

NEWS RELEASE

Third Edition Of Book Dealing With New Insomnia Treatment Released

Blenheim, New Zealand—January 26th, 2026

For Immediate Release

Aviation psychologist Allan Baker has released the Third Edition of his book, "BLIS™ For Insomniacs", which provides more details about the scientific background to, and development of, his ground-breaking new treatments for insomnia. Additionally, the new edition takes a more direct aim at the commercial sleep industry, and provides sound arguments as to why existing treatments and sleep aids, simply don't, and can't work in isolation.

Allan believes he has made a significant discovery in the field of sleep therapy which should revolutionise the treatment of sleep problems, which in turn will dramatically improve the lives of many who suffer from a lack of quality sleep.

Working with long haul airline pilots over the past 20 years, Allan has often had to help them cope with the effects of too little sleep due to the nature of their work—changing time zones, flying at night, frequent layovers in new cities and hotels, and interrupted sleep patterns. Finding that existing insomnia treatments often don't provide adequate results, and knowing that pilots can't resort to using sleeping pills or other medications which may impair their performance, he set about trying to find a better solution.

"The problem is," he says, "most sleep therapies are simply rehashes of things that sleep professionals have been expounding for years, with limited success—until now there's been no significant new technique that addresses all the body's needs for sleep to occur, as a whole."

Research through relevant scientific literature, particularly that around the treatment of PTSD, and a willingness to look for new solutions based on a knowledge of other areas of therapy, led Allan to join-the-dots and make a discovery that appears to have eluded other sleep researchers.

"I've developed a technique that enables you to train your brain to more readily shift into a state that brings on sleep. It's about actively bringing on sleep, rather than lying in bed passively, waiting for it to happen to you."

Allan believes that the two main existing treatment paradigms, 'sleep hygiene' and cognitive behavioural therapy, are just two legs of a metaphorical Sleep Stool that only deal with a subset of the conditions that must be met for sleep to occur. His new technique, coined BLIS—for bilateral induced sleep—completes what he refers to as the third leg of the stool, providing an easy to learn method which helps the brain make the shift from emitting the high frequency Alpha waves of wakefulness, to the lower frequency Delta waves seen when we sleep.

"When all three legs of the stool are in balance sleep is attained much more easily", he says.

"I've been using this technique with many of my pilot and flight crew clients for several years now, and in many cases these folks are reporting that they're getting more quality sleep, when they need it. I even have former clients who've now retired, who continue to use and reap the benefits of the technique, so it definitely has a place in the sleep toolbox."

Worldwide the sleep industry is worth tens of billions of dollars annually, and Allan points out that this is simply because so many people struggle to get the sleep they desperately need, and that the downstream effects of disturbed sleep are huge.

"If you're getting a couple of hours less sleep a night than you should, on average you're shortening your life by seven and a half years. Sleep is very important in keeping your immune system working well, and because my new technique doesn't rely on the use of any aids or apps it's much easier to practice and use in almost any setting."

BLIS™ For Insomniacs (ISBN: 978-0-473-77013-6) is available as a downloadable PDF eBook for US\$19.99 from the mySleepSwitch website at: www.mysleepswitch.com.

A sample chapter of the book is available for free download.

About Allan Baker

Allan trained as a military pilot in the Royal New Zealand Air Force, and is a registered psychologist. He has had a psychology career spanning over 50 years, and for the past twenty years has worked exclusively in the field of Aviation Psychology. This has led to his deep understanding and interest in the area of sleep, which is so critical for commercial pilots and air crew.

He is a past holder of the [Jim Collins Memorial Award for Outstanding Contributions to Aviation Safety](#). Allan was presented with this award in 2017 for his significant contribution to the development of the New Zealand Air Line Pilots Association (NZALPA) Peer Assistance Program, and in particular his furthering of a better industry understanding in the specialist area of pilots' mental health.

Media Resources

Cover Image: http://www.mysleepswitch.com/images/blis_for_insomniacs_cover.png

Author Image: http://www.mysleepswitch.com/images/allan_baker_portrait.jpg

Intro Video: <https://youtu.be/5-xfcvo8nAg>

Detailed Video: <https://youtu.be/u4wvMKCb824>

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