND FATIGUE

When do you feel at your best? When do you feel at your worst? Are you sleepy or just tired? There’s a difference and it’s important. How you feel while awake provides critical information about your sleep problem and how to move you from surviving to thriving.
CIRCADIAN RHYTHMS (BODY CLOCK)

Ever feel like your days and nights are mixed up? A powerful internal clock controls when your body and brain want to be awake and asleep. Understanding and solving your sleep problem requires knowing how your internal clock is set and what kind of clock you have.

HEALTH AND ILLNESS

Headaches, arthritis, depression, cancer, anxiety, tinnitus, Parkinson’s disease, and many other health problems interfere with sleep, but illness does not equal insomnia. Are you a hopeless case or can you sleep and feel better despite these problems? Guided Sleep Discovery will help you find the answer.

STRESS

Good stress. Bad Stress. We all have it. The trick is to know how it influences you and when to do something about it. Guided Sleep Discovery includes a powerful stress check to understand your stress and how it may be leaking out in your sleep.

SLEEP APNEA

What do you know about sleep apnea? It only happens in overweight men who snore? Not quite. If you have stubborn insomnia you may have silent sleep apnea. Guided Sleep Discovery looks deeply to learn if sleep apnea may be a problem for you.

CAFFEINE, ALCOHOL, AND OTHER STUFF

Good, bad, or ugly, anything that affects your brain affects your sleep. What's the latest you should drink caffeine? Does alcohol help or just make insomnia worse? What about other drugs like marijuana? Your habits can lead to blissful nights and vibrant days...or not.

HAPPINESS

Some of the most stubborn insomnia problems are happiness problems. Whether it is work, finances, health, family, or relationships, dissatisfaction has a funny way of disrupting sleep. Guided Sleep Discovery uses sophisticated tools for understanding your degree of life satisfaction, its potential effect on your sleep, and its role as a support or obstacle in your personal sleep transformation.

LIFESTYLE

Great sleep is essential for living your best life, but how does your life impact your sleep? For better or worse, the things we do while awake influence the level of bliss and restoration we experience during sleep. Do you act like a good sleeper? Guided Sleep Discovery will let you know.

SLEEP MEDICATION

Sleeping pills can be a blessing and a curse. They can be a lifesaver in the short term but over time they may be a barrier to deep sleep. Nobody wants to be dependent on a pill, especially when it’s not working. Are you addicted? Can you get free of them? Is that even a good idea? Guided Sleep Discovery will help you find the answers.

MOVEMENTS AND SLEEP

Do your legs keep you awake? What are they doing while you're sleeping? Do you really want to know? Sleep discovery reveals key signs of Restless Legs Syndrome and "wiggles" that may keep you from ever feeling rested.
**Nightmares, Sleepwalking, and Unusual Stuff**

Some things that happen during sleep can be dangerous, mysterious and frightening. When you know how sleep works they usually make sense. Guided Sleep Discovery uncovers why they're happening and how to get rid of them.

**The Sleep Discovery Interview**

Your first meeting at The Insomnia Clinic will last 20 to 90 minutes and involves a lot of questions and quite a bit of paperwork. Together with your insomnia specialist you will begin to look closely at the 12 Sources of Insomnia in search of anything and everything that may be negatively affecting your sleep. You will then perform a careful analysis of all factors you have identified and work to come up with a prioritized “map” of...

1. Specific factors causing your insomnia
2. The contribution of each factor to the problem
3. Exactly how to address each factor through a targeted program of further evaluation and Radical Sleep Transformation

**What to Expect From Your Insomnia Specialist**

If you were able to overcome your insomnia on your own, you would not be looking to The Insomnia Clinic as a resource. However, you are an expert on your own body. You are also an expert on your history and experience of insomnia. This is a central understanding from which we operate at The Insomnia Clinic. We've learned that your personal expertise, combined with our knowledge and experience, make a powerful formula for success. This means that the relationship you have with your insomnia specialist is one of collaboration. From this foundation of collaboration, your insomnia specialist will support and build you up in several ways to help you overcome any challenges or obstacles standing in the way of your radical sleep transformation.

**Expert Training**

You will receive a mix of the most proven and the most cutting edge methods for sleep transformation, some of which were created by and available only through The Insomnia Clinic.

**Hope**

We know there’s a solution to every sleep problem. Beginning with your discovery session, you’ll receive a concrete plan for achieving your best sleep and your best life through sleep transformation.

**Clarity**

You've probably noticed that everyone seems to have advice. “Try this, it worked for me.” “Try that, my mother-in-law loves it.” We’ll show you clear and workable strategies for taking control of insomnia.

**Unique Path**

You’re not like everyone else. The “cookie cutter” plan doesn't work for you. You’ll receive a plan and strategies that make up a tailored sleep solution unique to your specific puzzle of poor sleep.
ACCOUNTABILITY AND CONFIDENCE

Even when you know what you need to do, making sleep health changes on your own can be daunting. We’ll be right beside you along the way, so you can make each step of sleep transformation with confidence. We’ll hold you accountable, so you can follow through when it’s tough.

SUPPORT

We’ll be your cheerleader and advisor. When you have questions, we’ll have answers.

ADVANCED SLEEP DISCOVERY TECHNOLOGY

Your sleep transformation plan may include using professional hi-tech assessment tools to help us uncover the mystery of your insomnia. Technologies frequently used at The Insomnia Clinic include extended sleep tracking, overnight sleep studies, and psychological testing.

OVERNIGHT SLEEP STUDIES

Just because you have a sleep problem does not mean you need a sleep study. However, a sleep study (which can now be done at home or in a sleep laboratory) can tell us exactly what your brain and body are doing during the night and remains the only way to accurately learn if breathing or movement problems during the night are a major cause of your sleep problem. Do you think you don’t have a breathing problem? Think again.

Many healthcare providers recommend sleep studies simply because they don’t understand the sleep problem well enough and think it’s “just the next thing to do.” In The Insomnia Clinic, during your sleep discovery interview we help you make the decision about whether or not the stress and cost of a sleep study is necessary, based on the fullest understanding of your insomnia puzzle. If you’ve already had a sleep study, we will help you understand what it says, what it means, and what you should do about it.

PSYCHOLOGICAL TESTING

When a sleep problem becomes stubborn or complicated, advanced information that provides sophisticated understanding of thinking, feeling, and problem solving patterns helps us to come to a deep understanding of the sleep problem itself. This information also guides us to the strategies for fixing your sleep problem that are likely to
be most successful for you. At The Insomnia Clinic we use some of the most advanced and well researched testing available to help us identify:

- Personality patterns that help (or hinder) the process of improving sleep
- Thinking patterns that fuel the fires of stress and sleeplessness
- Emotional patterns that cause fatigue and promote illness
- Behavior patterns that drain sleep power

EXTENDED SLEEP TRACKING (WRIST ACTIGRAPHY ASSESSMENT)

Are you getting more sleep than you realize? Dozing off in the evenings without even knowing it? Do you think your sleep schedule is turned upside down? Sleepy all the time? Tried “everything” to fix your sleep problem but nothing seems to work? It may be time to take a closer look at your sleep patterns and find out what’s really happening at night.

An actigraph is one of the most powerful and advanced ways to measure your sleep and wake patterns in a way no other technology can. It’s more powerful than the sleep watch you got off the internet and way more advanced than the free app you downloaded onto your smartphone. By measuring light and movement every minute of every hour of every day for up to 15 days, this tiny piece of big technology provides a close-up view of your sleep pattern. In fact, it can measure sleep with up to 90% accuracy.

HOw CAN IT HELP ME?

Actigraphy assessment is often a critical part of the diagnosis and treatment of insomnia, circadian rhythm (body clock) problems, excessive sleepiness, and other sleep disorders. In collaboration with your insomnia specialist, information from this technology may be the key to helping you and your provider:

- Understand exactly what type of insomnia you have
- Choose the correct treatment for your insomnia
- Identify and understand factors causing your insomnia or keeping you from getting better

HOW IS ACTIGRAPHY DIFFERENT THAN A SLEEP STUDY?

Where an overnight sleep study evaluates sleep breathing and movement problems during a single night, an actigraph records your 24-hour sleep-wake patterns for up to 15 days while you go about your normal day-to-day routines.

WE’VE MADE THE DISCOVERY. NOW WHAT?

This sleep discovery process is powerful. In fact, many of the folks who come to The Insomnia Clinic are pleasantly surprised at how quickly we can develop a deep and clear understanding about an insomnia problem that has
seemed to remain a stubborn mystery, despite many previous efforts. With a clear understanding and a plan, it’s time to get to work on Radical Sleep Transformation.
CHAPTER 16

THE INSOMNIA CLINIC PART II: GETTING TO WORK ON RADICAL SLEEP TRANSFORMATION™

Once you’ve completed the sleep discovery process and crafted your personalized sleep transformation plan, it’s time to get to work on Radical Sleep Transformation.

RADICAL SLEEP TRANSFORMATION

During your sleep transformation program, you will meet regularly with an insomnia specialist who personally guides you through the scientifically proven process of reversing brain changes caused by insomnia, strengthening your natural sleep system, and removing obstacles to great sleep. Your insomnia specialist will provide clear instruction on how to start each aspect of your plan. You will then follow-up with your insomnia specialist on a regular basis to monitor successes, identify obstacles, and continuously modify and adjust your plan until you’re sleeping better.

The Radical Sleep Transformation program is designed to teach you the information and strategies you need to create restful satisfying sleep that energizes you for your best life. While in the sleep transformation program, you will work with an insomnia specialist to leverage the 10 Sources of Sleep Transformation.

10 SOURCES OF SLEEP TRANSFORMATION

RAPID INSOMNIA RELIEF STRATEGIES

We want you sleeping better fast. You will immediately learn the simple and powerful changes in sleep behavior that are proven to quickly break down insomnia and boost the power of your natural sleep systems. These strategies are designed and proven to change the way your brain structures sleep, so you can start falling asleep faster, wake up less, experience better quality sleep, and simply get more sleep in as little as 14 days.

BREAKING DOWN BARRIERS

What’s standing between you and a refreshing night of sleep? We’ll help you take effective action to eliminate any barriers to sleep that are identified during your sleep discovery process. Whether it’s chronic pain, depression, sleep apnea, or another illness or a sleep disorder, we’ll provide recommendations and connections for breaking down these barriers.

UNDERSTANDING SLEEP AND INSOMNIA

Learn the secrets of sleep and the brain that give you the power to control insomnia. When you know how sleep and insomnia systems work, you can create the highly satisfying sleep pattern you need and desire.

THE RIDICULOUS ART OF DOING NOTHING

Sleep is tricky. The harder you try, the harder it is. Learn advanced methods for bringing stillness to the mind and body so your natural sleep systems can effortlessly take over. You will use these methods to master stress, making your natural sleep more resilient and impervious to stress.

ENHANCED RECOVERY DEMAND

Although scientists have yet to fully understand the exact purpose of sleep, we do know it is essential for recovery and restoration of the body and brain. We’ll focus on teaching you to use your mind and body throughout the day in a way that generates maximum need for peaceful restorative sleep.
THE TFEFLON MIND OF THE GREAT SLEEPER
A restless mind is the enemy of peaceful nights. Learn powerful strategies for controlling a stubborn mind. Uncover the thoughts and beliefs about sleep that fuel insomnia and replace them with those of a great sleeper.

HEALTHY SLEEP HABITS
These are the everyday things that give you the best chance for a good night’s sleep. When should you exercise? What’s the latest you should drink caffeine? What about dinner? Do you have to eliminate every ray of light from your bedroom? What about smartphones and tablets, will the light from the screens keep you awake? Although keeping healthy habits won’t fix insomnia, it will support your sleep transformation efforts.

DROPS OF JOY: GROWING HAPPINESS
Small changes, done every day, make for big growth toward maximum happiness. We’ll teach you a set of techniques for building joy and satisfaction in relationships, at work, in your mind, and in your body. We believe that increased life satisfaction equals increased sleep satisfaction and our goal is to help you boost them both.

SLEEPING PILL ESCAPE PLAN
In collaboration with your prescriber, we’ll help you come up with a plan for stopping sleep medication safely, while maintaining a healthy satisfying sleep pattern. You may not want or need to stop taking sleep medication, but you probably can if you choose to. The reality is that you may actually sleep better once you stop them. There is nothing like natural sleep.

INSOMNIA PREVENTION TRAINING
Once you’ve created a highly satisfying sleep pattern, the program will turn toward ensuring you know the causes of your insomnia and, more importantly, exactly what you did to fix it. With this knowledge you will create a plan for how to maintain optimal sleep long-term in the face of future challenges life will inevitably present.

COMMITMENT TO SLEEP TRANSFORMATION
On average, the process of sleep transformation involves 6-8 visits with an insomnia specialist over a period of 6-12 weeks. Although basic insomnia relief usually takes only 2-6 weeks, full recovery from insomnia and installing of the empowering factors that truly maximize sleep satisfaction and minimize risk for future insomnia take a bit longer. A typical appointment is between 20 and 40 minutes long. Your individual sleep transformation could be shorter or longer, depending of the nature of your sleep puzzle. For example, insomnia combined with anxiety or depression usually takes somewhat longer to transform. Also, if you’ve been taking sleeping pills for more than a couple of months, it may take us a few extra visits to help you achieve a high degree of sleep satisfaction free from pills. On the other hand, if you’re generally healthy and highly motivated to take effective action, we may be able to transform your insomnia in just a few weeks.

TIME TO GET TO WORK
Regardless of your situation, it’s important to remember there is a solution to every sleep problem, and the sleep transformation program provides a clear path to your best sleep and your best life. If our systematic approach to insomnia makes sense to you then don’t wait any longer. Contact The Insomnia Clinic to schedule your Guided Sleep Discovery session and start down the path toward your personal sleep transformation.
PART 5

BEYOND THE LAWS OF INSOMNIA

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CHAPTER 17

THE TRUTH ABOUT SLEEP MEDICATION

CHAPTER 18

HEALTHY SLEEP HABITS (SLEEP HYGIENE)
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CHAPTER 2 - MY STORY PART I: INSOMNIAC TO INSOMNIA EXPERT

CHAPTER 3 – MY STORY PART II: BIRTH OF THE SLEEP HEALTH REVOLUTION
**CHAPTER 4 - LAW #1: SLEEP IS CRITICALLY ESSENTIAL**


**CHAPTER 5 - LAW #2: INSOMNIA HAS MANY CAUSES**


**CHAPTER 6 – LAW #3: INSOMNIA HAS A LIFE OF ITS OWN**

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**CHAPTER 9 - LAW #6: INSOMNIA IS A PROGRAMMING PROBLEM**


**CHAPTER 10 - LAW #7: INSOMNIA IS A MIND PROBLEM**


**CHAPTER 13 - LAW #10: INSOMNIA IS A STRESS PROBLEM**


**CHAPTER 17 – THE TRUTH ABOUT SLEEP MEDICATION**


CHAPTER 18 - HEALTHY SLEEP HABITS (SLEEP HYGIENE)

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Dr. Glidewell is founder of The Insomnia Clinic and a member of the Sleep Health Revolution. He is one of fewer than 200 psychologists worldwide to be awarded certification in Behavioral Sleep Medicine by the American Board of Sleep Medicine. He has extensive advanced training in the diagnosis and treatment of sleep disorders to include training at the Duke University Insomnia and Sleep Research Program. He has evaluated and treated hundreds of individuals with chronic and complex insomnia, dependence on sleeping pills, fatigue, excessive daytime sleepiness, and a range of other sleep and associated problems. He has published original research, case studies, and reviews in the Journal of Clinical Sleep Medicine, the Journal of the American Board of Family Medicine, Sleep Medicine Clinics, Current Treatment Options in Neurology, and the journal Sleep Medicine. He is also the author of numerous scientific abstracts related to his original research on topics including the assessment of sleep disorders and the interactions between sleep apnea, insomnia, and use of CPAP therapies. He moved to Colorado Springs, Colorado in 1995 during his service in the United States Air Force. He continues to live in Colorado Springs with his wife and two children. Learn more about Dr. Glidewell, The Insomnia Clinic, and the Sleep Health Revolution at www.coloradoinsomniaclinic.com.

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