



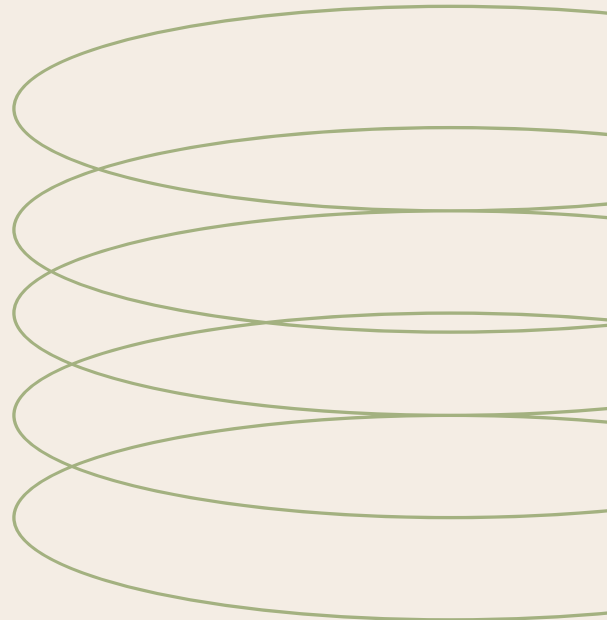
Breathe Right, Feel Better

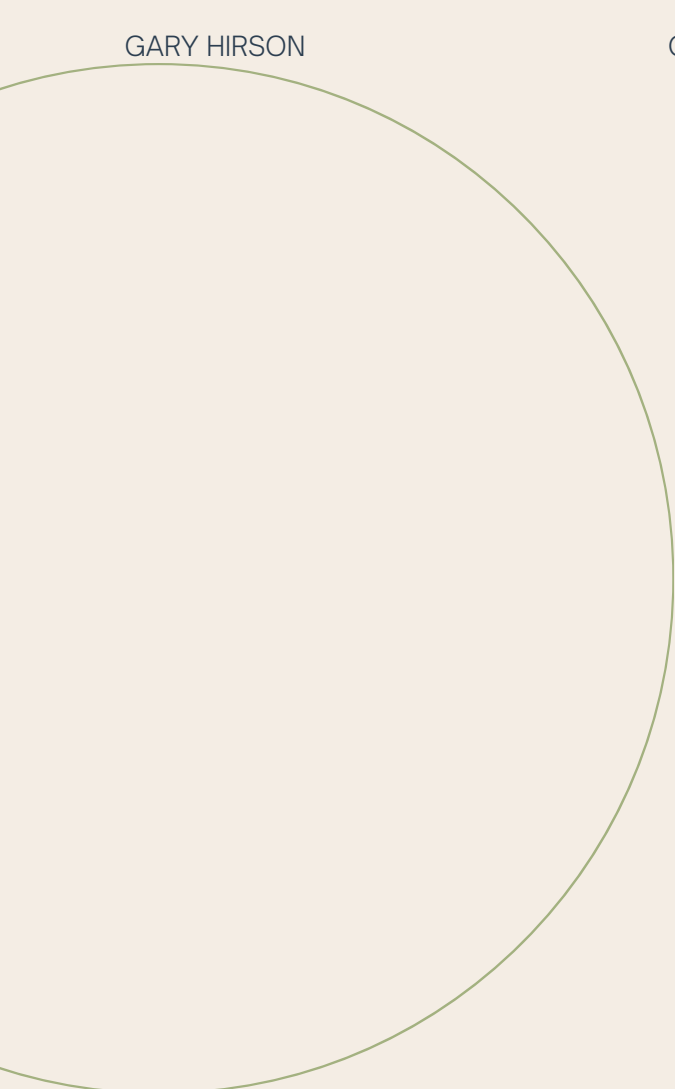
Unlock, Calm, Clarity, and Performance



A STEP-BY-STEP GUIDE

Interested in understanding more about the
benefits of breathwork? Have a read





Welcome & Intent

HELLO AND WELCOME

Welcome. Whether you're here out of curiosity, stress, fatigue, or a desire to support your own or your team's wellbeing—this Breathwork EBook is for you.

My name is Gary, and I've spent the past two decades helping individuals and organisations reconnect with their personal leadership and creativity through coaching, training, and breathwork. As an active meditator for over 30 years I've come to realise the importance of breathwork, both for our wellbeing, but also our focus, performance, creativity, and sleep patterns. In that time, I've seen one truth emerge again and again: when we learn to breathe well, we begin to live well. And the beauty of effective breathwork is that it costs nothing to do, we're already experts at it – as we breathe over 20 000 times per day.

With just a few tweaks we can experience the full benefits of what it brings.

Why Does It Matter?

Because your breath is the only part of the autonomic nervous system you can consciously control. And when you do, you gain access to both branches:

- **The parasympathetic state**, which supports rest, digestion, sleep, and recovery.
- **The sympathetic state**, which fuels focus, energy, and action.

Most people live in a reactive loop—pulled between stress and exhaustion. Breathwork offers a way out. It's not just about relaxation; it's about regulation. It's about learning to shift gears intentionally, so you can meet life with clarity, vitality, and presence.

Whether you're a team leader, a therapist, a parent, or someone simply trying to sleep better at night, breathwork offers something vital: agency. In a world where so much feels out of our control, the breath is always within reach.

- **For individuals**, it's a tool for emotional regulation, focus, and sleep.
- **For organisations**, it's a scalable wellbeing practice that supports staff performance, recovery, and cohesion.
- **For everyone**, it's a return to something deeply human—our rhythm, our presence, our vitality.

Why Breathwork Now?

We are living in a time of accelerated change—technological, emotional, environmental. The pace of modern life demands more from our minds and bodies than ever before. Stress, fatigue, and disconnection have become normalised, especially in workplaces where performance often overshadows wellbeing.

Yet amidst this complexity, one tool remains universally accessible, profoundly effective, and often overlooked: the breath.

Breath is the only system in the body that is both automatic and voluntary. It's the bridge between the conscious and unconscious, the physical and emotional, the reactive and the intentional. And when we learn to work with it—not just let it happen—we unlock a powerful pathway to deeper sleep, sharper focus, and sustainable wellbeing. Breath becomes a tool not only for resilience and restoration, but for showing up fully—calm, clear, and connected—in every part of life.

What This eBook Offers

This guide introduces two foundational principles of breathwork:

- **Why breathing through the nose matters**
- **Why using the diaphragm transforms how we feel and function.**

These aren't just techniques—they're gateways to nervous system regulation, emotional resilience, and deeper rest. They're also the foundation of my [7-day online course](#), where you'll be introduced to 14 breathwork techniques designed to stimulate either the parasympathetic or sympathetic nervous system.

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To understand their impact, first we need to look at the autonomic nervous system **(ANS)**

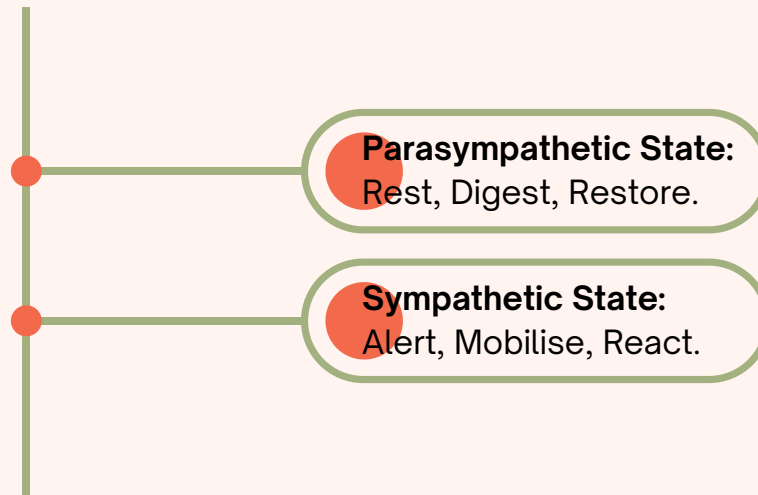
The Nervous System In Brief

Our nervous system is the body's communication highway—an intricate network that governs everything from movement and digestion to mood and memory. At the heart of this system lies a quiet powerhouse: the autonomic nervous system (ANS). It operates beneath our awareness, regulating vital functions like heart rate, breathing, and blood pressure.



Two Branches, One Balance

The ANS has two main branches, each with a distinct role:



Parasympathetic State

Rest, Digest, Restore.

This is your body's recovery mode. When activated, it slows the heart rate, deepens the breath, and promotes sleep, digestion, and emotional regulation. It's the state we enter when we feel safe, calm, and connected. Think of a time sitting on the couch, or in the gentle afternoon sunshine on a lazy Sunday afternoon – even after a good meal. This feeling of contentment, and relaxation is the parasympathetic state at work.

Breathwork that emphasises slow, nasal, diaphragmatic breathing helps activate this state—supporting resilience, clarity, and rest. The mantra, “When in doubt, breath out!” reminds us that long exhalations sends internal messages that all is ok with the world and we can relax.

By learning to breathe consciously—through the nose and with the diaphragm—you gain access to both states. You can shift gears intentionally, rather than being pulled by stress or fatigue. This eBook will show you how.

It's also a preview of the full [7-day online course](#), where you'll be guided through 14 techniques that stimulate either the parasympathetic or sympathetic nervous system.

Sympathetic State

Alert, Mobilise, React.

This is your body's action mode. Thing “fight or flight.” It prepares you to respond to challenges by increasing heart rate, sharpening focus, and releasing energy. It's essential for performance—but when overactivated, it can lead to chronic stress, anxiety, and burnout. You're about to cross the road but you're a bit distracted. As you step into the street a car loudly hoots to warn you of the possible danger. Your heart skips a beat, you jump back onto the pavement, and you're breathing in short shallow gasps. This is the sympathetic state warning you, that you needed to take action. Breathwork that uses intentional breath holds or energising rhythms can stimulate this state—boosting alertness, motivation, and readiness.

Breath: Your Built-In Regulator

Here's the magic: **your breath is the only part of the autonomic system you can consciously control.** And when you do, you gain access to both branches—like switching gears in a finely tuned vehicle.

- Slow, nasal, diaphragmatic breathing activates the parasympathetic system, helping you unwind and recover.
- Faster, intentional breathing patterns can stimulate the sympathetic system, boosting alertness and readiness.

Breathwork isn't just relaxation—it's regulation. It gives you agency over your internal state, whether you need to calm down, wake up, or reset.



THE POWER OF NASAL BREATHING



Breathing through the nose isn't just a preference—it's a biological design. The nose is a sophisticated filter, humidifier, and chemical factory that prepares air for optimal absorption and supports the body's natural rhythms. Yet many people unconsciously default to mouth breathing, especially under stress, during sleep, or while exercising.

The Science Behind The Nose

When you breathe through your nose, several beneficial processes occur:

- **Filtration:** Tiny hairs and mucus trap dust, allergens, and pathogens before they reach your lungs.
- **Humidification:** Air is moistened and warmed, reducing irritation and improving gas exchange.
- **Nitric Oxide Production:** The nasal cavity produces nitric oxide—a molecule that dilates blood vessels, improves oxygen delivery, and has antimicrobial properties.

Nasal breathing isn't just cleaner—it's smarter.

Oxygen Efficiency and Nervous System Regulation

Nasal breathing slows the breath and encourages diaphragmatic activation. This leads to:

- **Improved oxygen uptake:** Slower breathing allows more time for gas exchange in the lungs.
- **Balanced CO₂ levels:** Essential for releasing oxygen from haemoglobin into tissues.
- **Parasympathetic activation:** The slower rhythm and deeper breath stimulate the vagus nerve, promoting calm and recovery.

In contrast, mouth breathing tends to be shallow and rapid, often triggering the sympathetic nervous system, reinforcing stress patterns, and it dehydrates us.

Sleep, Focus, and Emotional Stability

Chronic mouth breathing is linked to:

- **Poor sleep quality and snoring**
- **Increased anxiety and irritability**
- **Reduced concentration and energy**

Training yourself to breathe through your nose—especially during rest and sleep—can dramatically improve your physical and mental resilience.

How To Reclaim Nasal Breathing

Here are a few simple strategies:

- **Awareness:** Notice your default breathing pattern during different activities.
- **Mouth tape at night** (optional and with guidance): A gentle way to retrain sleep breathing.
- **Breath retraining exercises:** Slow nasal inhales, extended exhales, and breath holds to build tolerance and control.

A Short Video – Nasal Breathing – Why?

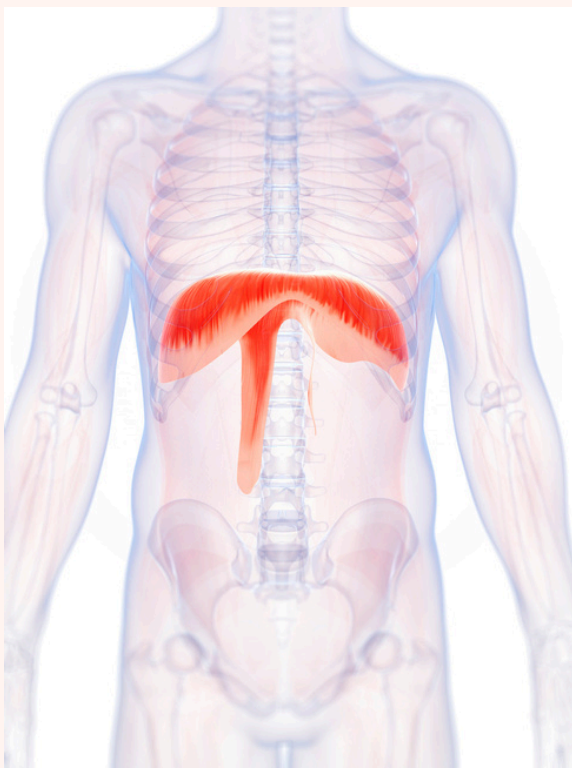


<https://youtube.com/shorts/AyMzAfpDvL0>



Diaphragmatic Breathing: Your Inner Anchor

If nasal breathing is the gateway to calm, **diaphragmatic breathing** is the foundation that holds it steady. The diaphragm is a dome-shaped muscle located just below the lungs. It's designed to do the heavy lifting of respiration—but in modern life, many people rely on shallow chest breathing, bypassing this powerful tool altogether. Let's reconnect with the breath's natural rhythm and depth.



Anatomy Meets Awareness

When you breathe with your diaphragm:

- **The belly gently expands on the inhale.**
- **The ribcage widens laterally.**
- **The lower lungs fill with air, maximizing oxygen exchange.**

This movement massages internal organs, stimulates the vagus nerve, and signals safety to the brain. It's a full-body breath—anchored, spacious, and restorative.

Chest Breathing: A Stress Default

Chest breathing is often a learned response to stress, poor posture, or emotional tension. It's fast, shallow, and inefficient. Over time, it can:

- **Reduce oxygen uptake.**
- **Increase anxiety and fatigue.**
- **Disrupt sleep and digestion.**

Diaphragmatic breathing reverses these effects by restoring the body's natural rhythm and activating the parasympathetic nervous system.

Benefits of Diaphragmatic Breathing

- **Improved oxygen delivery** to muscles and brain
- **Lower heart rate and blood pressure**
- **Enhanced vagal tone**, supporting emotional regulation.
- **Better posture and core stability**
- **Deeper sleep and reduced inflammation**

It's not just about breathing—it's about how you live in your body.

A Short Video – Our 2nd Heart–Our Diaphragm



<https://youtube.com/shorts/8zvaMWybsm8>

Mini Practice: Try This Now

Nasal + Diaphragmatic Breathing Reset

Let's pause and experience the power of intentional breath. We're hoping to play with both diaphragmatic breathing and nasal breathing.

First up will be a short video showcasing how to breathe using our diaphragms. Followed on with a nasal breathing exercise combined with your understanding of how diaphragmatic breathing works. This simple practice combines nasal breathing with diaphragmatic movement to activate the parasympathetic nervous system—your body's rest-and-restore mode.

Setup

- Find a quiet space where you can sit or lie down comfortably.

Practice 1: Belly Breathing Reset



- To try this simple exercise, click on this link for a video explanation:
<https://www.youtube.com/watch?v=d6zcsBdl7Nw>

Practice 2: Nasal Breathing

1. **Inhale slowly through your nose** for a count of 4.
2. → Feel the belly rise gently under your hand.
3. **Exhale softly through your nose** for a count of 6.
4. → Let the belly fall and shoulders relax.
5. **Repeat for 2–3 minutes**, keeping the breath smooth and quiet.
6. **Optional:** Add a gentle pause after each exhale for 2 counts.

Reflection Prompts

After the practice, take a moment to notice:

- **What shifted in your body or mind?**
- **Did your thoughts slow down or become clearer?**
- **How would this feel before a meeting, after a long day, or before sleep?**

This is just one of many ways breath can support your nervous system. Imagine what's possible with a full toolkit.



From Awareness to Mastery:

Your Next Step

Introducing the 7-Day Breathwork Course

Now that you've experienced the power of nasal and diaphragmatic breathing, you're ready to go deeper. The **7-Day Breathwork Course** is designed to help individuals and teams build a practical, science-informed breathwork practice that supports wellbeing, focus, and emotional regulation.

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Who It's For

- **Individuals** seeking better sleep, energy, and emotional balance.
- **Leaders and HR teams** looking to support staff wellbeing.
- **Therapists, coaches, and wellness professionals** expanding their toolkit.

What's Inside

- Over 7 days, you'll be guided through **14 breathwork techniques** that stimulate either the parasympathetic or sympathetic nervous system. Each day includes:
 - **A short video introducing two breathwork techniques. 5-10 minutes**
 - **Clear instructions and timing cues**
 - **A full guided session video combining the two techniques for the most benefit - 15 minutes**



What You'll Learn

- How to shift from stress to calm in minutes
- How to energise without caffeine or overstimulation
- How to use breath to improve sleep, focus, and emotional resilience
- How to choose the right technique for your moment or mood

Ready To Begin?

Join the course today and start building your breathwork toolkit.



→ [Calm In Storm – 7 Day Breath Reset | Gary Hirson](#)

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You can also share this eBook with a colleague, team leader, or friend who might benefit. Breathwork is more than a personal practice—it's calm in the storm. Your breath is always with you. Now you know how to use it.

Gary Hirson's Contact Details

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Thank You and Happy Breathing!

