



# KILLER INFLUENCE

**SECRETS OF COVERT HYPNOSIS**



**NLPPOWER**

# Introduction to Covert Hypnosis

1. **Covert Hypnosis is not just about how to induce trance, covert hypnosis is the art and science of managing trance states through the use of hypnotic operators**
  - a. Covert Hypnosis is a Form of Influence
  - b. All forms of influence regardless of their origin make use of a set (or sets) of phenomenon known as “hypnotic operators”
    - i. Because of this fact the student of covert hypnosis quickly realizes that the study of this art covers not just one discipline... but many
  - c. **Covert Hypnosis Defined – the art of bypassing the critical factor of the conscious mind and the establishment of acceptable selective thinking in the mind of the subject via the use of covert or hidden methods.**
    - i. As mentioned earlier covert hypnosis comes in many forms. For the purposes of this training we have categorized the most important and powerful forms of covert hypnosis based on the primary types of “hypnotic operators” they rely on.
      1. Keep in mind that although we have categorized these by the primary operators, no form of covert influence is an island the best and most powerful use of this art is in combination with other covert hypnotic approaches.
    - ii. Categories of covert hypnosis include but are not limited to:
      1. Linguistic Hypnosis
      2. Peripheral Hypnosis
      3. Kinesic Hypnosis
      4. Proxemic Hypnosis
      5. Social Hypnosis/Adv. Social Dynamics
      6. Empathic Influence
      7. Bio-genetic Hypnosis
2. **Mastering The Art of Influence:**
  - a. The two sides of Influence
  - b. **Influencing** = The art and science of exerting influence
  - c. **Profiling** = The art and science of gathering intelligence or information about your subject/target
  - d. **One without the other is impotent**
  - e. Without enough intelligence about your target you have very little chance of know exactly which tools, tactics and strategies to employ and very little way of knowing or gauging the effectiveness of your approach. (Your ability to exert influence will be a random “shot gun effect at best, which is equivalent to throwing mud against a wall and hoping some of it sticks)

- f. Without influence skills you have absolutely no way to utilize the information you have about your target in order to achieve your objective/outcome.

## Laying the Foundation

### 3. 3 Cardinal Rules of Power

- i. **Knowing these rules can supercharge your ability to exert influence wherever you go.**
- ii. Not knowing or failing to apply them can add years to the time it takes to quickly and effectively use these skills and literally cause the opposite effects you seek to create in your life
- a. **To Know!** – To have the knowledge, skill, wisdom and technical expertise to use your powers when ever you choose, to understand when, where and what skills need to be applied as well as when “not” to use your skills.
  - i. **“To Know” also means you have not only mastered the skill sets of influence but that you have also mastered yourself – the entrance way to the ancient mystery schools all had the same phrase above the entrance – “KNOW THYSELF!”**
- b. **To Dare!** – Means that above all you must have the courage and willingness to do whatever it takes to hone your skills and use them every chance you can.
  - i. **“To Dare”** implies having the courage, drive and commitment to developing your TRUE WILL each and every day in every conceivable way.
  - ii. It is the willingness to continually train and build your personal power (the ability to exert influence and achieve your objectives)
  - iii. Then exert your influence as an act of will in the real world each and every day.
- c. **To Keep Silent!**
  - i. **Never** give in to the deadly desire to **brag** about what you know to people who you may potentially wish to influence...ever!
  - ii. **Never** tell people what you are doing, or have been doing and especially not “**how**” you do it.
    - 1. ***Ignorance of the importance of this rule kept me stuck for nearly ten years. Ignore this rule at your own peril because if you ignore this rule---***
      - a. People will challenge you
      - b. People will not trust you
      - c. People will be suspicious of you
      - d. People will be on their guard against you
      - e. People will fear you
      - f. People will resist you in spite of your intentions

### iii. **The Open Door Model of the Mind**

1. People's minds are like doorways to where they live
  - a. If a door is *open* we can simply walk in
  - b. If a door is *ajar* we can give it a little push and then walk in
  - c. If the door is *closed* we can enter with a little more effort simply by turning the knob
  - d. If the door is *locked* we can not enter the mind through that door way
  - e. Ignoring this rule will cause doors to swing shut and become locked forcing you to find another means of entrance, this only makes your task more difficult.

### 4. **4 Reasons Why People Fail With This Material**

- a. Fear that it won't work
- b. Fear of getting caught
- c. Fear of doing something unethical or dishonest
- d. Laziness/complacency

### 5. **FEAR IT WON'T WORK!**

- a. This material is proven thousands of times over in tens of thousands of different scenarios in the real world. The techniques will work for you if you actually use them.
- b. Action Destroys Fear
- c. Action Creates Confidence
- d. Learn the material one piece at a time. Use it. Prove it to yourself. Integrate it with what you already know and move on to the next piece.

### 6. **FEAR OF GETTING CAUGHT!**

- a. It is virtually impossible for you to get caught using this material because -
  - i. 99.9% of what your doing is completely outside of conscious awareness and therefore the vast majority of people simply do not have the awareness, training or skill level necessary to detect what your doing.
  - ii. The many of the techniques will work even if the person "knows" what your doing
  - iii. Even the people most likely to catch you can't detect your skill sets outside of the context in which they themselves are trained to use them. (In the end these people are just as open to your influence as those who don't know this technology... in some cases even more so.)

- iv. A certain percentage of all human beings (more than you might think) are responsive to your influence and will do what you suggest without you even having to resort to any of the techniques taught in this course. (But once you start using the techniques in this course the natural number of people within your sphere of influence increases exponentially)
  - v. **You literally have to work to get caught!**
- b. However as hard as it is to get caught you may eventually get caught the times you are most likely to be caught using this material include
- a. When and if the target has been trained by me (hehe)
  - b. You are incongruent in the use of your skills (details later)
  - c. You are afraid or timid in your use of the technology
  - d. Your skill level is abnormally bad (There are trainers out there imprinting bad technique on people... beware!)
  - e. The person your seeking to persuade is familiar with your old manner of speaking and behaving (Keep in mind that depending on the context in which you are using your new skills the person may notice the change in your communication style but still be influenced by the power of what you are doing.
    - i. Remember as long as you abide by **cardinal rule number 3** you will enjoy immense power in your personal relationships, but the price of such power is eternal vigilance and never being “average” ever again!)

## 7. DOING SOMETHING SNEAKY OR UNETHICAL (TRICKING PEOPLE)

- a. This is one of the most misunderstood aspects of what we do.
  - i. Your job is not to harm people
  - ii. Your job is to make everyone feel good
  - iii. Getting someone to do what you want is easy, any moron with a gun can do that
  - iv. Getting people to want to do what you want is where true power lies!
- b. What is the difference between influence, persuasion, and manipulation?
  - i. Semantics, while the dictionary definitions vary somewhat it's the connotations of each that we must deal with.
    - 1. Persuasion-
    - 2. Manipulation-
    - 3. Influence –
  - ii. The technologies you are learning can and will be used to influence, persuade and or manipulate others the effects of these technologies can neither be avoided nor ignored.
  - iii. The techniques and concepts you will be learning are inherently neutral anything

that is truly powerful has the capacity to be used for good or evil (both of which are highly subjective terms)

- iv. Using the technologies you are going to be learning it is possible to powerfully influence anyone to do anything you want them to do.
  - 1. While this is not a class on ethics you need to be warned that using these skills to take unfair advantage of others will create a tremendous psychological backlash that has virtually destroyed many an “ethically flexible” covert hypnotist.
- v. With that in mind you can ethically enjoy any level of power you choose simply by following a few simple but important guidelines
  - 1. You can get anything in life that you want if you just help enough other people get what they want
  - 2. Always leave your subject better off than you found them
  - 3. Make a distinction between clients and subjects
    - a. Someone who comes to you for change work must be handled with a much more stringent set of rules and ethical considerations than those who do not.
    - b. Subjects are anyone who does not fall under that category of “client”
    - c. If getting your outcome will cause deliberate harm to another human being ... find another way to get it or move on.
    - d. **Move through the world making everyone you meet feel good... do well by doing good!**
      - i. Applying this attitude this gives you immense personal power, charm and charisma
    - e. Living by this rule gives you free reign to develop and use your skills in the real world on real people free of guilt and/or the fear of getting caught!
  - f. **Be true to your own sense of personal ethics**
- c. **You can not, not persuade, manipulate or exert influence**
  - 1. It’s a paradox of life that the most powerful forces of influence are in fact the very things that make “any” form of communication possible
  - 2. All of the tools, techniques, strategies, hypnotic operators, etc. are all a natural part of every day communications between human beings,
    - a. They are in constant play within all forms of communication

- b. The difference is that for most people these forces operate without any deliberate direction hence they operate at “random and by default” for the average human being... sometimes working in our favor and sometimes against us.
- i. Our goal as masters of influence is to take as much of the randomness out of our communication as possible and to use the power we have to achieve what ever we want out of life.
- ii. The simple truth is that every man woman and child on this planet is constantly in the process of manipulating and being manipulated it’s simply the human condition.
- iii. Through the use of our skills we now get to choose whose influence we will allow to direct us, and which peoples influence to avoid, disregard or negate.
  - 1. You will no longer have the “illusion of choice” you now have a real choice.

## **8. LAZINESS AND COMPLACENCY**

- a. Learning and mastering this material does not happen over night, it takes time, energy and practice to use these tools effectively
  - i. Most people simply do not have the patience necessary to internalize this material and so they never develop any real skills, only theoretical knowledge (with little technical expertise), which they use to delude themselves and others into thinking they know how to do it.
- b. Most who acquire this material will read it once and think they know it
- c. Most who acquire this material will never practice it long enough to truly wire in into their neurology
- d. Most who acquire this information will not use it when the opportunity arises because it takes effort can feel unnatural and even a bit cumbersome compared to their natural manner of speaking.
  - i. This material will only feel unnatural until you have invested enough energy into the skill to make it a permanent part of who you are.
  - ii. Having a strong and thorough understanding of the four stages of learning will help you to move through this material and gain the mastery you are seeking, learn the best way to learn this material and your learning curve will dramatically shorten

## **9. HOW TO LEARN THIS MATERIAL**

- a. **BECOMING EFFECTIVE:**
  - i. Becoming effective with this material requires three basic components
    - 1. Education
    - 2. Application
    - 3. Integration

- ii. **Education:** Learn the Material
  - 1. Understand the Theory
  - 2. Use the skill by doing the required drills (over and over again)
  - 3. Get feedback and modify as necessary
- iii. **Application:** Practice how you will use it and what you will use it for
  - 1. After doing the basic drills, tailor the particular skill toward the specific application in which you are most likely to use it
  - 2. Use the particular skill in isolation in order to become very familiar with the dynamics of using it
  - 3. Get feedback and modify as necessary
- iv. **Integration:** Add the new skill to your previous skill set(s)
  - 1. After you have reached at least stage three in the four-stage learning process its time to add and incorporate the new skill with your previous skills that are at level 3 or higher.
  - 2. Continue to use the skills in combination, or on its own as each particular situation or practice exercise demands
  - 3. As simplistic as this may sound moving back and forth between stacking and isolating will actually help develop an intuitive sense of “what” tool, or technique to use and “when” to use it.
    - a. Using too many techniques can be just as deadly a mistake as not using enough.

## 10. The Learning Curve and the 4 Stages of Learning

- a. **4 Stages of Learning Are:**
  - 1. **Unconscious Incompetence**
  - 2. **Conscious Incompetence**
  - 3. **Conscious Competence**
  - 4. **Unconscious Competence**
- i. The four stages of learning are a guide to installing the maximum level of skill in minimum time
- ii. For each skill you are learning you will naturally move through four stages or phases, for each phase there will be a required number of repetitions necessary in order for you to move from one level in the process to the next
  - 1. That number of repetitions is entirely unique to the particular individual endeavoring to learn the skill set and is based on their natural aptitude and learning style
- iii. All students will progress through the first three stages relatively quickly
  - 1. Moving from stage three to stage four requires a significant amount of practice, and investment of time and energy



- b. **Unconscious Incompetence:**
  - i. You are unaware that you don't know how to do something
    - 1. Beware the supreme confidence of the ignorant
- c. **Conscious Incompetence:**
  - i. You are suddenly (and sometimes painfully) aware that you do not know something
    - 1. At this point humans have a choice they can
      - a. Delete the experience and go back to being ignorant (self delusion)
        - i. Happens most frequently when someone is confronted with something that is diametrically opposed or contra to something they hold as a deep truth, belief or inner conviction
        - ii. Is caused by the primacy effect (to be explained later)
      - b. Accept that they do not know something and choose to learn the new information, skill or belief this effectively moves them to stage three
- d. **Conscious Competence:**
  - i. You have chosen to learn the new information and you can perform the necessary skill sets but it is still not a natural part of who you are.
  - ii. You still have to think your way through the process.
    - 1. This is similar to someone who studies a certain body of information because he knows he will be tested on it but after the test never practices it again, thus...
      - a. The gained level of competence is quickly lost (if it is ever attained at all) simply because after the need for the information has passed the learner "stops" practicing or studying the information.
      - b. This lack of practice eventually drops him back to "stage two" in skill but many times creates the dangerous delusion that he is more competent than he actually is
        - i. This is another form of the "supreme confidence of the ignorant"
- e. **Unconscious Competence:**
  - i. Given enough time, energy and practice the new skill set now becomes hardwired into the persons mind and body
    - 1. At this point using the skill is easy and natural there is no awkwardness
    - 2. Most of the work is done at the unconscious level just like breathing or walking
    - 3. Many times the person simply automatically does the skill without

being conscious of having actually done it

- a. This is the reason why many top performers actually do not know what it is that they do that makes them ultra successful they have raised their skills to stage four
- b. In fact at this level of learning, even if the skill is unused for a very long time, the skill returns very quickly after a few repetitions at “stage three”
- c. To move from stage two to stage four requires approximately 3000 to 5000 repetitions for each skill
  - i. This is the minimum average number of repetitions required to wire in a skill at the level of a professional athlete
    1. Using certain mental technologies we can drastically shorten, but not eliminate the amount of time and repetitions to install a new skill

## **11. EVERYONE IS DIFFERENT... BUT NOT THAT MUCH!**

- a. Everyone is unique
  - i. Everyone has a different level of natural skill for certain subjects
  - ii. Everyone has a different level of aptitude for certain subjects
  - iii. Because of this fact you will progress through the stages of learning at your own pace, the pace that is natural for you
    1. You will acquire some skills faster than others
    2. Others will acquire certain skills faster than you
    3. It doesn't matter
      - a. Discover what you are strong at and develop it first
        - i. Develop it as fully as you can
        - ii. Because many times being exceptionally strong in a certain area can actually help compensate for a weakness in other areas... However
      - b. You must NEVER IGNORE your weak points
        - i. Continually work on turning your weaknesses into strengths
        - ii. You will almost always build your stronger areas faster than your weak ones
        - iii. Your weak areas can be the areas with the most potential

- but they are a long term focus
- iv. Your strengths are your short term focus

## 12. HAVE FUN

- a. **Play with these skills!**
  - i. These skills work best when they are learned and practiced with a playful, fun loving “lets see what happens” attitude.
    - 1. Getting too “attached” to your outcomes or the application of your skills can actually inhibit your progress
- b. **Learn from everything!**
  - i. There is no failure, only feedback
    - 1. Even apparent failures give you gold nuggets of information that only serve to make you better the next time you apply you skills... mistakes are the stepping-stones to wisdom!
    - 2. An ounce of action is worth a ton of theory
- c. **Do not just learn the technology... become the technology!**
  - i. The single biggest variable in any persuasion situation is YOU!
  - ii. In fact in the big picture of persuasion or MACRO PERSUASION there are only Three MAJOR ELEMENTS
    - 1. **The Environment**
    - 2. **The Subject/Target**
    - 3. **YOU**

## 13. MACRO PERSUASION – THE REALLY REALLY BIG PICTURE!

- a. Macro persuasion – the sum total of all the persuasion elements in play at any given time
  - i. The elements of macro persuasion include
    - 1. The environment
    - 2. The Subject
    - 3. YOU
  - ii. They are global elements encompassing a broad array of smaller elements and factors that can exert influence
  - iii. They will dictate which tools, tactics and strategies to apply in any persuasion interchange
  - iv. Are especially important in determining your strategies
    - i **THE ENVIRONMENT**
  - v. When we talk about the environment we are talking specifically about the persuasion environment... indoor/outdoor, alone/with group, business setting

vs. social setting, friends (peer groups) vs. strangers vs. family, Noise Levels, distractions in the environment, levels and types of activity in the area etc

a. **The Environment will**

- i. Significantly impact your ability to exert influence
  - ii. Significantly impact your targets responses to your influence
  - iii. Enhance or negate the application of each and every tool or skill set you seek to apply
  - iv. Require you to become extremely observant and behaviorally flexible<sup>1</sup>
- vi. Generally speaking the majority of these elements are not within your control and require you to have the ability to modify your approaches according to the situation not once but multiple times as the fluidity of the situation demands
- vii. **He who adapts... triumphs**

#### 14. THE SUBJECT

- a. Each target you select will have his or her own semi-unique way of responding to your influence
- b. Because of this fact you must learn to apply generic influence techniques first
- c. This allows you to begin the hypnotic persuasion process while still mining the subject/target for the information/data that will allow you to exactly pin point how your subject needs to be persuaded
- d. There are quite a few key factors that may affect your targets response to any given persuasion technique or approach that you use, these include:
  - i. Age of your subject
  - ii. Your age (will frame many of the responses you create)
  - iii. Religious socio-economic background
  - iv. Meta-programs (explained later)
  - v. Core values
  - vi. Desired outcomes
  - vii. Intelligence of the target
  - viii. Focus of attention
  - ix. Ethics and morals
  - x. Pre-conscious responses
  - xi. Frames

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<sup>1</sup> Most people who only know one form of persuasion are often at a significant disadvantage due to the fluidity and ease with which environmental factors impact a persons ability to exert influence

- e. While many of the above elements are outside of your ability to change (at least at the most basic level) understanding them can allow you to quickly modify your approach in order to best take advantage of each elements particular persuasion impact.
- f. Many of these elements will be discussed in our segment on target profiling

## 15. YOU – THE MOST IMPORTANT ELEMENT

- a. A master of covert hypnosis and influence understands that the most important element in any persuasion interaction them self
  - 1. The master of covert hypnosis and influence must learn to use every aspect of himself as a MEDIUM for exerting influence
    - a. The covert hypnotists tool kit consists of
      - i. Attributes
      - ii. Tools
      - iii. Techniques
      - iv. Tactics
      - v. Strategies
- b. **KNOW THYSELF!**
  - i. The process of becoming a master of influence begins with an honest inventory of your strength and weaknesses
    - 1. Get to know yourself by taking stock of your personal attributes first
    - 2. Assess them and assign them a point value on a 0 to 10 scale
      - a. Assess yourself honestly
      - b. Then have your group assess you and give you honest feedback
    - 3. Then work to maximize or minimize them as necessary
- c. **ATTRIBUTES**
  - i. Attributes are those aspects about ourselves that we are born with.
  - ii. They are for all intents and purposes the natural us.
  - iii. Unless you are one of the “gifted” and extremely rare few, you will have some attributes that work in your favor, and some attributes than do not work in your favor and may even work against you.
  - iv. Not understanding the impact that these passive persuasion modifiers have on our ability to exert influence can be a deadly oversight, however placing too much emphasis on any given aspect of ourselves can also dramatically hinder our progress in other words
    - 1. Don’t get “hung up” on your faults
  - v. When we begin the process of maximizing our “attributes” we create tremendous power to influence others both passively or actively.

- vi. Not only must we seek to maximize our strengths and minimize our weaknesses we must understand “why” each of these attributes must be developed
- vii. Attributes include but are not limited to
  - 1. Race/Ethnicity
  - 2. Height
  - 3. Weight
  - 4. Overall Physical Attractiveness/Appearance
  - 5. Voice Quality
  - 6. Posture/Body Language
  - 7. Eye color
  - 8. Hair Color
  - 9. Attitudes, Beliefs, Behaviors
- viii. All of the above mentioned “Attributes”, will subtly influence everyone we come in contact with, but that influence will, for the most part be outside of the subjects’ conscious awareness and therefore beyond their ability to control or defend against... people will simply respond
- ix. These attributes are “always on” and do not rely on us having to consciously “do” anything to make them operate or produce their effects, hence we call them passive influence generators but simply because they are “passive” does not mean they aren’t very powerful, they are just simply outside of most peoples focus of attention.
  - 1. **Ex. Attractive people induce trance automatically by being present**
    - a. They are considered smarter
    - b. They are considered more successful
    - c. They receive higher scores on subjective evaluations
    - d. They get promoted faster
    - e. They are seen as more trustworthy
  - 2. Ex. People who have deep resonant voices are considered very compelling, attractive and charismatic
- x. The higher you can build and improve upon your attributes, the more natural persuasion power you are going to have.
- xi. The lower your attributes the more challenges you will have to overcome in order to achieve your objective
- xii. Once refined, attributes become some of the most powerful “Tools” of hypnotic persuasion that a person can possess.

d. **TOOLS OF HYPNOTIC INFLUENCE**

- i. Hypnotic tools are your primary method of delivering your influence to others
- ii. Tools can be certain “attributes” that you have deliberately trained, honed modified or perfected to maximize their persuasion impact and add more amplitude to your other influence skills
  - 1. Refined attributes as tools of hypnotic influence should never be overlooked
  - 2. There are many tools of influence this chapter will focus on the most powerful ones

iii. **Tools of hypnotic influence include**

1. **Your Voice**

- a. Tonality
- b. Pitch
- c. Tempo
- d. Volume

2. **Your Eyes**

- a. The ability to give and hold positive eye contact
- b. Using the directive force of the eyes to channel your targets attention where you want it
- c. The magnetic compelling force which holds your subjects attention and when used properly can induce trance states
  - i. The hypnotic gaze is an aspect of this power
  - ii. How to project your emotional intent to others and install subtle suggestions within their mind causing them to feel what you want them to feel
  - iii. How to use the natural tendencies of other peoples eyes to influence them (seen mostly in the more esoteric martial arts styles)

3. **Body Language**

- a. Learning how to decode body language is a key skill to understanding what is going on in the mind of your target
- b. Understanding universal gestures and postures of dominance that signal your authority to others

- i. People are naturally conditioned to obey authority
- c. Knowing how to spot deception and signs of high arousal states allows you to tailor your approach to quickly get your outcome
- d. Allows you to zero in on the “leader” in any group
- e. To “hijack” significant gestures that your subject or target may use that exponentially magnify your level of rapport and influence with your subject
- f. How to use physiological shifting to change your own mental and emotional state and subsequently shift your targets state as well
- g. How to lie more convincingly (we never advocate lying but its nice to know how to do it when the situation calls for it)

#### 4. **State Control**

- a. State control is the ability to exit or enter any emotional state at will as an act of will.
  - i. This skill is almost never taught outside of very elite circles or acting classes
  - ii. State control is a master key all masters of influence must understand and master. Whether you are working one on one, or with a large group you must be able to manage your mental and emotional states in order to effectively hypnotize others.

#### 5. **Language**

- a. Language is the lynch pin that connects all the other aspects of your hypnotic arsenal
- b. The one who masters language is well on their way to having the ability to master and control the thoughts of others
- c. Language is the single most powerful instrument of persuasion that has ever or will ever exist
- d. Language is the mirror of the structure of each humans thoughts, hidden within language is the “secret code” that allows you to access any human beings internal processes
  - i. Understanding how various methods of phraseology affect human internal representations is pure power when applied with skill and precision
  - ii. When you can know the minds of others better than they know themselves, you gain the power to control them and bend them to your will



## 6. **Beliefs, Attitudes and Behaviors**

- a. Beliefs are decisions we make at the unconscious level about how the world is for us
- b. The ability to change what you believe is a key to maximum behavioral flexibility
- c. Your beliefs will give you greater access to certain abilities and cause you to be unable to access others that “do not fit” within your belief system
- d. Attitudes are sets of beliefs that color how you view the world and thereby respond to the events in it
  - i. They are the primary frame setters in any given interaction
  - ii. Most people's attitudes are unconscious
  - iii. But just like beliefs, attitudes are simply decisions and because they are decisions they can be changed and when they are changed your way of interacting with the world changes
- e. **Behaviors are the end product of attitudes and beliefs**
  - i. Behaviors, attitudes and beliefs have a cyclical relationship, changing one will eventually change the others regardless of which point in the cycle you begin with
  - ii. Certain key behaviors will fire off Pre-conscious hypnotic responses in others causing them to act in predictable pre-programmed (hypnotic) manners
  - iii. The master of covert hypnosis must know how to adopt the behaviors most appropriate for any given persuasion environment

## 7. **Calibration**

- a. This is the single biggest persuasion master key
- b. Calibration is simply the ability to interpret the responses your getting in order to
  - i. Know if what you are doing is having the effect you want
  - ii. If what you are doing is not working
  - iii. Allow you modify what you are doing in order to get your outcome
  - iv. Without calibration skills all the other tools are practically worthless because you are back to a random, shot gun approach to hypnotic influence

## 16. TECHNIQUES

- i. Refer to the specific ways and methodologies to use the tools you have at hand.
- ii. In this course you will be introduced to and gain proficiency with
- a. **Linguistic influence techniques**
  - 1. First tier language patterns
  - 2. Second tier language patterns
  - 3. Third tier language patterns
  - 4. Pattern Weaving
  - 5. Modal Language techniques
  - 6. Process language techniques
- b. **Behavioral Influence Techniques**
  - i. Social Influence techniques
  - ii. Adv. social dynamic techniques
  - iii. DRT Techniques
  - iv. Lie Detection Techniques
  - v. Kinesic Influence Techniques
  - vi. Proxemic Influence Techniques
  - vii. Adv. proxemic influence techniques
- c. **Basic to Intermediate calibration Techniques**
  - i. Linguistic calibration
  - ii. Kinesic calibration
  - iii. Cold/warm reading skills
  - iv. Grapho analytic skills
- d. **Basic hypnotic Techniques**
  - i. Models of the mind
  - ii. Laws of the mind
  - iii. Six forms of trance induction
  - iv. How to give suggestions
  - v. How to program yourself for success

## 17. TACTICS

- a. **Are small chunk strategies that are part of a much larger persuasion plan and are made up of the specific use of techniques designed to achieve a specific “sub-goal” of an over all strategy**

## 18. STRATEGY

- a. **The overall persuasion plan for achieving the outcome. The persuasion strategy takes into account**
- b. **The Stated Outcome**
- c. The Environment
- d. The Subjects Profile
  - i. Who they are
  - ii. Where they are
  - iii. How they are most likely to respond
  - iv. What they are most likely to want
- e. **You**
  - i. The specific tools, tactics and techniques you will use and how you will use them to achieve your outcome
- f. The Ramifications of GETTING your outcome
  - i. What will happen next if you get your outcome
  - ii. What will you do next if you do not achieve it
  - iii. What is your backup plan?



# BECOMING A HYPNOTIST

## 1. The first step in any hypnotic process is removing barriers to your success whether you are doing therapy, sales, leading seminars, practicing seduction etc.

- a. You must first overcome your own internal barriers to success before you attempt to install new programming or learn new skills because your own belief system will impact how successful you will be with your clients as well as determining how far you can go yourself.
- b. Trying to add good programming on top of old limiting beliefs is like putting a clean bandage on a dirty wound or pouring fresh coffee into a cup of old stale coffee
- c. **Always take out the trash before trying to install new programming**

## 2. This section will do much more than that however, In this section you will learn how to

- a. Become comfortable and familiar with going into and out of trance states
- b. Recognize trance states in yourself and others
- c. Remove blocks to your success
- d. Install powerful new programming that will jet propel you to maximum proficiency in minimum time
- e. How to program yourself in the future to get any change you desire
- f. Understand how your mind really works

## 3. Of The Mind

- a. No one paradigm of how the mind works covers every possible phenomenon or approach to treatment
- b. The map is truly larger than the terrain but the following models of how the mind works represent some of the most cutting edge approaches to creating change in human beings.
- c. We call this the tri-phasic model of the mind because it encompasses three separate, simultaneous, but not mutually exclusive mechanisms that the mind uses to perform its functions both positive and negative.
- d. Various approaches to therapy and hypnotic induction make use of the different aspects of the tri-phasic model of the mind

## 4. The tri-phasic model consists of three sub models

- i. The Guardian at the Gate Model
- ii. The Parts Model
- iii. The Resource Capacity Model
- a. **Guardian At The Gate**
  - i. The mind has three basic levels
    - 1. The conscious mind

2. The subconscious mind
3. The unconscious mind

ii. **The conscious mind**

1. Is the rational, analytical, so-called logical judging part of our minds
2. It is the seat of our “will power”
3. It controls our short term memory
4. It hosts a mechanism called the “critical factor”(CF)
  - a. True to its name the critical factor analyzes compares and contrasts all the information we are aware of taking in through the deliberate use of our five senses.
  - b. It also allows us to analyze our own internal thoughts, this most often takes the form of internal dialogue
  - c. When information is taken in the CF automatically runs an internal check to match what is coming in with what we believe to be true about the life the universe and everything, if the CF finds a match or evidence of the new information being true the information is accepted and reinforces the pre-existing beliefs
  - d. If the CF finds evidence to the contrary the information or suggestion is “rejected” and no change or modification of beliefs, attitudes or behaviors takes place

iii. **The Subconscious Mind**

1. The unconscious mind is far more powerful than the CF, however
2. The unconscious mind has a limited ability to make judgments it relies on the CF for that function,
  - a. It is the CF’s function to screen for information that reinforces what we already believe to be true about ourselves
3. The subconscious mind is
  - a. The seat of our long term memory
  - b. Is our emotional mind
  - c. Every bit as intelligent as the rest of our mind
  - d. Controls our habits
  - e. Controls our behaviors
  - f. Has the job of keep you safe (self-preservation)
  - g. Has the analytical capacity of about a ten year old child
  - h. Has no time sense, everything is happening now
  - i. Is aware of and records everything going on around us

- j. Does not need our conscious permission to take action
- k. It never sleeps and is always functioning

iv. **The Unconscious**

- 1. Our unconscious mind is the deepest level of our mind it has absolute dominion over the body
  - 2. It controls our nervous system
  - 3. It controls all autonomic bodily functions
  - 4. It controls our immune system
  - 5. Is the seat of our most basic and primary drives
- b. The Bad News -Without by-passing the critical factor change is virtually impossible
  - c. The Good News – bypassing the critical factor is usually not very difficult when you know hypnosis skills, covert or otherwise

**5. The Parts Model –**

- a. The parts model of the human mind hypothesizes that the subconscious and unconscious actually subdivide into smaller segments that handle specific functions, attitudes, beliefs and behaviors
- b. Although somewhat simplistic this aspect of the inner mind is extraordinarily powerful both in terms of its therapeutic application and its persuasion power.
  - i. In fact learning how to create and activate parts within the mind of a subject is a very powerful form of hypnotic mind control
    - 1. This is an aspect of the mind often seen in cases of multiple personalities where the trauma of an event is so painful that the mind literally creates another personality to deal with the situation.
      - a. This is an aspect of the protective function of the subconscious mind although this behavior is not limited to strictly that capacity
      - b. You can have parts that are in charge of being creative
      - c. Sexually and romantically expressive
        - i. Are in charge of making you feel guilty etc.
        - ii. The important thing to remember is that all parts have at their most fundamental core a positive intention
        - iii. The behavior or activity generated by the part is designed to “do” something beneficial/positive for the subject

## 6. Never vilify any part of a persons inner mind, that only makes change more difficult

- a. The Resource/Capacity Model of the Mind
- b. This model likens the mind of a human being to that of a computer processor (Think Processor, RAM and Hard drive)
- c. Each activity being undertaken by the mind uses up a certain amount or number of resources, i.e. the more programs running the harder it is to initiate new processes... i.e. new behaviors, beliefs, habits etc
- d. The resource/capacity model states that some processes are only occurring at the unconscious or subconscious level, while others extend from the deeper regions of the mind into conscious awareness
- e. As more and more of our capacity is used up it becomes easier and easier to make the system crash by overloading it
- f. This is the realm of shock, instant and confusion inductions where we literally reboot the computer by overwhelming the conscious minds ability to process information.
  - i. Once this is accomplished it becomes very easy to delete, add or modify the existing programs running at the subconscious or unconscious level
  - ii. Think of a pc that has so much going on that it is literally moving at a snails pace, in order to get the system moving more efficiently you have to free up resources (ram) this is most easily done by simply hard booting the computer

## Recognizing Trance States

### 1. Trance Defined: The dictionary defines trances as:

- a. *The condition of being so lost in solitary thought as to be unaware of one's surroundings*
- b. *A stunned or bewildered condition: befuddlement, bewilderedness, bewilderment, daze, discombobulation, fog, muddle, mystification, perplexity, puzzlement, stupefaction, and stupor.*
- c. *A hypnotic, cataleptic, or ecstatic state.*
- d. *Detachment from one's physical surroundings, as in contemplation or daydreaming.*
- e. *A semiconscious state, as between sleeping and waking; a daze*



## 2. The working definition of a trance state for our purposes is

- a. Any complex of mental/emotional processes that deviate a person's usual way of perceiving the world.
- b. If hypnosis is the process of bypassing of the critical factor of the conscious mind then trance is what is left over after the CF has been bypassed
  - i. Trance is the most natural of human conditions because all human conditions are trance states
    - 1. Love is a trance
    - 2. Fear is a trance
    - 3. Concentration is a trance
    - 4. Rage is a trance
    - 5. Enlightenment is a trance state
    - 6. Joy is a trance
    - 7. Attraction is a trance
    - 8. **Death is not a trance (hee hee)**
- c. Everything that human beings do involves some modification of a mental or emotional state they are currently experiencing
- d. Everything is trance
  - i. However each and every trance state allows access to certain resources within a persons psyche while closing the door to others
- e. Our job is to learn to recognize the tell tale signs of profound trance states and to learn to manage trance states in ourselves and others in order to produce the results we want for ourselves

## 3. Signs of Trance

- a. These signs may vary depending on the “depth<sup>1</sup>” of trance a person is experiencing
  - i. Warmth or Flushing of the Skin
    - 1. This is caused by the dilation of the blood vessels brought about by relaxation
  - ii. Possible “subjective” feeling of coolness in the client
    - 1. Because more blood is flowing to the surface of the skin the skin may become more sensitive to the surrounding air
  - iii. Frivolation – this is a rapid involuntary fluttering of the eyelids<sup>2</sup>
  - iv. Eyes roll back and upward inside the head

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<sup>1</sup> There is really no such thing as “depth of trance”. The term depth is used only as a convenient way to describe the particular characteristics of a “trance” state. Some abilities will only manifest when a certain level of trance state is attained. These abilities differentiate one level or state of trance from another

<sup>2</sup> Obviously this is only possible when your subjects eyelids are closed

- v. Eye lacrimation – the eyes may water or tear
- vi. Upon opening the eyes the eyes will be blood shot due to increased dilation of the tiny vessels in the eye
- vii. Desire to swallow
- viii. Lateral REM movements – in many cases the subjects eyes will oscillate from side to side, this is usually an indicator of somnambulism<sup>3</sup>
- ix. Hypnotic Mask – all the muscles of the face will become very lax and relaxed
- x. Fixed but glazed staring – this is most common in waking hypnosis and stage hypnosis in this case the subjects attention will be locked on the hypnotist, the eyes will usually have a blank stare.
  - 1. However depending on what emotions you are eliciting the facial expression may change but the generally speaking the fixing of the gaze will not

## **Making The Changes Stick**

### **1. 4 Mental Attitudes that can affect the outcome of your hypnotic skills**

- a. “I Like that suggestion I know its going to work for me”
  - i. Suggestions are accepted and change takes place
  - ii. This is the only attitude that leads to the acceptance of suggestions
  - iii. If you don’t have this attitude you will not get the change you want
- b. “I don’t like that suggestion, Its not for me”
  - i. All suggestions are rejected, no change occurs
- c. “I am neutral about that suggestion, I don’t like It, I don’t hate it, Just don’t care about it”
  - i. No emotional energy
  - ii. No change occurs
- d. “I like that suggestion I hope its going to work”
  - i. “Hope” implies failure
  - ii. Failure is easy for the unconscious mind
  - iii. NO change occurs

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3 When you see lateral REM you can go right into deepening and what ever trance work you have planned

## **The Mind Has Rules**

- 1. Every Mental Process (thoughts, feelings, ideas, etc) has a corresponding physiological response<sup>4</sup>**
  - a. Thoughts affect all functions of your body
  - b. Ideas with strong emotional content almost always reach the inner mind
    - i. Strong emotions by pass the critical factor
    - ii. Once these emotionally charged ideas are accepted the unconscious mind continues to produce the same bodily reaction over and over again
    - iii. Ex. See a pretty girl,
      - a. Get nervous
    - iv. Ex. Have to give a speech to the class
      - a. Get Terrified
    - v. Ex. Have to ask for a Date
      - a. Turn and run the other way
    - vi. Ex. Ask to Set the appointment or For the Sale
      - a. Feel guilty or dirty
    - vii. Ex. Hear your favorite song
      - a. Feel good
  - c. The deliberate use of this particular aspect of the mind is called “anchoring”
  - d. In order to eliminate negative/chronic bodily reactions we must reach the subconscious mind and the idea responsible for the reaction
    - i. Once we find that idea we can then
      1. Change it
      2. Delete it
      3. Reframe It (change the meaning of the event)
      4. Add new resources to compensate for the limiting behavior
      5. All of these can be accomplished through the use of hetero hypnosis or self hypnosis
- 2. What the Mind Expects To Happen Tends To Be Realized**
  - a. The dominant thoughts you hold in your mind become your reality
    - i. Our minds are designed to create the reality you expect
    - ii. Our brains and nervous systems only respond to mental images and It doesn't matter whether or not these images are self generated or come to us from the external environment
    - iii. The mind can not tell the difference between that which is real and that which is vividly imagined

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<sup>4</sup> This is a cyclical process that you will learn to control from either pole, affecting one aspect will change the other. This a very important Law of the min

1. Only the critical factor has that capability
2. But that capability is very limited. The critical factor is very weak and has nowhere near the capacity to judge and analyze all the images flooding our minds every minute
  - a. The CF can track seven plus or minus two units of information per second
  - b. The unconscious regularly keeps track of billions of units of information and we still haven't found an upper limit to its capabilities
- iv. The mental images we receive become a "blue print" that the inner mind automatically begins using to create the imagined reality
- v. The things you "Fear will come upon you"
  1. Anger becomes a blueprint to create more anger
  2. Worry becomes a blue print to manifest the thing you are worrying about which in turn creates more worry
  3. Fear is a form of programming
  4. People who are lucky have a positive mental expectation that their inner mind automatically musters its vast resources to make real
  5. We become what we think about
  6. Physical health is largely based on mental expectancy

**3. Imagination is far more powerful than knowledge or will power when dealing with your own mind or the mind of another**

- a. Imagination Trumps Will Power Every Time
- b. Reason is easily over ruled by emotion and imagination
- c. Remember the Swimming metaphor

**4. Once An Idea Has Been Accepted By The Inner Mind It Remains Until It Is Replaced By Another Idea**

- a. The longer the idea remains the more opposition there is to replacing it with a new idea
  - i. This is why sometimes direct suggestion is not enough to change the behavior
  - ii. This is how habits are created and maintained
    1. Habits fall into two general categories
      - a. We have habits of thought
      - b. We have habits of action

2. Within these two classes of habit we have three types

- i. Good Habits
- ii. Bad Habits
- iii. Utilitarian Habits

a. Habits of thought always precede habits of action

- i. This applies to “fixed” ideas not idle thoughts
- ii. No matter how fixed an idea may be or how long it has remained it can be changed using hypnosis

**5. Each Suggestion That Is Acted Upon Reduces Resistance To Each Successive Suggestion**

- a. The more they accept your suggestions the more they will continue to accept your suggestions
- b. This is the law of hypnotic compliance
- c. Condition your subject for success and compliance by giving them simple non threatening suggestions that they can easily accomplish
  - i. Compliment them each time they follow your instructions and link good feelings to doing what you suggest and the accomplishment of doing what you ask
  - ii. The unconscious mind wants to please. Therefore your subjects want to please as well.
  - iii. Start small and work up to larger more comprehensive suggestions
  - iv. This applies to all forms of hypnotic conditioning and influence

**6. Emotionally Induced Symptoms Tend To Cause Organic Change If They Persist Long Enough**

- a. 70% of all ailments are functional in nature, not organic
- b. This is an extension of the Rule # 1

**7. When Dealing With The Subconscious Mind and its Functions The Greater The Conscious Effort The Less Subconscious Response**

- a. When dealing with the unconscious mind take it easy. Less is more!
- b. Develop a positive mental expectancy that your problem can and will be solved
- c. As faith in your inner mind increases you will learn to let it happen rather than trying to “force it” or “make it” happen

**8. The Law of Compounding**

- a. The mind responds to repeated and successive suggestions in very special way
- b. The more the same suggestion is repeated and accepted the more powerful it becomes
  - i. The first repetition is weak

- ii. The second repetition is weak, the first repetition actually becomes stronger
- iii. The Third Repetition is weak, the second repetition becomes stronger, and the first repetition becomes three times stronger
- iv. This effect occurs even when the suggestions are not the same suggestions.
  - 1. You can give three separate suggestions each one different and the first time you give a suggestion it will be weak
  - 2. When you give the second suggestion it is weak and the first one becomes stronger, etc.
  - 3. For maximum effect give hundreds of suggestions and repetitions each and every time you use
    - a. You can't give too many suggestions
    - b. Compound! Compound! Compound!

## 9. The Law of Fractionation

- a. Every time you place someone in trance then rapidly emerge them will make each subsequent re-induction cause the subject to go deeper
- b. This works conversationally as well as in a clinical hetero hypnosis setting
- c. It is not necessary to fully emerge a client, subject or target in order to use fractionation, simply moving the client from a deep state of trance to a more superficial trance state then back down will cause the trance state to deepen significantly.
  - i. This is a hallmark of the famous Elman Induction and the Disguised Fractionation test

## 1. Drills and Skills Time

- a. Now that we have discussed the fundamental theories and introduced you to some of the core concepts its time to begin developing your skill sets and laying the foundation for rapid advancement into hypnotic proficiency
- b. **The Hypnotic Contract**
  - i. The hypnotic contract is an “agreement” between you and the subject’s inner mind. It is a pact that binds both of you to fulfill your obligations and responsibilities it is a powerful tool for placing anyone in trance
    - 1. Once the hypnotic contract has been established trance can be induced in an unlimited number of ways
    - 2. The hypnotic contract can be established either directly or by implication
      - a. Acceptance of the hypnotic contract is evidenced by the rate of compliance in the target.
        - i. Do they do what you tell them to?
  - ii. The standard hypnotic contract is states that you as the hypnotist will first and foremost
    - 1. Do everything in your power to keep the client safe
    - 2. Do everything in your power to help the client achieve the objective for which they sought your help
  - iii. The standard hypnotic contract for the client states that
    - 1. **They want to be hypnotized**
    - 2. They will **follow all instructions** given to them by the hypnotist without question and **accept all suggestions** with the proper attitude
- c. **Inductions**
  - i. Even though this is not a course of “traditional hypnosis” it is vitally important that you have the skills necessary to program yourself for success and gain a first hand experience with trance induction.
  - ii. The next few drills will give you a broad exposure to inducing trance in others and lay the foundation for future self programming as well as creating a fertile environment for the installation of specific skill sets and mental outlooks that are vital to your success with covert hypnosis because the most important person you must be able to influence is yourself!
  - iii. Are you ready? Because its time for a change!

## **2. We will be using a specific format for the next few exercises**

- a. You will induce trance
- b. You will test for depth
- c. You will install specific suggestions
- d. You will emerge your subject

## **3. Suggestions:**

- a. Types of suggestions
  - i. Direct/Indirect
    - 1. Directly stating what you want the clients unconscious mind to do
    - 2. Installing suggestions by creating stories, scenes or metaphors that contain within them specific processes and principles that the hypnotist desires the subject to absorb and relate to the presenting issue.
  - ii. Permissive/Authoritarian
    - 1. Permissive inductions come across as more of a request for the client to do some thing
    - 2. You MAY begin to notice how following the sound of my voice deep inside your mind can begin now to give you the powerful programming you want for yourself
  - iii. Authoritarian
    - 1. You are now getting sleepy, your eyes are very heavy, closing now!
  - iv. Verbal/non-verbal
- b. How to give suggestions
  - i. Repeatedly
  - ii. With emotional energy
  - iii. Absolute and utter conviction and belief
  - iv. Present or present progressive tense
    - 1. You are now X! You love to do X! You no longer x!
    - 2. You are now Xing, becoming more and more X each and every day!



## **Induction # One - The Elman Induction (See Hand Out)**

The Elman induction is easily one of the most powerful and reliable inductions ever devised it works on over ninety percent of the population and gets them reliably in a state of somnambulism

It is fast (under four minutes) and has tests built into it that let the hypnotist know exactly where the client is in terms of depth of trance

Few people use the Elman induction outside of certain circles because most hypnotists only feel comfortable with a fractional relaxation induction. Fractional relaxation is not a reliable delivery method for achieve somnambulism. You do not need relaxation in order to have or produce trance in others.

Before we demo the Elman induction lets discuss how to deliver suggestions to your subject

### **4. Waking Hypnosis**

- a. Waking hypnosis is the precursor or forerunner of covert hypnosis it is the induction of trance without the use of a formal induction
  - i. To achieve waking hypnosis the subject does not have to be in a relaxed state
  - ii. All covert hypnosis techniques are a refinement and expansion on the techniques of waking hypnosis

### **5. To Perform Waking Hypnosis**

- a. The mind of the subject must “lock itself” around a particular idea
- b. The suggestions given must not be objectionable to the subject
- c. The suggestions must be given with absolute confidence and complete self assurance
  - i. You must leave no room for doubt
  - ii. If doubt creeps in the suggestion usually becomes ineffective
  - iii. Therefore give all suggestions in a manner that implies absolute certainty and with utter conviction
  - iv. This principle forms the foundation of a specific form or “Frame” Control that we will be discussing and practicing later



Inside your mind...

## **How to Think Like a Master of Hypnotic Influence**

Secrets of outcome based thinking and the mindset of persuasion

Masters of Covert Hypnotic Persuasion move through the world with a very special way of thinking. All masters of persuasion whether conscious of it or not think this way and without adopting this mode of thinking for yourself your persuasion skills will be ineffective for you.

Remember...

Killer Influence Principle #1

### **“Influence without a direction is ultimately impotent”**

Outcome based thinking for the master influencer comes in two aspects, first and foremost.

As an influencer you must have a clear and vivid mental image of exactly what you want to achieve before you begin the persuasion process. You must mentally practice and rehearse achieving the outcome as the ultimate result of this process.

Most people move through life blown hither and yon by the winds of fate simply because they do not or have not defined what it is they want. Hence as master persuader Zig Ziglar would say

*“Most people go through life as a wandering generality rather than a meaningful specific.”*

A master influencer never enters any persuasion situation without having a clearly defined outcome or set of outcomes in mind. Once he or she determines what those outcomes are, the outcomes then become a beacon that guides the influencer through the persuasion process.

## **Exercise One:**

Practicing and applying this thinking model to your self (20 minutes)

For this exercise you will need a sheet of notebook paper and something to write with.

### **Step One:**

On your paper write the following question and list as many things as you can in what ever order they come to you.

#### **Your Dreams List**

**“What dreams do you have for your life In relation to income, travel, career, relationships and material possessions?”**

### **Step 2: Why? Finding out what you know? (10 minutes)**

On a clean sheet of paper next to your dreams list describe why you want each specific dream. If no reason comes to mind why you want that a particular dream do not waste time and simply move on to the ones that you do know why you want them.

### **Step Three: Prioritization**

**Cross out all dreams you couldn't find a reason for.**

These are the dreams that will be given a lower priority in your life for the moment. For now we will focus on what you do know. Always start with what you know!

### **Step Four: Assigning Time Frames**

Next to those remaining dreams write next to each one whether that dream is a one year, two year, five year or ten year goal or more for you depending on when you believe you can reach that goal.

### **Step Five: Defining Your Obstacles (10 minutes)**

On a third sheet of paper write next to each dream the obstacles that may stand in your way or that you may need to overcome in order to achieve your outcome.

### Step Six:

On a fourth sheet of paper divide the paper into four boxes and at the top of each box right down one of the four of your most important dreams by which you marked one year.

Dream One	Dream Two
Dream Three	Dream Four

### Step Seven:

Now in each quadrant write down all the reasons why you absolutely must reach your goals and dreams

Dream One	Dream Two
Dream Three	Dream Four
<b>Reasons:</b> Why You Must Achieve Your Outcome	

**Next, write down all the pain you will feel if you never achieve your dream and all the pleasure you will get if you do.**

Finally...

In lower third of each quadrant write what you will do every day to drive yourself to your dreams.

Learning and internalizing this process allows you to adopt the thinking and goal setting strategies of some of history's most powerful and successful persuaders. It also enables you to create a sense of direction and mission in your life and having that sense of mission and moving through the world in this way *generates one of the key characteristics of peak persuaders... Charisma!*

*It's virtually impossible to persuade or influence others to do what you want if you do not know yourself what it is that you want and what direction you're going. Using this process **and moving through the world with a sense of purpose, fulfillment and joy to be alive makes you a very powerful, attractive and charismatic person.***

Because...

Most people move through the world looking for leaders, people with a strong sense of purpose and mission, it is these types of people that the average person looks to for guidance and often adopting the beliefs and values of the individual with these characteristics.

**People hate to be controlled but they love to be led.**

Being led by someone gives the illusion (at least to a certain degree) that they are in control of things and to a certain extent they are but the mind of the average human being will quickly align itself with anyone who seems to be moving purposefully and with certainty in a positive direction.

## **Stage 2: The Six-Step Persuasion Model**

To be a master of hypnotic influence and persuasion you must learn to think like a master of persuasion. Research shows that masters of influence have a very specific way they view the world (whether this is a conscious process or not does not seem to factor into it. All master persuaders use this process whether they are conscious of it or not!

Answer each of the following questions in regard to a specific upcoming persuasion situation.

What precisely do I want out of the process?

What does the other person want out of this process, or If you don't know what the other person wants, what is that person(s) most likely to want from this process?

What is the least I will accept from this process?

What Problems (obstacles) could come up in the process?

How will I deal with each one, and use the problem as a benefit for the other person?

How will I bring the process to a conclusion?

***Hypnotic Installation – in class group exercise***

Ericksonian Hypnosis,	Yi Chuan/ Lin Kong Jing	Yoga	Maya Mind Magic	Social Influence Principles
Speed Seduction	Aikido	Kinesics	Huna	Mystery Method
Proxemics	Ninja Kuji Kiri Seiminjitsu	Reiki	Hermetic Magic	Double Your Dating
NLP	Remote Influence/ Viewing	Silva Mind Control	Pranic Healing	Behavioral Psychology
Stage Hypnosis	Qi Gong	Social Psychology	Grapho-Analysis	Cold Reading

This class is not about these disciplines mentioned above although many elements taught within this course are either derived from them or allowed that particular discipline to be effective at what it purports to do.

This course is about something else. Something Even More Powerful.

This class is about the Principles and Forces that underlie the use of these disciplines

- ✓ Influence
- ✓ Power
- ✓ Control

**All forms of human endeavor can be distilled down to I.P.C.**

From Martial Arts to The Healing Arts to the Spiritual Arts and all points in between, Man constantly seeks ways to have power, control and influence over world and the people and forces within it, while many actively shun the words Power, Influence and Control as being in some way evil, they will conceal these activities (sometimes even from themselves) in other more benevolent sounding words such as healing, protecting, defending, liberating, curing, educating. Entertaining etc.

BUT! You say, “some people seek enlightenment and spiritual growth...” that may be true but have you ever asked them “why?” All you really have to do is ask them... for what purpose are you seeking enlightenment and spiritual growth, what will that do for you?

Ask long enough and you will eventually reach some high level criteria such as freedom, happiness, security, etc,

Even though these seem to be the highest level of values and criteria the truth is that the path to achieving those lofty ideals and values is always one or more of the many pathways to power that have at their core... the art and science of developing, managing and applying some form of power, control and influence over the chosen subject or discipline.

Doesn't that just make sense?





and socialization they may have had. Their insight into the plight of the average person motivates to use their powers not only to help themselves but help mankind in the process.

These people seek to uplift and awaken humanity to the potentials and powers they truly possess and empower them to become what they are capable of becoming

#### - **Absolute and Utter Contempt**

Masters of Influence that embrace this outlook, move through the world with the knowledge and belief that people are mindless robots meant only to serve the physically or mentally strong or intelligent. They view the people of the world as cattle and pawns with which they hold free reign to manipulate and indoctrinate into the model of the world they themselves hold in their mind. These masters of influence have little regard for the values, ideals and aspirations of those they influence except as tools for manipulating them to do their bidding.

In this world view, People are merely meant to serve the will of the mighty, using them as pawns, servants and soldiers to gain still more power, influence and control as they seek to remake the world in their own image.

The ironic part is that many of these types of Influencers move through the world masquerading as the other more benevolent type Master of influence. Many cults, religious sects, political and terrorist organizations often preach and espouse a kinder more benevolent view of life as a lure to keep a constant flow of new recruits flowing into their influence programming machine.

But these groups are not the only ones who operate from this mindset, not in the least. Confidence men move through the world happily fleecing the less aware and vulnerable members of humanity, leaving them penniless and destitute. Hustlers, conmen, and other types of influence criminals fall into this category.

Here is the good news as of right now. None of that matters to you.

You see influence is merely a means to an end. That end can be positive and beneficial to yourselves and the world, yourself only, the world only, or any other combination you care to think of but the tools and techniques themselves are for the most part... neutral.

I've just explained the two polar ends of the influence continuum. But keep in mind that it is a continuum and many influencers can fall anywhere along that line between absolute altruism (which I personally do not believe in) and utter selfishness, (much easier to believe in because you see it every day)

I am not a persuasion or hypnosis cop. I am a teacher and trainer and even more importantly I am an influencer, a persuader and a hypnotist. I move through the world wielding a power few can see, even fewer can detect or stop and everyone can feel.

I make no apologies for that power, knowledge and skill I wield. I use it to get everything I want, and I use it to help other people get what they want, many have chosen to walk this path with me, many choose not to. That is their right.

Ultimately, (depending on who you ask) I am one of the good guys (which is most of the time) or I can be one of the bad guys, hardly ever now a days.

I have my altruistic side (if there is such a thing) and I also have my selfish side. I will tell you that when I started out in life I was far more on the dark side of the force than I am today. I find that my evolution was and is a direct cause of my ability to realize certain truths that I couldn't comprehend when I was very young.

In addition to the tools and techniques of influence that I am going to share with you. I would also like to share with you along the way, many of my insights and learning's as I traveled on the pathways to power. If any of my anecdotes strike a cord with you that's great, if they don't, that's okay too. You will still assimilate the message in a way that's most appropriate for you.

Killer Influence Principle # 2  
**Every person is the center of his or her own universe!**

Most people are not good, most people are not bad, and most people are just extremely selfish and ultimately self-centered

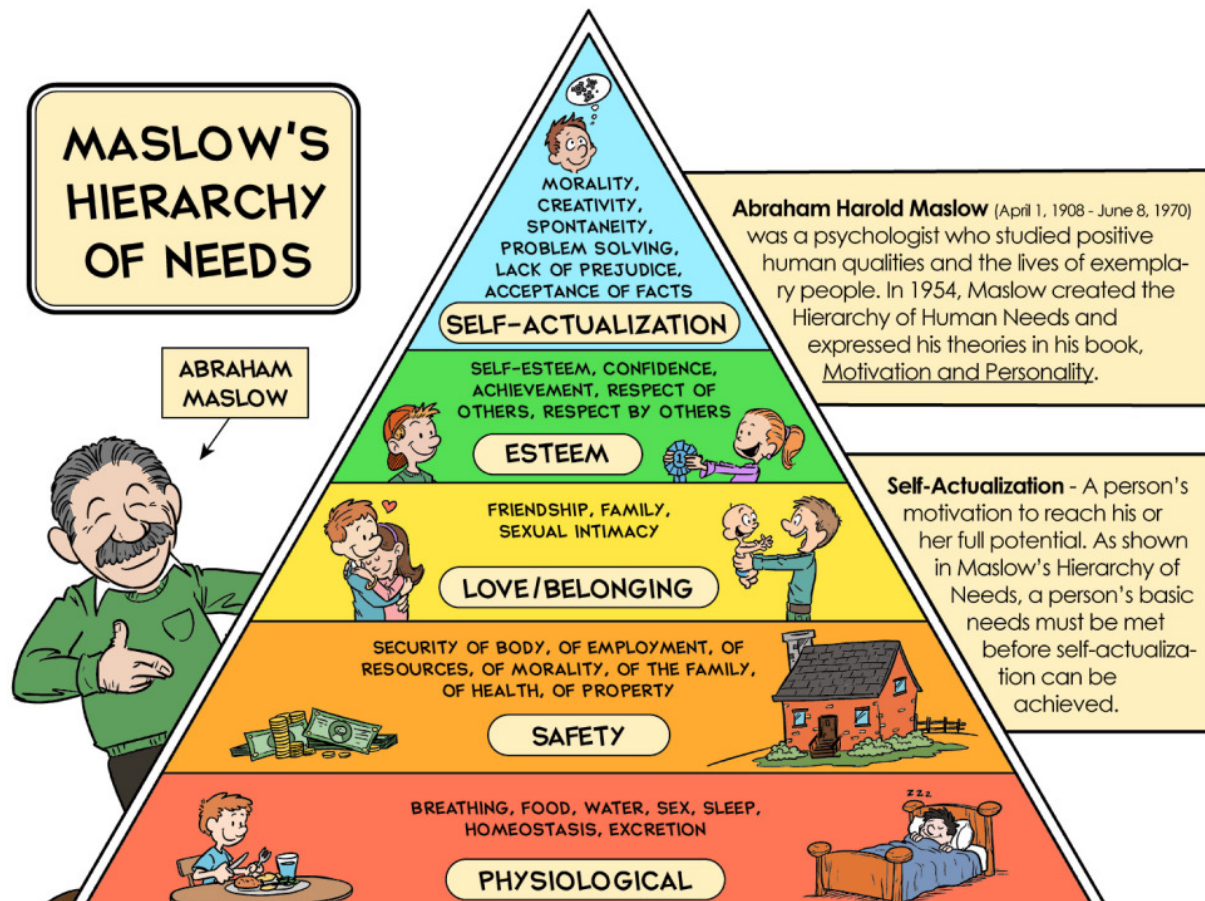
Every human being lives in a self-centered universe, whether they realize it or not.

It's the ability to enter another person's universe that gives one tremendous power to influence another human being or group of human beings

Even self-consciousness is a form of self-centeredness

It's important here to understand the human hierarchy of needs and how it relates to influence





**Hypnosis Defined:** *Hypnosis is the bypass of the critical factor of the conscious mind and the establishment of acceptable selective thinking.*

We established this as the working definition of hypnosis at the start of the training. The critical factor is the thinking part of the human mind, it is the judging part the analytical part, the rational part, the part that thinks its in charge.

But we also know that the conscious mind is very weak compared to other aspects of the human mind.

Now, equally important about the definition of hypnosis is what it does not say.

It does not say only certain people can be hypnotized

It does not say that you must have a persons eyes closed in order to hypnotize them.

It does not say a person has to be relaxed in order to be hypnotized...

No.

What it does tell us is this...

**Anything that can bypass a person's critical factor, and sets up a specific and focused train of thought in a predetermined direction is inherently hypnotic.**

Remember we said it is the nature of the human animal to avoid prolonged thinking or cognitive activity. It is the nature of humans to rely on automated responses and heuristics to simplify their decisions, behaviors and actions.

If that is true, the nature of the untrained human mind is to rapidly evolve toward a state of habitual pre-programmed and internalized responses, actions, feelings and behaviors.  
In other words... a robot

The bottom line is this... most people are already in trance because that is in fact their natural state!

The task of the covert hypnotist is to move your subject from the state they are in to the state that you want them to be in as rapidly and covertly as possible.

Because the nature of the average human is to default to a non-thinking state and to avoid prolonged thinking, bypassing a person's critical factor is actually frighteningly easy to accomplish once you understand and accept a few principles as true.

***"The Greatest Trick the Devil Ever Played Was Convincing the World He Didn't Exist"***  
**--- Kaiser Sose'**

First and foremost there is no such thing as hypnosis...

You may ask why...

Because everything is hypnosis, all communication is inherently hypnotic, it's just a matter of degree.

When you start to look around and notice what's really going on. You will begin to really understand that the hypnotic process that most people accept as "the" form of hypnosis is only a tiny minute portion of the true array of hypnotic phenomena being applied to influence human beings at any given time.

A Hypnotic process is simply any process that leads to the bypass of the critical factor and alters a person's state of mind sufficiently to induce them to think the way we want them to think, feel the way we want them to feel, or imagine what we want them to imagine.

We can use the terms hypnotic state, altered state, or trance somewhat interchangeably from now on because now you can easily begin to recognize we are fundamentally talking about the same thing.

- Ever see something on TV and bought it? You were hypnotized.
- Ever see a beautiful woman and go all gooey inside? You were hypnotized!
- Ever miss your exit on the expressway? You were hypnotized!
- Ever completely become so engrossed and interested in something that you lose all track of time? You were hypnotized.
-

- Ever read some really cool website on the internet then buy what ever it was they were selling? Guess what you were hypnotized!
- 
- Ever enjoy a music concert? Guess What You were hypnotized
- Ever get so caught up in a good movie or sporting event that you yelled at the screen? Or maybe even felt of viscerally responded when your favorite athlete or movie start got hit or otherwise physically stimulated?

Yes my friend, you were hypnotized.

In fact I just hypnotized you a moment ago! How, you may be wondering.

Each and every question I asked you, each and every question that made you go inside your own head, and search for a time when what I was asking actually happened to you or occurred to you because I described it was a form of induced trance. Your mind must do perform the process inherent in the questions I gave you, doing those processes cause a shift in your way of thinking those shifts are trance states.

Now, because trance states are the most natural form of mentation humans engage in and we do it constantly every moment of every day you didn't notice the subtle shifts in your consciousness. But a master of hypnotic influence skills truly understands that these seemingly tiny little blips back and forth between our outward focus of attention and our imagination can in fact be leveraged into intense feelings and desires that can quickly and naturally be channeled in any direction we choose.

The study of covert hypnosis is not just about how to bypass the critical factor, its also about setting directions whereby the critical factor can actually reinforce the directions we want it to go. Make sense?

Did any of these states require you to relax?

Did any of these states require you to close your eyes?

Did any of these states require you to want to go into that state?

Did any of these states seem unnatural to you?

Did you even realize you were going into the state before you suddenly found yourself in it?

Did the transition from one state to another seem unnatural to you?

No my friend, altered states are a natural human phenomenon, in all of the above examples were you ever actively aware of being hypnotized? Were you actively aware of exactly when your mental state shifted? Or, were you simply so completely caught up and focused on something (even the driving example is form of inner directed thinking rather than outwardly directed thinking) that you didn't even notice your states change or shift in the blink of an eye. You were present at the time weren't you?

## **Human beings are trance machines.**

This course will not make you a hypnotist, the reason this course will not and can not make you a hypnotist is simply because for all intents and purposes.

You're already a hypnotist!

Every human being on the planet is a hypnotist. It's just that up until now, you may not have been a very good one. You see for most people. Hypnotic phenomenon and influence in general happens at random and by default.

The inherently hypnotic processes that influence and dictate human behaviors for the most part fall far outside most peoples ability to perceive, and without a certain level of education and training most people go through life perpetually buffeted from all sides by the capricious winds of external influences impacting them on all sides, moving them to think, feel, act, behave and believe what others want them to. Sometimes that influence is good for them... and sometimes it's not.

These poor souls are the innocent victims, living inside the matrix never realizing how their lives are directed, controlled and ultimately influenced by the diverse, directed and often paradoxical programming that various agencies, both large and small, are perpetually subjecting them to. Because these citizens cannot perceive the programming they are subjected to, they have little hope or chance of escaping it and virtually no hope of taking control of those forces and using them to shape their own destiny. And do you know the truly sad part friends...

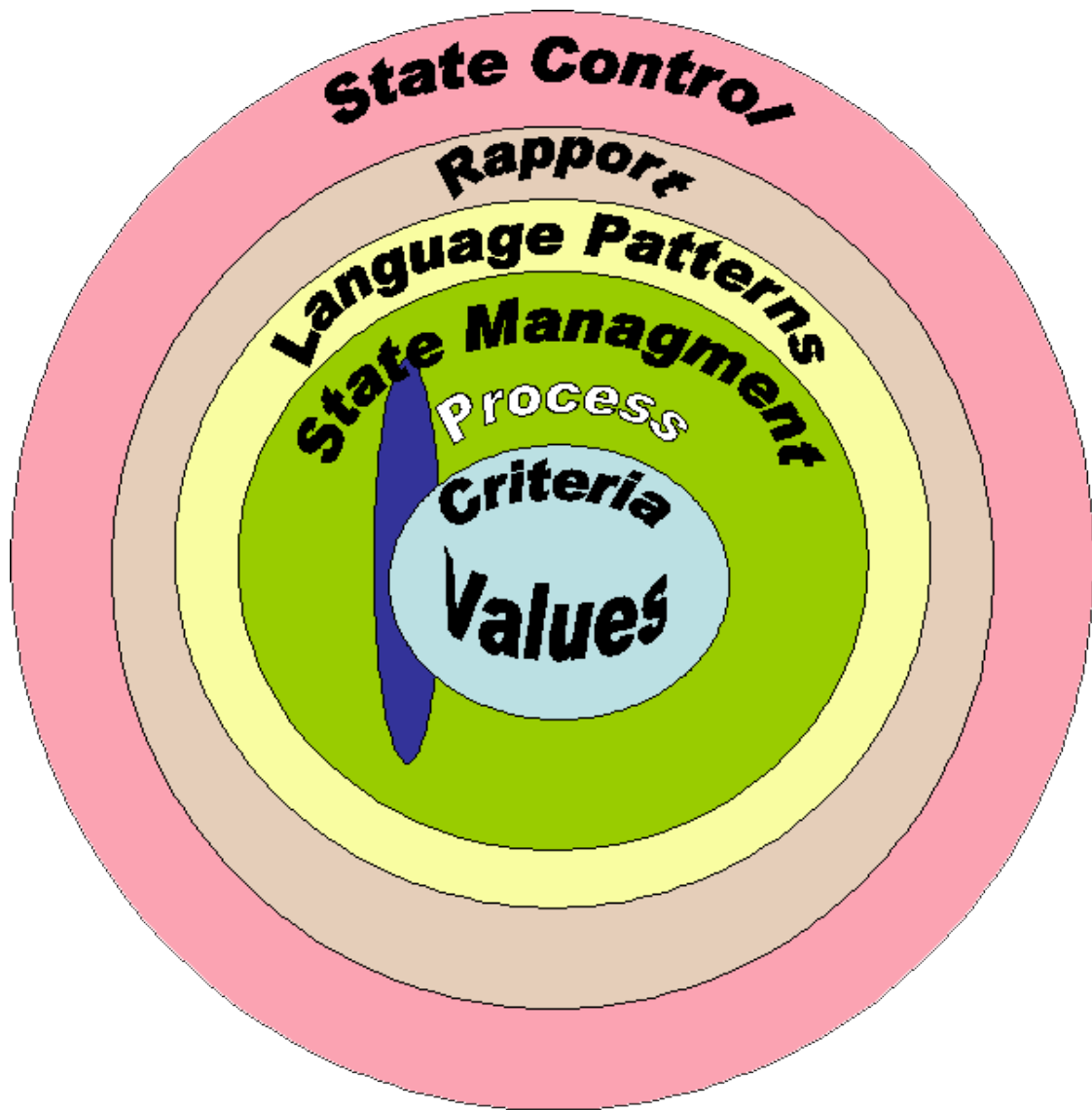
Most would not do so if they could.

They would not do so because doing so requires thinking. Doing so requires the courage and the discipline to walk the road less traveled. To take responsibility for the results they produce in their lives and the ramifications of the decisions that they make. The paths of influence are not for the faint of heart or the weak of will.

In this life there are shepherds, there are sheep and there are wolves!

Which Will You Be?

Greetings Neo... You is about to see the Matrix!



The above diagram will be your map and your guide through the process of learning and wielding hypnotic influence. These are the core skills which drive every other form of influence you will be learning and practicing.

If all you ever learned were the core skills included in the Killer Influence Core Persuasion Skills Model. You would find yourself getting virtually any thing you wanted any time you wanted.

The core model is that powerful. But we are not going to stop there. Over the next several days we are going to drill you on the use of these skills over and over again; in various contexts and applications.

You are going to literally train your influence skills the way master athletes and champion martial artists develop their skills to defeat the competition every time.

**When you master this model of hypnotic persuasion...**

Every thing you say and everything you do becomes a hypnotic induction

People will naturally begin to feel good around you and want to do things for you.

Any one within the sound of your voice will receive your suggestions

You will be perceived as more interesting, charismatic and eloquent.

You will have the upper hand in any relationship you are involved in

And that's just the beginning...

**As always the first steps are all about you...**





## **The first level of influence: Controlling your own mental and emotional states**

It is virtually impossible to effectively influence others without the ability to enter and exit states of mind on demand.

There are two primary ways to manage your own emotional states

1. Physiological state management
  - a. Volitional state management
  - b. Managing States via Physiology

### **Managing States via Physiology**

1. Understand the Mind/Body Feedback Loop.
2. Every state has a corresponding physiology.
3. Every physiology has a corresponding state.
4. Shifting physiology will reliably change your state all the time!
5. Practice shifting states by shifting physiology.

### **Skill building and installation:**

#### ***Blind Calibration Exercise***

- **Individual drills:**

Choose a single state.

Take yourself into that state and notice how your physiology shifts according to the state you've chosen.

Break State.

Pick another State and repeat.

*NOTE: Practice all state control drills using resource states that will empower your abilities to successfully apply influence both in the seminar and in the real world.*

- **Drills with Partner:**

Now with a partner pick a state, assume the appropriate physiology

Partner assumes the same physiology and calibrates what emotional state is being projected.

***NOTE: Choose states to play with from the following list of useful states:***

- |                                 |                                    |
|---------------------------------|------------------------------------|
| • Attractiveness vs. Repulsive  | • Relaxed vs. Stressed**           |
| • Attracted vs. Repulsed        | • Excitement vs. Boredom           |
| • In Control vs. Out of Control | • Fascination vs. Confusion        |
| • Sincerity vs. Insincerity     | • Clarity vs. Confusion**          |
| • Trust vs. Distrust**          | • Hyper Acuity vs. Contemplation** |
| • Anger vs. Indifference        | • Authority vs. Subservience**     |
| • Certainty vs. Uncertainty**   | • Powerful vs. Powerless           |
| • Joy vs. Sadness               | • Conviction vs. Disbelief         |
| • Confident vs. Unconfident     |                                    |

## **Volitional State Management: Managing States via an Act of Will**

### **Skill building and installation (with partner):**

#### ***Polarity Exercises: Non-Blind***

- Select a set of polar opposites.
- Assume gross physiology.
- Start at Zero Point.
- Amplify and vivify positive emotions.
- Calibrate how far into the state they can go.
- Partner calibrates as well.
- Return to neutral.
- Break State.
- Amplify and vivify negative emotional aspect.
- 10. Calibrate how far into the state they can go.
- 11. Partner also calibrates.
- 12. Return to Neutral State.
- 13. Break State.
- 14. Partner gives feedback.

***NOTE: Choose states to play with from the following list of useful states:***

- Attractiveness vs. Repulsive
- Attracted vs. Repulsed
- In Control vs. Out of Control
- Sincerity vs. Insincerity
- Trust vs. Distrust\*\*
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- Hyper Acuity vs. Contemplation\*\*
- Authority vs. Subservience\*\*
- Powerful vs. Powerless
- Conviction vs. Disbelief

**Skill building and installation (with partner):**

***Polarity Exercise: Blinded***

(Empathic Influence via Transference)

Select a set of polar opposites.

**Partner A does not inform Partner B of what states are going to be vivified.**

Assume gross physiology.

Start at Zero Point.

Amplify and vivify positive emotions.

Calibrate how far into the state they can go.

Partner calibrates as well.

Return to neutral.

Break State.

Amplify and vivify negative emotional aspect.

Calibrate how far into the state they can go.

Partner also calibrates.

Return to Neutral State.

Break State.

Partner gives feedback.

NOTE:

Each partner does 3 sets, switching partners after each set.

One Set equals 3 “Rounds.”

One “Round” = One Positive Emotion/state and One Negative Emotion/State.



# Rapport through Physiology

## Basic Pacing and Leading – The secret key to the persuasion universe

**Pacing Defined:** A Pace is simply a fact or truth and or something commonly accepted as true (truism)

**Leading Defined:** Leading can be anything you want your subject to believe or accept as true

- **Physical Rapport Techniques:**
  - o Matching Versus Mirroring – Important distinctions
  - o Matching –defined
  - o Mirroring- defined
  - o Pacing Gross Physiology
- **Postural Matching and Mirroring**
  - o Whole Body
  - o Half body
  - o Partial body
  - o 3-5 second rule for pacing and leading
- **Gesture Hijacking**
  - o Use their gestures when showing emphasis
  - o Don't use them at the same time
- **Cross over matching/mirroring**

**Exercise:**

- Break up into groups of Three A, B, C,
- Have a three to five minute conversation with your partner
- Person A is the persuader
- Person B is the Subject
- Person C is the Meta-person who makes sure that A and B are doing the exercise correctly
- During the conversation Person A will match or mirror as closely as possible the gross physiology of person B
- Switch with person A, being mirrored by person B
- Switch places with C so that Person C gets an opportunity to do the drill with A being the new meta person.
- Give Feed back

**Awareness- the importance of Sensory Acuity and Calibration**

Understanding Kinesics -Without the ability to understand and recognize the cues your subject is sending, you will find yourself severely limited in your ability to be flexible in certain persuasion scenarios.

There are many levels of Sensory Acuity this module deals with the most basic aspects of awareness first. Master those and you will be on your way to becoming a master of influence.

- Noticing postural or other large frame shifts
- Look for analog movements (incongruent head nods and shakes)
- Using analog movements to subtly communicate your desired intent
- Use your physiology to match and mirror your subjects
- Eye Calibration – Understanding Visual, Auditory, and Kinesthetic Modes
- The most useful distinctions for right now are being able to discern whether a subject is accessing Visual, Auditory, or Kinesthetic, or any sequence thereof.
- Finer Distinctions can be learned later after you have mastered the basics
- Finer distinctions are almost impossible to see and are almost never practical until you can easily detect the larger shifts and signals of your subject

**See Appendix D**

## **Windows of the Soul: Eye Magic Part One**

### **What a person's eyes can tell us.**

The most important eye cues are:

#### **Visual –**

- UP (either right or left = Visual accessing)
- Staring straight ahead – Visual Accessing
- Rapid blinking – Visual Accessing

#### **Auditory –**

- Horizontal (either left or right = Auditory)

#### **Kinesthetic –**

- Down (either to the left or to the right = Kinesthetic Accessing)

#### **Positive and Negative Experiences –**

- Generally speaking positive experiences are stored above the horizontal plane of the eyes.
- Negative experiences below the horizontal plane of the eyes
- Learn to look for where they store past, present and future

**Note:When a subject's eye patterns and words conflict go with their words**



## **Verbal Rapport-**

### Understanding the Three Main Coding Systems in Verbal Communication

#### **Visual –**

- Characteristics of a visual dominant Speaker
- Tempo- Fast
- Uses a lot of Visual Predicates
- Talk with their hands

#### **Auditory –**

- Characteristics of an auditory dominant Speaker
- Use a lot of voice inflections and tonal shifts
- Uses a lot of auditory predicates and phraseology
- Taps - pens, feet, fingers - any rhythmic movement that creates sound

#### **Kinesthetic –**

- Characteristics of a Kinesthetic Speaker
- Tend to speak more slowly
- Use a lot of kinesthetic phraseology and predicates
- Look down a lot
- Have a plodding gait

#### **Important Understandings:**

- There is no such thing as an Auditory, or a Visual, or a Kinesthetic
- All human beings use all modalities.
- The more modalities you use in your speaking and other communication the more channels your message is received on.

## **Echo Technique:**

This technique involves feeding or echoing back persons very own words practically verbatim.

Simply choose some of the person's words and repeat them back to them verbatim

Used with precision, rapport and presuppositions and this technique is practically irresistible

### **Benefits of using the Echo technique**

- Reinforces the thought in the other persons mind
- Automatically keeps you talking in the same rep system as your subject
- You can use this technique to selectively and externally reinforce the thoughts you want them to reinforce internally

**See Appendix F**

When pacing moods – make sure that when pacing a negative emotion that you direct the negative emotion at the object that the subjects' negative emotions are aimed at.

**For example:**

If your subject is angry, you show anger as well but you must show it at the same thing for which the subject is angry about. Do not get angry at the subject, this will only result in loss of rapport and needless bloodshed (joke)

When pacing beliefs always find something within the other persons' statement you can agree with even if you have to chunk down or up to do it.

**Basic Calibration -**

- **Assume gross physiology**
- **Choose a partner**
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- **Pay attention to your partners Volume,** (insert any of the elements we are going to pace and lead.
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# The Magnificent Seven (+/- Two)

The most powerful Hypnotic language patterns

**Presuppositions Defined** – Things or elements within a communication that must be accepted, assumed or presupposed as being true in order to make sense of any given communication..

## Why Use Presuppositions?

- They are global and therefore useful in any situation or circumstance.
- Because they have the same affect on anyone hearing them, you can use pre-suppositional languaging to influence large groups as well as a single subject.
- When used properly, presuppositions can naturally and easily induce trance.
- Completely natural and undetectable to everyone (except to those rare individuals who happen to share with you this kind of advanced level of linguistic skills).
- People must accept what is said as true in order for them to mentally process the language and make sense of what you told them.

## The most basics Presuppositions are:

- Existence – something must exist, if it is named it must exist. Naming implies existence.
- Action – something is being done to something. Implies a process is occurring.

## Suffix Theory – ing vs. ed

**-ing:** Creates mental movies and ongoing processes.

- Moving pictures are more real and compelling.

**-ed:** Creates still photographs, and past tenses.

- Useful in shifting things into the past or de-vivifying an internal experience.

## **Adverb / Adjective Presuppositions**

- Put descriptors before the things they describe.
- Eliminate Mental Friction.
- Force mental pictures to be exactly what you describe.
- Everything that follows the adverb/adjective is presupposed in the sentence.

**Examples:** Simply, logically, intuitively, easily, naturally, truly, utterly and unlimited, automatically

### **Tactics: Applying Adverb/Adjective Presuppositions**

- When speaking, load as many of these as you can into what you say without sounding unnatural or strange.
- Make your speaking and writing far more real, compelling, and interesting.
- Three or more of these stacked in row will induce trance very quickly, sometimes too quickly so use with precision.
- Two in the front and one in the back is a good rule for use in writing.

## **Adverb / Adjective Presuppositions**

### **Skill building and installation:**

- Craft three basic sentences using the adverb/adjective category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using the adverb/adjective category that are directly context dependent for application in the real world.
- Write them and speak them out loud, compare their effects when spoken and read.

### **Words for this Exercise:**

- Simply
- Logically
- Intuitively
- Easily
- Naturally
- Truly
- Utterly
- Unlimited

## **Awareness Verbs**

- One of the most powerful and useful of the Magnificent 7.
- Automatically causes the person to undergo the awareness process named in the sentence.
- Anything following the awareness pattern is presupposed in the sentence.

**Examples:** notice, realize, aware, understand, recognize, comprehend.

## **Awareness Verbs**

### **Skill building and Installation:**

- o Craft three basic sentences using only this category.
- o Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- o Craft three sentences using this category that are directly context dependent for your application in the real world.
- o Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

### **Awareness Verbs for this Exercise:**

- Notice
- Realize
- Aware
- Understand
- Recognize
- Comprehend

## **Temporal/Ordinal**

- These words utilize some aspect of time or number in order to create presuppositions of choice.
- Time, durations and numbers presuppose things and actions.

**Examples** – Before, During, After, First, Second, Third, Primary, Secondary, Tertiary, etc.

### **More Advanced – Temporal shifting**

- Now – Then – Now

## **Temporal/Ordinal**

### **Skill Building and Integration:**

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

### **Temporal/Ordinal Words for this Exercise:**

- Before
- During
- After
- First
- Second
- Third
- Primary
- Secondary

## **EXERCISE**

### **Trance Integration of New Skills:**

- Break up into groups of 5.
- One person sits in center.
- Other four surround the 5th
- Person sitting gives his/her handwritten suggestions to one of the other group members.
- Subject goes into trance or closes their eyes and pretends to go into trance and just drifts.
- For the next three to five minutes the group delivers, in random order, rapid fire suggestions for the integration and utilization of these skills, now and in the future, linking them to good feelings and pleasure.

## **Spatial Presuppositions**

- These words create vivid and compelling relationships between things within the mind of the listener.
- Evoke powerful mental imagery.

**Examples** – overall, undergo, expand, among, beyond, to, from

## **Spatial Presuppositions**

### **Skill Building and Integration:**

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

### **Spatial Presuppositions for this Exercise:**

- overall
- undergo
- expand
- among
- beyond
- to
- from

## **Cause and Effect**

- This is a super power pattern that can be magnified even more when stacked with the other presuppositions in the Magnificent 7.
- Mirrors the structure of belief.
- All beliefs are stated in cause and effect terms.
- Anything stated this way tends to be accepted as true, or at the very least appears to make very logical sense to the person hearing them. Thus you can quickly create any new reality you want in a seemingly logical way.
- Easily, naturally and automatically allows you to install suggestions in the mind of the subject.

**Examples** – and, as, cause, because, since

### **Structure of Cause and Effect:**

#### **X Causes Y**

- Any X Can Be Said To Cause Any Y
- X is usually a Pace
- Y is Usually a Lead

## **Implied Cause and Effect**

- Implies two things are somehow connected.
- X happens and Y naturally follows.

### **Example:**

“As you sit there easily absorbing this material, you will naturally experience good feelings.”



### **Complex Equivalence:**

- This Category is very similar to the cause and effect category
- Whereas the cause and effect category shows a causal relationship ( x causes y), complex equivalence patterns create an equivalent relationship between two things i.e. X means Y.

$$X = Y$$

- Any X can mean any Y
- X is usually a Pace
- Y is usually a Lead

### **Cause and Effect**

#### **Skill Building and Integration:**

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

### **Cause and Effect Words for this Exercise:**

- And
- As
- Because
- Causes
- Allow
- Since

## **Direct Commands**

- These are powerful pattern interrupts.
- Allow you to instantly halt or change the direction of a conversation or train of thought.
- Create strong fractionation effects for your listener(s) when combined with the other magnificent seven.
- Examples- Stop, Start, Now

## **Direct Commands**

### **Skill Building and Integration:**

- Craft three basic sentences using only this category.
- Craft three basic sentences in the form of a hypnotic suggestion such as you might use with a client to elicit the results you desire.
- Craft three sentences using this category that are directly context dependent for your application in the real world.
- Craft three context dependent sentences that combine all the presuppositions you have learned up to this point.

### **Cause and Effect Words for this Exercise:**

**Stop, Start, Now**

## ***EXERCISE***

### **Trance Integration of New Skills:**

- Break up into groups of 5.
- One person sits in center.
- Other four surround the 5th
- Person sitting gives his/her handwritten suggestions to one of the other group members.
- Subject goes into trance or closes their eyes and pretends to go into trance and just drifts.
- For the next three to five minutes the group delivers, in random order, rapid-fire suggestions for the integration and utilization of these skills, now and in the future, linking them to good feelings and pleasure.



## **Managing Emotional States - Pattern Weaving**

- All decisions and behaviors are state dependent.
- If we want to change a decision we simply change the state the subject or client is in to one that is conducive to the subject arriving at the decision you desire.

### ***You can do this in a number of ways:***

- Go into the state yourself and lead them there.
  - There are two ways to lead them into desired states:
    - Pace and Lead.
    - Shock/interrupt and Lead.
- Ask Questions about the desired state using the magic questions:
  - Have you ever...?
  - What's it like when...?
  - If you were to...?
- Have them associate into the state.
- Feeling modalities makes people associate into the experience.

## **First things First**

### **Associated Vs Dissociated States**

**Associated states** – Person is in or reliving the experience from a first person perspective.

**Dissociated States** – person is outside the experience second or third person perspective.

You may notice this section is a little smaller than the previous sections even though it's incredibly powerful. There is a reason....

**YOU HAVE BEEN DOING MOST OF THIS ALREADY!**

## **Emotional Influence Pattern – One**

- Decide your Outcome.
- Get Rapport.
- Go into the State yourself.
- Induce the state via any of the following methods:
- Empathic transference –Sphere of Influence
- Questions
- Pace and lead or Shock and Lead
- Link it to your outcome, product or service.
- Amplify the state.
- Link it to taking action.

## **Emotional Influence Pattern – Two**

- Magic Question: Have you ever\_\_\_\_\_?
- Give an Example.
- Describe the Process
  - o You can add in process, criteria and values here to make it even more powerful.
- Link it to your outcome
- Amplify and accelerate the state

## **VAK Level 2 – Jumping Into Their Process**

In the first section on Process and Content we covered how to listen for and identify:

- A person's primary or preferred modality.
- A person's least preferred modality.
- The process inherent within the structure of a person's language.

### **We also practiced:**

- How to speak solely in one particular rep system.
- How to shift from one rep system to another.
- How to combine all the rep systems into your communication.

### **Take an Inventory of what you have learned:**

- By now you have become intimately familiar with how to control your own state.
- How to gain rapport through your physiology, your language and ultimately through your intent.
- You are well on your way to mastering the Magnificent 7 Plus or Minus Two.
- You have explored your ability to elicit, create and manage emotional states within your subject.
- You have learned how to take any of the aforementioned elements and link it to the criteria and values of the person you're seeking to influence in such a way that they feel absolutely connected to your product, service, or outcome.
- Now you're going to learn and practice how to recognize the process of your subject, put your product, service, or outcome into their process along with their criteria and values, accelerate it, and link it to yourself.

# **The Magic Questions Reviewed**

**Remember the magic Questions from the segment on state elicitation?**

**Let's review them again...**

- Have you ever...
- What's it like when...
- If you were to...

## **The Sequence to Basic Process Elicitation**

- Have you ever (insert outcome here)?
- How did you go about doing that or deciding to do that?
- Pay attention to the process words they will start speaking.
- Also pay attention to the words they “lean on” tonally,
- (The words that the speaker places a special emphasis on) Those are the words that have special emotional importance to them, words that serve to direct you towards where to begin your criteria and value elicitation.

## **Process Drill # One**

- Break up into groups of Two or Three.
- Person A will be the persuader.
- Person B will be the subject.
- Person A will elicit the person's process for deciding to come to this training (sound familiar?)
- Person A will record Person B's process and feed back B's process to them and persuade them to really feel good about their decision to take this training and to get really excited about taking the next one (he, he).
- Switch and Repeat.
- Give feed back

## Process Drill # 2 – Contextualization

- In this Drill Person A is the Persuader, person B is the Subject, Client Etc.
- In this scenario you are now sitting in front of a client who is interested in using your product or service
- Elicit their process for how they decide to purchase your product or service
- Talk about your product or service using their process
- Switch
- Give Feedback

## Convincer Strategies

People have strategies for every thing they do. We even have a structure or process to the way we become convinced about something. By learning their process we can use it to have them convince themselves that what we are offering is desirable and worth acting upon to acquire

### Question #1

"How do you know \_\_\_\_\_ is good?"

When you ask this question pay close attention to the response that you get some of the answers you may receive are:

- 1) "I have to see it."
- 2) "I have to read about it."
- 3) "I have to hear about it."
- 4) "I have to do it/ feel it/work with it."

There is no such thing as a wrong answer when you're dealing with process, however a person undergoes the process is exactly right for them. Avoid the mistake of projecting your own internal process onto your subject. It's a sure fire way to break rapport. No matter what process they give you simply agree with them and...

Do unto them the way they want to be done onto... Savvy?

Once you have their process all you have to do is deliver it to them in a congruent manner exactly the way they told you it needed to be done in other words...

- **If they have to see it, show it to them.**
- **If they have to read about it, have written material for them to read.**
- **If they must hear about it, give them contact information or be ready to introduce them to people who can attest to the value of your product or service.**
- **If they must do or feel it have something ready for them with which they can interact.**



## Question #2

**"How many times or for how long do you have to see it/read about it/hear about it/do it before you are convinced it's good?"**

The next step in the process gives you information for how many times they need to run through the above mentioned strategy before it “clicks” and they act on it Here are some of the answers your likely to get.

**"I just have to see it/read about it/hear about it/do it once and I'm convinced."**

**"I have to see it/read about it/hear about it/do it X number of times and I'm convinced."**

**"I have to see it/read about it/hear about it/do it for X length of time and I'm convinced."**

**"I'm never convinced."**

Regardless of which response you receive, you have their personal process to be convinced and all that is needed is to fulfill their strategy. It's that simple.

In hypnotic work we use a variant of this to install powerful permanent change. It can be delivered in the form of a Mental Bind that locks the change in place... more on binds later...

### **Simple way to use convincer strategy in trance:**

- Ask them how many times they need to rehearse something in order to have the change locked in.
- Give their unconscious mind instructions to run through it the required number of times or more until they are absolutely convinced the change is permanent and when they are sure it's locked in to just go ahead and give a signal that it's completed.
- Once their unconscious mind gives you the signal finish whatever other work you need to do.
- Emerge them and Test the results.

*In Killer Influence you can do a similar tactic with a pattern like:*

“As we sit here reviewing this material and your naturally mulling things over in your mind, I'd like you to simply (what ever mode they use) the material how ever many times you need to in order to “*feel absolutely convinced*” that this program is right for you and as you logically and intuitively *focus on all the right reasons* for getting started *now*. You can *feel really good* recognizing that what you have been reviewing perfectly matches the criterion that is most important to you.”

## **Drill # 1 Knowing when You Have Got It**

- Break up into groups of two or three.
- Person A is the Persuader, and Person B is the Subject.
- Elicit the convincer strategy for when they know they have achieved a certain skill.
- How long will it take?
- How many repetitions etc.
- Record the strategy.
- Create a pattern for installing these skills utilizing their convincer strategy.

## **Drill # 2 – Contextualization**

- In this Drill Person A is the Persuader, person B is the Subject, Client Etc.
- In this scenario you are now sitting in front of a client who is interested in using your product or service
- Elicit their process for how they become convinced that some thing is good enough for them to take action on
- Talk about your product or service using their process
- Switch
- Give Feedback



## Hitting the Persuasion Bulls Eye: The Magic of Criteria and Values!

- In order to irresistibly move someone to take the action you desire you must activate his or her “What’s In It for Me Factor.”
- Eliminates Objections.
- In the realm of sales we would call them “hot buttons”, for persuasion and influence we call them Criteria and Values.
- Criteria and Values are “elements” within a person’s mind that must be satisfied before a person is willing to take action or accept something as being good, right or proper for themselves.
- All Criteria and Values are extremely context dependent and change as the context changes.
- All Values and Criteria are linked to one or more emotions.
- NOT ALL EMOTIONS ARE VALUES.
- Criteria and Values have a hierarchical structure within a persons mind.
- The Higher the Value the More Control it exerts on the levels below it.
- People love the labels they use to name their criteria.
- If you can effectively link your outcome to a subjects criteria and values, in most instances the subject will feel absolutely compelled take action and do what you want them to do.
- Use this new power with respect and with the full understanding that with the skillful use of this mechanism you can practically get anyone to do almost anything you want.
- Always leave the client; subject, etc better off than you found them.
- Deliver what you promise.
- If your values and outcomes don’t match theirs – Don’t use this technique, because doing so borders on **manipulation not persuasion**.
- Criteria and Values elicitation perfectly targets your persuasion message to the particular individual you’re seeking to persuade, hence it consequently screens out everyone else who doesn’t share the exact same criteria. Although not as useful in general persuasion situations or group settings, it’s practically irresistible on a one to one basis.
- When dialoguing with your clients use their criteria/values as often as you can.
- When you elicit criteria you deepen rapport and generate good feelings within the client.
- Because you’re the one eliciting those good feelings, those feelings and the ability to get those values are powerfully linked to you simply by doing the elicitation process.
- This creates tremendous customer/subject loyalty.

## **WARNING!**

IF YOU USE THIS TECHNIQUE TO HARM SOMEONE THEY WILL MOVE HEAVEN AND EARTH TO HURT YOU IN RETURN!

Please always use this technique with wisdom and discretion

**People Under Your Influence Are Also Under Your Protection!**

### **Eliciting Criteria and Values:**

The most important factor in eliciting criteria and values is –

#### **Rapport!**

The deeper your rapport, the better the quality of the criteria and values you can extract from the client/subject.

The All Important Question to elicit a subject's Criteria and Values is:

**“What's Important about \_\_\_\_\_?”**

### **The Process of Eliciting Criteria and Values:**

First and Foremost you must set your outcomes:

- Outcome Number One – Get Rapport
- Outcome Number Two – Elicit Criteria

## **Steps in the Process:**

- Rapport – Gain Rapport through any one or more of the techniques you have learned during this training.
- Ask the Criteria Question “What’s Important about...?”
- (Fill in reason they are coming to see you).
- Agree with what they say.
- Repeat their words back verbatim.
- Ask what is important about (what ever they answered for the first Criteria Question).
- Agree with them.
- Repeat their words back verbatim.
- Ask an indirect criteria question – Because? (This will elicit 2nd or 3rd level criteria depending on when you use it.
- Agree with what they say.
- Repeat their words back to them.
- Ask the Question “Ultimately Mr. or Mrs. X, What’s important about being having or otherwise experiencing X?” (This should be the level two or three criterion you have just elicited.

One very powerful and interesting Distinction you will quickly come to discover as you go through the process of eliciting values and criteria is the motivational strategies of towards and away from, inherent in persons’ Criteria and Values.

## **Understanding Towards and Away From...Can’t You?**

The function of all criteria is to serve as a motivating force to move you towards the things you really want and/or away from the things you don’t want. In a nutshell, people are either motivated to move toward their goals, or to run away from their problems. Neither strategy is right or wrong, nor is one strategy preferable to another. In fact, almost everyone uses either strategy at one time or another. The usage changes as the context changes.

## **The Magic Question:**

The Magic Question that can elicit a "towards" or "away from" Strategy is:

## **What Will Having (insert criteria here) Do For You?**

## ***Eliciting Criteria and Values (Continued...)***

### **Indicators of “Towards” and “Away From” Strategies:**

After asking the towards/away from elicitation question pay special attention to the type of wording they use to describe what their criteria and values will get them.

#### **“Towards”:**

When eliciting criteria, pay attention to words like:

**Attain, achieve, goals, include, solutions, accomplish, etc.**

When you become aware of your subject using these words, you can instantly recognize that you’re dealing with a person who moves “towards” the things they want.

#### **“Away From”**

When you hear your client or subject using words like:

**Escape, exclude, avoid, evade, “get away from,” “won’t be \_\_\_”,**

You can be very certain that you’re dealing with a person who moves away from their problems.

### **Advanced Criteria and Values**

#### ***Secrets of Instantly Transforming Values***

Make sure that when you feed back criteria and values during your persuasion message that you use exactly the same words and/or “labels” that your subject uses... Why?

#### **“People Want to Hold On To The Labels They Give To What They Want”**

Subjects tend to fall in love with the labels they put on their values and criteria. Hence trying to change the “label” of said value will ultimately result in an overall weakening of your persuasion message and possible loss of rapport.

However, while the subjects “label” of their values and criteria is basically immutable, the definition of those “labels” are not set in stone and in fact through the use of language patterns you can quickly and conveniently “**redefine**” or “**change**” the meaning of any Criteria or Value “Label” they give you.

For all practical purposes although the outer label of the value stays the same the meaning of it changes which means for persuasion purposes – “You Have Changed their Value”

This technique will be covered more in depth during the Killer Influence Advanced Training. In the mean time master your basics and experience your life being utterly transformed by the power of just these champion level persuasion tools because you’re absolutely on your way to becoming a “Master of Influence.”

## **Basic Criteria and Values Elicitation:**

### **Exercise 1**

(Groups of Two or Three)

- Get Rapport.
- Elicit Criteria and Values for learning, practicing and using these skills in your daily life?
- What's important about \_\_\_\_\_?
- Agree, feedback verbatim.
- Because?
- Agree, feedback verbatim.
- Ultimately what's important about \_\_\_\_\_?

NOTE:

- Feed back criteria from highest level to lowest.
- Have partner give feedback on what they experienced both during the elicitation and during the feeding back of their stated values and criteria.

### **Exercise 2**

(Groups of Two or Three)

- Eliciting and Linking Their Values to Your Product or Service
- Elicit what is important about having these skills.
- Link it to continuing to practice these skills today, and all through the future.

### **Exercise 3**

(Groups of Two or Three)

Contextualize

- Choose the context in which you are going to be using these skills.
- Have partner pretend to be a potential client for that product of service.
- Elicit their values and criteria for pursuing that product or service.
- Feed back and link your service to their values.
- Give feed back to class.



## *Eliciting Criteria and Values (Continued...)*

### Exercise 4

#### Using *Towards* and *Away from*.

- New Partners:
- Contextualize.
- Groups of Two or Three.
- Get Rapport.
- Elicit Criteria and Values for learning, practicing and using these skills in your daily life?
- What's important about \_\_\_\_\_?
- Agree, feedback verbatim.
- Because?
- Agree, feedback verbatim.
- Ultimately what's important about \_\_\_\_\_?
- What will having (use ultimate value here) Do for you?
- Note whether they are using a towards or away from Strategy
- Start talking in terms of **their** strategy:
  - If they are “towards”, use “moving towards” language.
  - If they are “away from”, use their values and criteria with “away” from language.
- Flip the strategy – If they are “Towards”, start talking in “Away from” phraseology, for a few minutes, paying attention to your partner's responses.
- Flip back to their primary motivation strategy.
- Link it to your product or service.
- Get feedback from Partner on what they experienced.

**See Appendix G.**

## **Module 11 Secrets of Social Hypnosis**

What is social hypnosis? Social hypnosis is a form of covert hypnotic influence that is based on the use of socially conditioned hypnotic operators.

These are behaviors and beliefs we are programmed to engage in each and every time we are presented with one or more of these principles. They are automatic (i.e. unconscious)

These are not behaviors we are genetically wired to follow.

Rather they are imprinted on us by the culture in which we live (although they can and often are reinforced by our genetic programming) from the time we are born until the time we shuffle off this mortal coil.

Our culture and society continually reward and punish the adherence and violation of these powerful hypnotic operators.

They are shared by nearly all cultures from all over the world and form a very powerful behavioral approach to gaining compliance to your desires in the real world.

All in all there are Six Primary Social Hypnotic Operators we will be covering

- Authority
- Reciprocity
- Consistency and Commitment
- Liking
- Scarcity
- Consensus

### **Social Hypnotic Operator # 1 Authority**

It is believed that authorities will provide us with real, accurate, necessary and dependable information

We are conditioned to be obedient to authority from the time we are born starting with our parents and then teachers, grown ups police officers, Government etc. all of these agencies reward us for obedience and punish us for disobedience.

Not only are taught to be obedient to the people in authority and believe what they say we are also conditioned to be obedient to the “symbols” of authority.

**Ex.**

- We bow our heads before an icon or statue in church
- We salute the flag, and stand when the national anthem is played
- Flag burning is a huge issue...why? Because of what the “symbol” stands for not the materials it’s made of or who is carrying it.
- We are taught to obey traffic signals and stop signs... are symbols
- We are also taught to obey certain modes of dress, such as uniforms, white lab coats, well-tailored business suits. Etc also symbols of authority not the authority itself.
- Authority creates compliance the vast majority of peoples reaction to authority is not critical automatic compliance, in some cases they may not like what the authority is telling them to do, but most will still do it

**There are four principals to utilizing authority**

- Establish your position through professionalism
- Establish your position through expert knowledge
- Establish your position through your Credentials (titles such as Doctor, Reverend, Professor etc)
- Establish your position by admitting weakness at the outset

**Titles**

- Titles are both the most difficult and the easiest symbols of authority to acquire
- Merely adopting the label can create deference to your authority
- Titles can generate context specific behaviors
- Authority can actually make you appear taller... yes size matters!

**But wait there’s more!****You don’t need real authority... although that’s always helpful**

- The appearance of authority is often enough!
- Adopt the trappings of influence and people will be more deferential to you and follow your lead
- Acquire titles for yourself if you can

## **Clothing:**

- Army and military uniforms
- Law enforcement
- Business Suits
- Security Guard Uniforms
- Religious Uniforms

Select the clothing you wear for its ability to portray you as having higher social and economic status and you will receive higher compliance to your requests and deferential treatment from others

## **The Trappings of Authority**

- Finally styled and expensive cloths carry an aura of status and position
- Jewelry and cars also have this aura
- Automobiles have an unusually strong affect on Americans
- Owners of prestige automobile enjoy a special kind of deference from others

**Fact! Most people are unable to predict correctly “how” powerfully they will respond to authority and it’s almost always more than they expect**

Here is one they didn’t tell you about...my secret weapon!

Authority amplifies the power of every hypnotic operator you have learned so far when you project your influence the that particular frame

## **The Authority Frame!**

- Learn to move through the world like you’re the one in charge.
- Like it’s natural for you to be in charge and for people to naturally defer to you
- Where ever you go stand like your in charge, like you’re the owner, manage, master and commander!
- Move and act with absolute certainty, calmness and strength. If you move like you have a mission and you belong wherever you go people will defer to you more often than not.
- Learn the difference between being something vs. acting like something
  - o **Rich people don’t have to tell you they are rich. They simply are what they are.**
  - o Their economic and social status is projected without effort or putting on airs.

- o Learn how to “be” that person instead of trying to act the way you “think” someone of that ilk would act
  - Failing to be congruent, by overplaying the behaviors projects insecurity which automatically undermines your power and authority
- Most people are uncomfortable with power and even more so with responsibility.
- Most people do not know how to handle power or authority... they are not always the same thing.
- Many people have misconceptions of what “being in charge” really is.
- They get confused between being dominant and domineering
  - o There is a difference between being the boss and being bossy- understand it
    - Being controlling does not mean your in control, in fact its usually a sign of the opposite... being insecure or out of control
- **Exercise: The Master and Commander Technique**
- **Exercise: Harnessing the Halo Effect, Stealing Authority Via Rapport**
- **Tactic: Fabricating Social Proof/Authority**

## **Social Hypnotic Operator # 2 Reciprocity**

**The Rule of Reciprocity: When you give someone something, no matter what it is – people feel an unconscious need to give you back something of like nature. This is the way society keeps things in balance**

- Reciprocity is the most powerful rule for creating compliance in virtually any one because of its overriding power to produce a yes response that, except for the feeling of indebtedness, would otherwise have produced a no response.
- The hypnotic operator of reciprocity is so strong can totally negate, or at the very least significantly counteract the liking principle (covered later) Thereby inducing people to comply with your request even if they do not like you.
- Even an unwanted gift has the power to produce compliance
- The rule is valid throughout the full spectrum of human interaction from business to social to personal

### **The rule enforces uninvited debts:**

A person can create indebtedness by doing an uninvited favor<sup>1</sup>

There is an obligation to give, and obligation to receive and an obligation to repay

---

<sup>1</sup> The surprise associated with the gift or favor also enhances compliance. Surprise by itself is a potent hypnotic operator that usually results in compliance to the request at hand. People on subways were twice as likely to give up there seats when surprised by the requester.

But wait there's more...

A small favor can trigger a sense of obligation to agree to a substantially larger return favor.

The reality of internal discomfort and the possibility of external shame can produce a heavy psychological cost.

**In the name of reciprocity we often give back more than we receive.**

**Why?**

Most of us hate the feeling of being in debt either financially or socially. We hate owing someone something or anything for that matter.

People who violate the repayment side of the reciprocity equation by accepting a favor or gift and not repaying in kind are held in very low esteem

Conversely those who violate the giving side of the reciprocity equation ("giving a gift without accepting repayment) are also equally disliked... energy must flow both ways.

**Reciprocity and Relationships:**

- In long-term relationships the reciprocity principle still operates but at a more abstract level.
- What is now given and received is the willingness to do or give something to others as opposed to tangible, or quantifiable favors.
- In spite of this persistent inadequacies can lead to problems-
- People who got as much help from their friends as they gave were found to be the happiest
- People who either gave more than they received or received more than they gave were found to be the most lonely and unsatisfied
- Reciprocity works in the giving and receiving of "concessions"
- If I make a concession for you, you will feel "obligated to make a similar concession for me

**Tactic: Request and Retreat Technique**

Make a large request to someone, one they are likely to refuse. Then follow it up with a smaller concession... Well, if your not willing to spend \$10.00 on some Raffle tickets would you be willing to help us out by buying some of our candy bars for only a \$1.00?

Special note, people often exchange time/responsibility for money, asking someone to donate their time is often seen as a larger request than donating a sum of money.

Would you be willing to donate 8 hours on Saturday to help chaperon some kids from the local juvenile detention center on their field trip? No? Okay, well then would you be willing to help us pay for the trip with a small \$10.00 donation because we really need your help?

The initial request must be larger but also realistic. If your initial concession is unrealistic it won't be taken seriously and therefore will not be acted upon. People will figure out your simply attempting to trick or manipulate them.

### **Three Tactics for Using Reciprocity to Super Charge Your Hypnotic Power To Influence**

- Be the first to give service
- Be the first to give information
- Be the first to give a concession

**When in doubt, YOU GIVE FIRST!**

## **Social Hypnotic Operator # 3 Scarcity- The Less There is The More You Want!**

**Rule: As something of value become less available, it increases in value**

Genuinely scarce information is more valuable than something that is easy to get or readily accessible

In addition to the obvious concept that we often equate scarce resources, as being of higher quality, value, efficiency, or uniqueness another factor that plays into the power of scarcity is the concept of psychological reactance is a hypnotic operator associated with our sense of freedom.

**Psychological Reactance:** as opportunities diminish we loose freedoms! And we hate to lose freedoms (or anything we possess for that matter) that we already have. This desire to preserve our own personal status quo and prerogatives is known as the theory of psychological reactance. It is a psychological response to diminishing personal control

- Whenever free choice is threatened or limited, the need to retain our freedoms makes us want them significantly more than previously<sup>2</sup>
- When ever we lose access to something we will fight harder to get it and value it more in the process. In other words we always want what we can no longer have, even if we didn't necessarily want it in the first place.
- Not only do we want an item when it is scarce, we want it more and place higher value on it when there is competition for it as well.
- It is difficult to resist scarcity tactics because of their emotion arousing capability that actually makes it harder to think.

### **Three principles that create scarcity**

- Emphasize Genuine Scarcity
- Emphasize Unique Features
- Emphasize Exclusive Information

### **Behavioral Approaches: How to be seen as a scarce (thus valuable) commodity**

- Always have an active lifestyle that does not place any emphasis on, or revolve around a particular person or group you are seeking to influence.
- Do not be readily available
- Always end conversations first
- Be seen with people whom your target may view as a competitor for your attention, product or service.

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<sup>2</sup> This dovetails with the concept that human beings will fight harder to avoid a loss than they will to gain a reward. The pain of loss is usually more powerful than the pleasure of a gain of equal value. Losing a dollar has more impact than winning a dollar regardless of the fact that the value is the same



- Behave in a way that demonstrates a higher social value
- Never give a direct answer to a question, answer questions with questions or funny comments<sup>3</sup> (this combines several different principles some of which we will discuss later in the course)

## **Social Hypnotic Operator # 4 LIKING**

**The Rule: We like and trust people who are like us...A LOT!**

**There are 4 master keys to tapping into the power of liking**

- Use ALL the Rapport skills and Principles You Have Learned
- Find Areas for genuine compliments
- Discover similarities between you and the person your influencing
- Find opportunities for cooperation

**The ugly or “not so ugly” truth about Physical Attractiveness!**

- Attractiveness powerfully stimulates liking (halo effects<sup>4</sup>)
- We automatically assign people who are physically attractive such characteristics as
  - o Talent
  - o Kindness
  - o Honesty
  - o Intelligence
  - o These judgments are made outside of conscious awareness
  - o **They are cross contextual meaning people who are considered physically attractive enjoy a tremendous advantage in all areas of life**
    - **Even social workers find it hard to think of a pretty girl as being guilty of a crime!**
    - We tend to think of criminal behavior as something only ugly people engage in
      - o Ugly behavior = Ugly People?<sup>5</sup>
      - o Nice looking people = Nice behavior?
    - Beautiful women are often not convicted of crimes they are accused of

---

3 Remember people instinctively value information that is not easy to get. By making people work just a little bit harder to get to know you and not being an open book you increase your value

4 A “halo effect” occurs when one positive characteristic of a person dominates the way that others view person.

5 This is a prime example of heuristic thinking at its finest

- Attractive defendants even when found guilty are less likely to be sentenced to prison
- Giving plastic surgery to inmates resulted in fewer returning to prison!
  - Cosmetic surgery may not reduce the criminals tendency for repeat offenses, it may just keep him or her from getting convicted any more...(hmmm)
- o Despite a persons good looks, many attractive people have lower impressions of their personalities and abilities<sup>6</sup> than observers have
  - Researchers have confirmed this disparity and hypothesize that it is due to the fact that many “good looking” people are aware of the fact that they get positively evaluated based on their looks and NOT their abilities exposure to this often confusing information leads to a very “uncertain” concept of self
  - This is why complimenting an extremely attractive person on their appearance almost never works but complimenting them on something do with an area of their lives they have to work at is extremely powerful when given in a genuine (and sometime not so genuine) manner

## Similarity

- We like people who are similar to us
- We are more likely to help people who are dressed like us
- We like people with similar backgrounds and/or interests as we have... even if they are small
- This is where profiling and cold reading skills can be deadly effective in getting what you want!

## Compliments

### Flattery will get you everywhere... no kidding!

- The knowledge that some likes and fancies us can have seemingly magical power to produce return liking and willing compliance!
- So often when people flatter us or claim affinity for us they often want something from us
- People still respond positively to praise even when they know you want something from them
- Praise doesn't have to be true to be effective. Positive comments produced just as much liking in people when they were untrue as when they were true.

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6 This is a huge huge huge influence lever

- We have an automatic positive reaction to compliments even when we know there is an ulterior motive, we tend to believe praise and to like those who provide it even when it is probably untrue.

## **Peripheral Hypnosis Technique # 1**

Induce liking in females by letting them accidentally overhear you stating a reservation or two about her and then progressively shifting into a crescendo of praise

Research showed that women who overheard themselves being talked about in initially negative terms then in increasingly glowing terms actually liked their evaluator more than did women who overheard themselves described in only positive ways.

Why do you think that is?

### **Key Concepts to remember:**

- **The criticism must always come first!**
- **People who gave positive comments first then followed up with negative comments actually reduced liking**
- **This technique is most effective when you can arrange for your target to ‘accidentally’ over hear your conversation. Evaluations presented directly to the target do not generate more liking when initiated with criticism**

It isn't the content it's the syntax

### **Business application: The Joe Girard Technique**

- Send your customers a greeting card every month with your name and the phrase “ I like you” printed on it.
  - o Simple, easy, effective in the extreme... remember people buy from people they like and who like them!

# **Appendix A**

## **Hypnosis Vocabulary**

### **ABREACTION**

Emotional purging by talking out or acting out repressed, or partially repressed, harmful emotional material.

### **AGE REGRESSION**

The phenomenon of returning in one's mind, as well as in one's behavior, to some earlier period of time or supposed life.

### **AMNESIA, HYPNOTIC**

A loss of the ability to recall past experiences that occurred during hypnosis. When reaching a certain level of trance, the natural tendency of an individual not to carry back to the conscious mind the experiences of the trance state. This trance depth varies with each individual. The individual always knows what is happening while they are in this state and all protections apply.

### **AMNESIA, POST - HYPNOTIC**

The subconscious mind will not allow the client to remember experiences in the hypnotic state that it feels would cause him or her the inability to function in normal life. Suggestions for amnesia given by the hypnotist concerning something against the client's moral or religious character, if accepted, will become ineffective in approximately 72 hours.

### **AMNESIA, SPONTANEOUS**

A form of amnesia occurring in a subject without receiving any suggestion to this effect. Spontaneous amnesia is a simple psychological defense mechanism.

### **ANIMAL MAGNETISM**

Mesmer's term for hypnosis; selected on the assumption that the state is related to the Phenomenon or ordinary magnetism.

### **ARM LEVITATION**

Ideomotor technique in which the subject is able to lift his arm with no conscious effort on his part.

### **AUTOHYPNOSIS**

Term for self-hypnosis a person is trained to hypnotize himself.

### **AUTOMATIC NERVOUS SYSTEM**

The automatic nervous system plays a vital role in respiration, digestion, circulation of blood and the activity of glands of internal and external secretion. Increased control over the automatic nervous system is common in hypnosis, it is responsible for many striking psychosomatic phenomenon.

### **BRAID, JAMES (1795-1860)**

A Manchester, England, physician and the author of Neuro-hypnology (1843), who discovered

that the so-called "animal magnetism" had actually nothing to do with any magnetic influence and consequently gave modern name to the science of hypnotism.

He used, at first, the method of fascination, but later turned to verbal suggestion. Among other things, he availed himself of hypnosis to perform painless surgical operations.

### **CATALEPSY**

A form of high suggestibility in which the subject can obtain rigidity of muscle groups through suggestion. "Arm rigid, cannot bend. Eyes stuck tightly, cannot open."

### **CHEVREUL PENDULUM**

Originally designed by M. Chevreul, any weight object suspended by a chain or string about 15 in long. It is used for determining the subjects suggestibility or uncovering subconscious information that is not available to the conscious mind.

### **CONSCIOUS LEVEL**

The normal waking state of mind.

### **COUNTER SUGGESTION**

A suggestion offered to an individual to challenge his fixed ideas concerning something or to inhibit the effect of a previous belief.

### **DETACHMENT**

When a person is aware of his environment, but does not participate or care to participate.

### **DREAM, HYPNOTIC**

A dream suggested by the hypnotist, whatever the purpose; ie., imagery, visualizations.

### **EIDETIC IMAGERY**

Sensory imagery, primarily visual, that virtually reaches the clarity of actual perception. It is fairly common in children and extremely rare in adults, but can be readily aroused in hypnosis.

### **ESDAILE, JAMES (1808-1859)**

Of Edinburg; having heard, while in Calcutta, of the anesthetic use of hypnosis, he turned to it "to relieve the pain of a Hindu convict who was about to undergo a painful operation." Within several months he reported 75 successful and painless major operations and several thousand minor operations with uniformly painless results. This included nineteen amputations.

### **FASCINATION**

The method of hypnotizing by fixation of eyes on a small shining object held a little above the Subject's eyes. Originally introduced by James Braid. It is now usually combined with verbal suggestion.

### **FIXATION**

Inducing hypnosis by concentration of attention on a single sensation or object.

### **FRACTIONATION**

A good method of deepening the state of hypnosis, by hypnotizing a person, having the person

open eyes, but not emerging from the state, then closing eyes; each time with a suggestion of going deeper each time the eyes are closed.

### **HALLUCINATION, HYPNOTIC**

Not like hallucination defined in psychology. Simply having the person create a picture in his mind of something through suggestion.

### **HALLUCINATION, NEGATIVE**

The inability to see something that DOES EXIST through suggestion.

### **HALLUCINATION, POSITIVE**

The ability to see something that DOES NOT EXIST through suggestion.

### **HANGOVER**

A headache, drowsiness or occasionally nausea created by not bringing the person out of hypnosis properly. Drowsiness commonly following the first induction of a client never having experienced hypnotism previously.

### **HETERO - HYPNOSIS**

Hypnotic state induced by another person.

### **HYPER - SUGGESTIBILITY**

Heightened suggestibility manifested through deep hypnotic state.

### **HYPNO-ANALYSIS**

The practice of analyzing subjects problem and resolution through hypnotic techniques

### **HYPNOIDAL**

A very light state of hypnosis.

### **HYPNOLOGY**

The study of hypnosis.

### **HYPNOSIS**

The by-pass of the critical factor of the conscious mind and the establishment of acceptable selective thinking.

### **IDEO - MOTOR**

Involuntary movement of muscles produced by an idea or suggestion.

### **IDEO-MOTION**

Involuntary movement produced by an idea or suggestion.

### **IDEO-SENSORY**

Pertaining to and affecting the senses.

### **INDUCTION**

The process or technique used to hypnotize the subject.

**KINESIS**

Physical movement.

**KINESTHETIC**

Muscles, tendons and organs stimulated by bodily movement.

**LETHARGY**

A state of hypnosis characterized by general muscular flaccidity.

**MESMERISM**

The technique of hypnotizing developed by F. A. Mesmer in accordance with his history of animal magnetism.

**MONOIDEISM**

James Braid's finding that the state of hypnosis depends on the narrowing or limiting of the subject's attention.

**OBSESSION**

A driving, sometimes irresistible idea; when combined with an emotion, is likely to result in action, sometimes endlessly repeated.

**PHOBIA**

An overwhelming fear of fear.

**PRE - HYPNOTIC SUGGESTION**

A suggestion given prior to the hypnotic induction which is meant to take place when client is in hypnosis.

**PYRAMIDING**

A powerful method of deepening hypnosis by changing the induction without telling the subject.

**PSYCHOSOMATIC ILLNESS**

Physical illness caused by negative mental thoughts.

**RAPPORT**

The working relationship between the hypnotist and the client

**RESISTANCE**

The unwillingness of a subject to accept the hypnotic process; usually due to an inhibition, fear of hypnosis or fear of another nature existing in the client

**SEAL**

A hypnotic block, produced while client is in the hypnotic state by the operator suggesting to the subject that no one else will be able to hypnotize him/her.

**SELECTIVE AMNESIA**

Subject's conscious amnesia, which is confined to a specific period.

**SOMNAMBULISM**

The deep “working state” of hypnosis, in this state the eyes may be opened without waking. Complete amnesia may result. Positive and negative hallucinations may be induced.

**SUBCONSCIOUS MIND**

The area of mind in which mental processes and possibly resulting behavior take place apart from one's conscious awareness.

**SUGGESTIBILITY**

A measurement of a person's susceptibility to suggestion.

**SUGGESTION**

A hint, proposal, offer or a new alternative idea given in the waking state or otherwise. In Hypnosis, it is a technique of influencing a subject or of modifying his behavior. Whatever suggestion has done, suggestion can undo.

**SUGGESTION - POST HYPNOTIC**

A suggestion given to a subject in hypnosis that is meant to take place after the person emerges from the hypnotic state.

**SUGGESTION, THERAPEUTIC**

Suggestion aiming at the restoration of someone's health or serving some purpose of medical treatment

**SUGGESTION, WAKING**

A suggestion given in a certain manner in a person's normal state of awareness that is accepted and takes effect.





## Appendix B

### Self Hypnosis Suggestions

By Gerald F. Kein

1. Every day in every way I am becoming better and better.
2. My ability to succeed is unlimited.
3. I exercise daily and love it.
4. I am becoming more alive in the morning and I love it.
5. I notice others more and enjoy paying them sincere compliments.
6. I am becoming more self-assured and more self-confident each day.
7. My self-confidence is increasing by leaps and bounds.
8. My memory is improving steadily every day.
9. My retention span is steadily increasing.
10. When I am studying, my mind works clearly and sharply and I retain that which I learn.
11. When I am studying, I am fully absorbed and completely engrossed.
12. Whatever I learn will be easily and readily recalled.
13. In selling, I am developing more enthusiasm every day.
14. My work output is steadily increasing.
15. I can speak on my feet and the thoughts flow freely through my mind.
16. I am deriving pleasure and excitement from dealing with others.
17. I am becoming more interested in other people and events outside my life.
18. I am developing more energy and vitality every day.
19. When I bowl (golf, ETC.) my mind is fully absorbed and completely engrossed in what I am doing.
20. I get more filling satisfaction from less food every day.
21. I find myself eating slower and tasting food more.
22. I eat only at mealtimes, sparingly and properly.
23. I find "X" number of cigarettes a day more than enough for me.
24. At the end of the day, I am still fresh, energetic and full of vitality.
25. I am becoming a worthwhile and interesting person; I have much to offer.
26. I am completely relaxed when I interact with others.
27. I am becoming more assertive and can stand up for myself.
28. I take great pleasure in doing the things that I want to do.
29. I find happiness in life and I am enjoying myself more.
30. I can change my life to any direction that I desire.

31. Through relaxation, I find I control myself to a greater degree.
32. My self-hypnosis exercises are creating the changes that I desire.
33. I find that I am gaining my goals through self-hypnosis.
34. There is only one of me, I am unique, and I am pleased with myself.
35. I relax easily outside my house and with others.
36. I am a non-smoker and will remain a non-smoker for the rest of my life.
37. Cigarettes are poison to me and I reject poison in all its forms.
38. I am a non-drinker and will remain a non-drinker for the rest of my life.
39. Alcohol is poison to me and I reject alcohol in all its forms.
40. Every day I remain on this job I am better prepared for the future.
41. I am a success and achieve my goals.
42. I am always prepared and will succeed.
43. I am confident about losing weight.
44. I have decided to become thin and attractive.
45. I get full quickly.
46. Sugar is poison to me and I reject all poison.
47. Smoking stinks and does not interest me.
48. My mind absorbs like a sponge and I recall for tests easily.
49. I remember the right answers for tests.
50. I sleep like a baby every night.
51. I face difficulties and conflicts calmly and powerfully and deal easily with them.
52. The past is dead and I am free.
53. Drugs are dumb and disgust me.
54. My energy is boundless and I feel alive.
55. I avoid sugar, coffee, alcohol and tobacco.
56. I am a great time manager.
57. I receive love by giving love.
58. I look to the future with a bright, positive and confident attitude toward myself.
59. Every day I will act like the person I want to become.
60. I will develop a strong, healthy and positive attitude toward myself.
61. Forgiveness is the eraser of guilt and fear and I am forgiven.
62. I forgive all those people of my past who have ever hurt me in any way and I am free.
63. I am alive, happy and free.
64. I love life and look forward to each day with excitement.
65. I forgive you (name) and set you free.

66. When I am faced with or confronted with , all the material that I have learned, read, or heard flows freely and easily through my mind and is easily recalled.

## Appendix C

### Dave Elman Induction

David X. Version

Now, take a long deep breath and hold it for a mental count of 3,2,1 and let that breath out with a sigh. **(Perform the action with the client)**. As you exhale this breath, allow your eyes to close and with each in breath I want you to imagine a glowing ball of energy forming above your head and with each and every out breath you take I want you to imagine that ball of energy flowing downward from the top of your head to the tips of your toes. Permeating every cell and every atom, relaxing all the muscles as it goes so much so that with every breath you take and every beat of your heart your body and mind simply continues to relax deeper and deeper as you listen to the sound of my voice.

Now let go of the surface tension in your body.

Just allow your body to relax as much as possible right now.

Now, place your awareness on your eye muscles and relax the muscles around your eyes to the point they just won't work. When you're sure they're so relaxed that as long as you hold on to this relaxation, they just won't work, hold on to that relaxation and test them to make sure **THEY WON'T WORK**. (**Allow** 3 or 4 seconds to test **then** say)

Good, That's right, now stop testing.

Now, this relaxation you have in your eyes is the same quality of relaxation that I want you to have throughout your entire body. So, just let this quality of relaxation flow through your whole body from the top of your head, to the tips of your toes.

Now, we can deepen this relaxation much more.

In a moment, not yet, but in just a moment. I'm going to have you open and close your eyes.

When you close your eyes that's your signal to let this feeling of relaxation become 10 times deeper. All you have to do is want it to happen and you can make it happen very easily. Ok, now, open your eyes...now close your eyes and feel that relaxation flowing through your entire body, taking you much deeper. Use your wonderful imagination and imagine your whole body is covered and wrapped in a warm blanket of relaxation.

Now, we can deepen this relaxation much more. In a moment, I'm going to have you open and close your eyes one more time. Again, when you close your eyes, double the relaxation you now have. Make it become twice as deep. Ok, now once more open your eyes...close your eyes and double your relaxation...good. Let every muscle in your body become so relaxed that as long as you hold on to this quality of relaxation, every muscle of your body will not work.

In a moment, not yet but in just a moment, I'm going to have you open and close your eyes one more time. Again, when you close your eyes, double the relaxation you now have. Make it become

twice as deep. Ok, now, once more; open your eyes...close your eyes and double your relaxation... good. Let every muscle in your body become so relaxed that as long as you hold on to this quality of relaxation, every muscle of your body will not work.

In a moment, not yet but in just a moment, I'm going to lift your *{right or left}* hand by the wrist, just a few inches, and drop it.

Now, if you have followed my instructions up to this point, that hand will be so relaxed it will be just as loose and limp as a wet cloth, and will simply plop down. Now don't try to help me or hinder me in any way. Simply allow that hand to drop down into your lap only at the rate and speed with which you can go all the way to the very basement of relaxation.

Now, let me do all the lifting so that when I release it, it just plops down and you allow yourself to go much deeper.

*(If subject helps to lift hand say,)* "No, no let me do all the lifting, don't help me. Let it be heavy. Don't help me. You'll feel it when you have it."

Now, that's complete physical relaxation. I want you to know that there are two ways a person can relax. You can relax physically and you can relax mentally. Now that we have relaxed your body we are going to begin now to relax your mind just as deeply, Let me show you how to do that.

In a moment, not yet, but in just a moment, I am going to ask you to begin slowly reciting the alphabet backward, out loud, starting from the letter Z. Now, here's the secret to mental relaxation, with each letter you say, simply double your level of mental relaxation, with each letter you say, let your mind become twice as relaxed as the time before.

Push those letters all the way out of your mind make them smaller, darker, harder to see, turn your internal volume all the way down. Make them gone.

Now if you do this, you will notice that by the time you reach the letter T, or even sooner, you will quickly discover that your mind will have become so relaxed, you will have actually relaxed all the rest of those letters that would have come after T or even sooner, right out of your mind, there just won't be any more letters. Now, you have to do this, I can't do it for you.

Those letters will leave if you will them away. Now start with the idea that you will make that happen and you can easily dispel them from your mind.

Now, say the first letter, Z and double your mental relaxation.

**Client: Z**

Hypnotist: Now double that mental relaxation, let those letters already start to drift away.

**Client: Y**

Hypnotist: Double your mental relaxation. Start to make those numbers leave

**Client: X**

Hypnotist: Now, let them be gone. Dispel them. Banish them. Make it happen, you can do it; I can't do it for you. Push them out.

**Option A:**

When the client grows quiet you can ask him... are they all gone?

**Option B.**

Many times depending on how good the memory of the client is they may still be reciting the letters beyond X or even T. what you will notice is as the client pushes the letters out and doubles their mental relaxation that the volume of their speaking will grow continually quieter. When that happens use option B.

Make it happen! And when they are all gone go ahead and raise this finger to let me know (indicate which finger the subject is to use by touching it first)

**Use fractionation to deepen trance then begin therapy.**

# Hand Drop Induction

Adapted from the original hand drop induction by Gerald F. Kein

(Stand to the side of your client.)

(Extend your dominant hand with your palm up but keeping your elbow bent and close to your body tell the client...)

**"Place your hand in mine... like that - Got it?"**

(Have the subject extend his or her hand outward palm down)

(Now say to the client...)

**"Now, look at me."** (Point to your forehead specifically the optic triangle or space between the eyebrows!)

**"At the count of three, press down against my hand. I'll be pressing up against your power... Got the idea?"**

"Now, follow my instructions completely!"

**"One"** (wagging your finger at the subject with each count)

**"Two"** **"PUSH, PUSH, PUSH, That's right... push hard, that's good!"**

**"Three"** – **"Now let your eyes become heavy, droopy, drowsy and sleepy...closing, closing, closing..."**

(If you have to, pull the subject's eyelids shut with your thumb and index finger. Now instantly pull your hand out from under the subject's and say, "SLEEP!" and tap the subject on the forehead with the palm of your hand.)

Then say,

**"As I rock your head gently, allow your body to go loose, limp and deeply relaxed."**

(Do a five to one count for eye catalepsy)

(Fractionation to a proper depth)



## **David X. Hand Shake Induction:**

This induction can be done as an instant or rapid induction depending on how you perform it. There are many version of the handshake induction this a version I created for myself that combines elements of a shock and rapid instant induction.

Extend your hand toward your client as if your going to shake his hand.

As he reaches out to take your hand, grab his outstretched wrist with your other hand before he can make contact with your shaking hand.

Turn his palm over and towards his face, look point as his palm, point to it with your finger and say “look at your hand”

Slowly move his hand up and down as he stares at it. Tell him to pay attention to the various features of his hand... as he does so reach up and behind his neck with your free hand

Say the word... “Sleep”

And pull his head forward and down towards his chest.

Keep your hand on the back of his neck to sense the amount of tension he has. (The neck muscles always are the last to relax and the first to tense up)

Gently rock the subject back and forth or in circles as you deepen.

## Group Hypnosis Induction

Can you feel that increase in relaxation? You should be able to feel that increase in relaxation all through your body. Now, this is physical relaxation and if you followed my instructions exactly, you should have an excellent state of physical relaxation this very minute. But we want you to increase this relaxation even more.

There are two ways in which you can relax, you can relax physically and you can relax mentally. You've proven that you can relax physically, now let's relax mentally.

Now here is how you do that.

In a moment, not yet but in just moment, I want you to start reciting the alphabet backwards starting from Z with me silently in your mind with the idea that you are going to relax the letters right out of your mind.

In other words, you're going to dispel those letters by commanding your mind to relax as you recite.

Now, in a moment not yet but in just a moment, I want you to start from the letter Z and recite back with me mentally so that when you get to X or even sooner, you'll find that all of a sudden, all the letters after X have completely vanished from your mind

Now, say the first letter with me silently and relax as you do so. (Z) That's right, now relax completely and when the next number comes up they'll begin to fade if you order them to be dispelled from your mind.

(Y) Now get rid of those numbers. Just say to yourself, they must disappear. And as you relax mentally, they will disappear and you'll feel a surge of relaxation.

Now say the last letter (X). Now notice they'll be gone. You just can't find those letters anywhere.

Now this is what's known as complete physical and mental relaxation. If for any reason the letters have not yet disappeared, don't worry, because they'll leave as I continue to talk with you.

### **Proceed with 10 to 1 Deepening Technique and Begin Your Group Session**

***Remember, somnambulism is indicated by the creation of amnesia for anything through suggestion.***

***In this case it is achieved by relaxing the numbers out of the mind***

## Simple Rapid Inductions

### Pencil Drop

Hold the pencil up like this. Demonstrate for the client, hold in center with point facing down. Then give the pencil to the client to hold Now look at it firmly.

Hold it and look at it.

As you look at it, I want you to notice that your fingers are slowly pressing harder and harder against that pencil. They are pressing that pencil to the point where, when I count to three, you will be unable to drop it. It will be stuck tight to your fingers.

Look at it. Feel your fingers squeezing tighter and tighter. Soon you will be unable to drop it no matter how hard you try. ONE! Fingers tightly closed. TWO!....THREE!

You cannot drop it, you cannot drop it! Then say firmly... Close your eyes and SLEEP!

*Without hesitation, immediately start a 10 down to 1 deepening technique.*

## Pencil Drop Version B

Hold the pencil at a 45degree angle above your subject's eyes.

Have them focus their attention on the very tip of the pen or pencil

Say to the subject.

“Now I want you to focus all of your attention on the tip of the pen, Stare at it and as you do I want to begin to notice how your eyes begin to get tired, your eyelids begin to get heavier and heavier but your not going to close the as I count from 3 to 1 you are going to notice your eyelids getting heavier and heavier

When I count two your going to notice your eyes starting to burn and water like they have sand in them and your going to want to close them but you wont be able to.

When I count one your eyelids you will find yourself struggling to keep them open and when I drop the pen and say the words sleep you eyes will close and you will drop easily and effortlessly into a profound state of relaxation.”

“**Three**” feel your eyes starting to get more and more tired as you focus on the tip of the pen

“**Two**” notice your eyes becoming more and more irritated wanting desperately to close. On the next count you will find that your struggling to keep your eyes open

“**One**” your eyes are burning, your eyelids are heavy growing heavier and heavier

(Drop the Pen and say)

Sleep!

Deepen with the 10 to 1 deepener

# Self Hypnosis Deepening Standard Version

Whenever you enter this state, you allow yourself to go back into the same beautiful state that you are now in. Each time allowing your self to go back deeper, each time enjoying it more and more, feeling terrific in every way. Whenever you enter this state, the instant you close your eyes, you mentally reach up and turn your light switch into the off position.

When that switch is in that off position, all electricity flowing from your brain to your body becomes disconnected.

Your muscles become instantly calm, very deeply relaxed and you allow the sound of my voice to guide you deeper into relaxation.

Following my suggestions guides you deeper into relaxation. The deeper you go into relaxation the better you feel, and the better you feel the more and more your body relaxes with just wonderful feelings going through your body and happy thoughts going through your mind.

So relax, and let your self go.

Now I want you to relax still more to a deeper state of relaxation.

Much more relaxed. So again I'll count from five down to one and as I count from five down to one, your body will double the relaxation you have right now, automatically.

5...Relaxation starting to double.

4...Relaxation doubling more and more.

3...Very comfortable very relaxed.

2...Relaxation is now almost doubled in your body.

1...Relaxation now has doubled in your body from the top of your head to the tips of your toes. Every fiber, every tissue, every organ, every gland every part of you has doubled in its relaxation.

"You feel fine."

I want you to imagine, or visualize, in front of you is a long staircase that is leading down into relaxation. We have never found a basement, a bottom of a person's ability to relax.

It's endless.

Every breath that you exhale takes you down another step on this staircase of relaxation. Every breath takes you deeper into an endless state of relaxation.

You drift down feeling wonderful, feeling comfortable.

Relax and let your self go. Just relax and let your self go. I still want you to relax to a much more relaxed state.

Already with your light switch in the off position, every muscle becomes dormant, quite unable to move. Again I will count, but this time from ten down to one.

As I count from ten down to one, your conscious mind will relax as much as your body is relaxed and your mind and body will double the relaxation that it has at that time on each and every count.

10...Your mind is as relaxed as the body is relaxed and the body is doubling it's relaxation.

9...The mind is relaxed as the body is relaxed, and the body is doubling it's relaxation again.

8...Mind relaxed as the body is relaxed and the body again is doubling the relaxation it has at this time.

7...The same thing.

6...Keep right on going now.

## **The Shock - Confusion Method of Induction**

**This method is especially effective with particularly difficult subjects, but is not Practical when working with accountants, engineers, mathematicians, etc, because it would not be in keeping with their professions to be confused by figures.**

The subject is told to concentrate on a spot on the ceiling lightly above eye level. He is Then instructed to count out loud, backwards, from one hundred to zero. As the subject concentrates on the spot and counts, the hypnotist standing directly behind him, converses with him; usually suggestion relaxation to various parts of the body. Eye fatigue, the concentration required to count and the distraction of the hypnotist's voice, all tend to confuse the subject.

As the subject counts, he may find himself omitting numbers as follows. "87...86...85...83...81," or repeating numbers "87... 86...85...85." He may suffer long pauses as he tries to remember the last figure he quoted. The hypnotist listens for symptoms of confusion and the moment he detects it, he claps his hands loudly and commands his subject to "SLEEP!"

The hand clap and command have a very shocking effect on the subject who immediately stops counting and goes into a deep state of trance. If the count goes on too long without the generation of confusion, the hypnotist may help the situation by randomly uttering numbers.

It is very important that after the "SLEEP!" command is given that the hypnotist keeps up his patter (talking).

**Deepening suggestions are recommended. A period of silence right after trance is obtained will cause the subject to emerge.**

***Continue with deepening techniques.***

# Hypno-Sleep

## Induction to Hypno-Sleep

1. **Achieve somnambulism with client.**
2. **Establish number block on the # 7 when counting from 1 to 10.**
3. **Have person open eyes with the suggestion s/he will still not remember #7 and s/he will not remember the suggestion when the eyes open. Then say, "Open eyes."**
4. **Have them count fingers and then say, "Close your eyes."**
5. Say, "Anytime you see me touch my nose you will fall into a sound deep sleep. Just as deep as a normal nights sleep. It will even be much deeper."
6. Say, "This sleep will even be deeper than normal. When I have you open your eyes, you won't remember this conversation... open your eyes."
7. **Touch your nose and let the person go into hypno-sleep.**
8. Say **several times**, "You can hear me but you can't wake up. When you hear me just raise this finger." **Tap the chosen finger.**
9. **Then say**, "I 'm going to talk to you now and you'll remain asleep and you'll be able to tell me things that you never could when you were awake. Afterward we'll decide if these memories should be allowed to come forth to the conscious mind."

## The Therapeutic Technique

10. **(Client's name)**, how long have you had **(state problem)**?
11. Now when I snap my fingers you will be back at (answer to question 10) and I'll be talking to you, but you will not wake **up**.
12. **Use direct suggestion or necessary hypnotherapy to change perception of causal events.**
13. When I rouse you, we will be able to discuss the problem and you will know that the event of **(age of client at causal event)** can no longer affect you in your present life.
14. **Place client into desensitizing events to make sure problem is resolved.**
15. **Emerge client and, using waking hypnosis techniques, discuss the cause and how s/he has now changed.**





## Appendix D

### Pacing and Leading

#### – The Secret of All Communication

All communication really involves two elements –Pacing and Leading

#### **Pacing:**

A Pace is simply a fact or truth and or something commonly accepted as true (truism)

**Practice:** Come up with Three Statements that are paces.

#### **Leading:**

Leading can anything you want your subject to believe or accept as true

**Practice:** Come up with three statements that are leads

#### **Basic Pacing and Leading Exercise – 5,4,3,2,1**

Pace, Pace, Pace, Pace, Lead  
Pace, Pace, Pace, Lead, Lead,  
Pace, Pace, Lead, Lead, Lead,  
Pace, Lead, Lead, Lead, Lead,  
Lead, Lead, Lead, Lead, Lead,

#### **Cyclic Pacing and Leading**

In cyclic pacing and leading we start off by pacing the subject and we transition to leading. On the next phase we also pace and lead. However then next pace we give is the last lead from the previous cycle.

#### **So for example,**

As you're sitting here learning this material and you're starting to **recognize the power** of what you're learning and that ever-expanding understanding is naturally making you more and more excited.

So much so, that as the excitement your rightfully experiencing now continues to grow; you're also realizing the fact that, after today, you will **naturally possess the all-important skills** necessary to persuade and influence anyone any where. And that powerful knowledge of naturally possessing the skills to persuade and influence in any situation automatically allows you to **get what you want** in a way that's right and proper. So that as you continue to **get what you want**, you quickly and

easily for all the right reasons, **truly feel good about helping other people** get what they want...  
can you not?

Pace, Pace, Pace, Lead,  
Pace, Pace, Lead, Lead, Lead  
Pace, Lead, Pace, Lead, Pace, Lead

## Appendix F – D.R.T.s

Welcome to the appendix I affectionately call D.R.T..

D.R.T. stands for Dirty Rotten Tricks! These are techniques that exploit or make use of many of the concepts and techniques contained in this course. Some are great examples of a particular aspect of the art of hypnotic persuasion while others pull from a wide cross section of hypnotic influence phenomena.

Many of these “black ops” techniques, tactics and strategies can stand alone, or they can be used in combination with the primary tools of influence you have already been given.

Your only limit is your own personal sense of ethics and creativity. Use them wisely, and with precision and they will never fail you.

### **DRT # 1 Changing Memory and Perceptions**

**The power of suggestion can be used to change perception and can easily create false memories<sup>1</sup>**

**Master Principle # 1 - Believing Is Perceiving.**

If suggestion can alter perception, and recall (and we know it does), and ALL beliefs are merely “decisions” we have made based on what happened to us in the past, then obviously, we can change peoples beliefs by changing there memory of what happened via the use of the power of suggestion.

Here are some key operators that can be used to “change memory, perception or belief.”

#### **Authority Principle**

- **Suggestions from an Authority can override a person’s visual memory**
- **This power is most effectively used in conjunction with deep rapport skills and the use of the magnificent seven language patterns.**
  - o To apply this technique simply have the subject recount what ever memory or story you wish to change
  - o Incorporating the new changes into the subjects’ story by asking questions to your subject that presuppose the new element was there all along.
  - o This is very often how false memories can become implanted in children and even “adults” during questioning under high stress.

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<sup>1</sup> Loftus – memory researcher

## **Distraction Principle:**

- The distracted mind is easier to manipulate and create change in than an undistracted mind
- Subjects who were given a pleasant visual distraction while listening to a tape that was attempting to persuade them against something most folks like to do resulted in a substantial number of students actually changing their opinion to the view point expressed in the tape.
- **Strategy:** When resistance is likely, Distraction can create a receptive more easily persuaded mind

## **Technique: The Attractor Distracter**

- When you wish to pre-dispose someone towards a specific outcome that you have in mind. Present your information to them while they are being pleasantly, but mildly distracted by something else. (A pretty girl, good food, an exciting sports event on TV or in person etc)
  - o Using a pleasant distraction will cause your target to more positively consider what you want them to do.
  - o Distraction also allows you to use embedded commands to deadly effect when you time them properly.
- Conversely if there is something you do not want your target to go along with, use an unpleasant distraction to cause him to think negatively about the topic or action in question.

## **DRT # 2**

### **The Pen is Mightier Than the Sword: Writing to Change Minds**

#### **Put it in writing!**

The power of the written word to compel us and create change within human beings is uncanny. The power of writing essays was used very effectively by many of the Asian countries during the Viet Nam, Korean, war era to powerfully and effectively brainwash captured prisoners of war into becoming sympathizers to the communist cause.

All very covertly.

#### **Bottom Line:**

- Anything written by a particular individual has significantly more power to increase that individual's compliance rate than verbal statements made by that person do.
  - o If you want someone to do something, have them state in writing that they will do exactly what you want them to do, have them write out their reasons for doing it, and have them sign it.
  - o In addition, if you really want to lock them in, simply have them read the statement out loud to their peers.
    - This creates unspeakable psychological pressure for the person to comply with what is written.
    - To best make use of this technique you must have either
      - Very strong Authority
      - Very strong Rapport
      - Both Strong Rapport and Authority

On a more positive note:

3% of Harvard college students who actually wrote their life goals down in college **out-earned the remaining 97% of all Harvard students who did NOT write out their life goals.**

### **The C-4 Technique: Compounding Compliance with Consistency and Commitment**

This technique is really unfair but extremely powerful.

It combines the power of writing a declaration with the power of commitment and consistency with a touch of social proof and psychological reactance thrown in.

- Get your client, subject or target to write out exactly what they are going to do, (after you have effectively persuaded them to you give you your outcome) then have them sign it, (you can witness it for added effect, this even works better if a third party witnesses it) Then have your target read the written document out loud to you and/or a group of peers.
  - o This activates the tremendous force of the commitment and consistency social hypnotic operators.
- Now the next step is to in some way attack the targets new found commitment, forcing him or her to come up with a defense or rationale for “why and how” he or she will do what he or she has written and verbally stated.
  - o It is often best if the “attack” comes from a member of the peer group, rather than the person to whom the new commitment has been made.

- o In either event it is wise to test this to see which works best for your situation. The more the target is forced to verbally defend his or her position the more powerfully they will create their own reasons for sticking to it.<sup>2</sup>
- This is a variation of a very “dirty” trick that was often used on prisoners of war causing many to actually begin to sympathize with the enemies cause.
  - o Make sure that when you attack your targets commitment that you don’t do your job “too well,” you are a master of influence after all... are you not?

### **DRT # 3: Temporal Reorientation: Using Time to Change Minds**

Time is the great agent of change, the master re-contextualizer.

Do you remember the story I told you about the Chinese farmer and the horse they found wandering in the forest?

In that story Time was the key element that caused everyone both in the story and those hearing it to shift their perspectives about whether finding the horse was a “good” thing or not.

Shifting someone’s time perspective allows him or her to make different decisions. When you shift a person’s time perspective it changes how that person feels about something and the decisions they make in regard to it.

This is similar to the concept of changing the meaning of any interaction by changing the frame around it<sup>3</sup>

Causing someone to undergo a temporal reorientation forces them to imagine what having or doing what you are suggesting would actually be like for them.

It essentially circumvents objections or lack of compliance, by shifting the persons mind forward to a point in time after they have already made the decision to do what you want. This forces them to experience the new reality as if has already happened.

If you have done your pattern weaving work well and your new reality is compelling enough, then the reorientation in time is a very pleasurable experience with a highly desirable outcome, and causing the subject to look back at the decision to do what you wanted from that place in the future reinforces their decision for doing what you wanted them to do.

It also creates the belief that they have ALREADY made the decision to do what you want them to do so there is nothing left to do but feel good about it.

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2 This tactic is particularly useful if the person has a good deal of stubbornness, as evidenced by a wide braced T stem in their handwriting. For more details see the grapho-deck by Bart Bagget

3 This will be covered more in depth in the Adv. Course

This technique also creates a compulsion to avoid the feeling of loss of the new reality that you have created for them.

Remember even though human beings are divided equally between those motivated to move away from pain and those motivated to move towards pleasure. ALL human beings feel MORE PAIN from the loss of something they ALREADY POSSESS than they feel pleasure from gaining something new.

**Bottom line:** Pleasure and Pain are not felt equally. If you give someone something very pleasurable then take it away they will feel more pain than if you simply describe something pleasurable they have never experienced.

If you shift someone forward in time to a place where they have something they really want, and then have them face the prospect of losing it. They will fight harder to keep the new reality you have given them. BUT! You MUST have them believing they already have it first.

### **Key steps to temporal reorientation.**

Note: If your pattern weaving skills aren't up to snuff you really shouldn't play with temporal reorientation. Practice your basics first.

### **The Quick Method for Temporal Reorientation:**

- *Have the client, target or subject imagine a time in the future after having decided to do what you want them to do.*
- *Have them "describe" to you what that is like for them. What do they see, feel, hear, or otherwise experience? Using your questioning skills to lead their mind where you want it to go begin to flesh out the experience by drawing their attention to other elements that increase the "reality" of this new experience for them.*
- *Have them verbally "describe" what it's like back to you.*

Now in order for your target to describe these things back to you they must use their imagination. Having them verbally describe back to you what they are experiencing forces them to act as if they have already made the decision to do what you want.

Since the critical factor is bypassed via the imagination. The new reality tends to be accepted as true and the subject for all intents and purposes "has already made the decision to do what you wanted" so there isn't anything left to resist from that perspective.

Remember making decisions causes a certain amount of stress in ALL human beings. Some feel the stress PRIOR to making a decision. Some people feel it afterward, often worrying and wondering if they have made the right decision.



## **The Temporal Reorientation technique can circumvent both responses by**

A). By-passing the need to make the decision because in the future it's already been made.

B). Avoids post decision stress because the target is living in the new reality where all the good things are being experienced that reinforce the fact that he or she already made a good decision.

Now once the subject describes that new reality back to you and you can tell that they are really immersed in it via their non-verbal responses. You can then proceed to simply act as if they are going to follow through with the decision that leads to the new reality you have created or...

You can take it away from them by painting pictures in their mind of a future having lost out on the opportunity to have the good life they have just tasted.

Remember if they are describing it to you they are living it.

If they are living it... they are, to a certain extent, already believing they possess what your offering them and human beings will fight much harder to hold on to something they already possess!

Evil? Maybe.

Effective?

Extremely!

Honestly, I could write whole books on how to use temporal reorientation to change everything from simple beliefs and behaviors to completely creating new personalities. What is contained in this appendix is more than enough to get you started.

You now have the equivalent of persuasion atomic bombs in your hands.

There are a lot more D.R.T's out there, but for now, you have more than enough to play with.

Use them with wisdom, caution and mercy.

# Appendix F

## Rapport Drill 1

Matching physiology during conversation

- Sit at a 45 to 90 degree angle from your partner.
- Partner A will be the Hypnotist; Partner B will be the target.
- Partner B will sit comfortably and begin a conversation with partner A.
- Partner A will physically match B's posture, and physical position in the chair forming a mirror image of B.
- At the end of the 3 minutes A will abruptly shift his or her posture or sitting position and notice the shift in rapport.
- A and B switch.
- Now B is the hypnotist and A is the Target.
- Repeat the above sequence.

## Rapport Drill 1 a

- With a different partner
- Begin the process of doing exercise One.
- This time, when A senses he has rapport with B, He is going to make a small physical shift without telling B.
- The objective here is to check if you have rapport by pacing your target then transitioning to leading with a subtle physical gesture.
- At the end of the allotted time, A makes a much larger sudden shift to break rapport.

## **Rapport Drill 2**

### **Crossing Signals A**

Objective: To make the dramatically aware of just how powerful the rapport phenomenon is to resist and student first hand experience with how tangible the rapport phenomenon is and how it can affect the dynamics of any interpersonal communication.

- For this drill you will have two partners A and B.
- A will site at an angle to B
- A will commence a conversation on something with B.
- As A and B are discussing the topic they will intentionally “physically mismatch” each other for the entire course of the conversation.
- Pay attention to how the act of physically mismatching and deliberately not falling into physical rapport affects the dynamics of the interaction.

## **Rapport Drill 3**

### **Crossing Signals B**

- For this drill you will need two partners A and B.
- A will begin a conversation with B about a topic neither of them agree on. It could be politics, religion, and fast food vs. home cooking. The topic can be anything so long as neither party agrees with the other about it.
- Now, A and B will begin to “discuss or debate the issue” while matching physiology of the other. Pay attention to your natural tendencies as you do your best to win the other to your side of the argument.
- Discuss what you felt or otherwise experienced.

## **Rapport Drill 4**

### **Hand Shake Calibration:**

- Each student will be given a number from 1 to 3.
- Each student must keep his or her number secret.
- Students will get up and begin shaking hands with the other students.
- Each time a student shakes the hand of another student the students will shake each other’s hand only the number of times written on the paper they were given.

The object here is to pay attention to the number of handshakes you receive while shaking your hand the required number of times. When you find someone shakes your hand the same number of hand shakes as you were assigned; stand beside that person until the rest of the group has found their own numerical counterparts

## **Verbal Rapport Matching: Tone, Tempo, Volume, Pitch**

### **Voice Matching**

For this exercise you will need a partner and a third “neutral observer” if one is available.

**Objective:** to learn to hear and match subtle shifts in tonality and vocal inflection when other people speak.

Partner A will be the speaker to be matched or paced

Partner B will be the one doing the matching

Partner C will be the neutral observer and guide for the exercise

- Have partner B speak two or three sentences.
- Partner B will pay attention to the tonality partner B is using when speaking.
- Partner B will now mimic as closely as possible the exact tonality that A used.
- Using the same set of sentences.
- When B scores a match A should feel a kinesthetic sensation and rapport will deepen
- Partner C will observe and make note of when B gets the tonality correct from a third person perspective.
- Repeat the process three times

The neutral observer is useful to give feedback as to how well you are matching your partner’s tonality. Matching and modulating tonality is a Mega tool of the master persuader.

### **Now Switch.**

If you were the person “mimicking the speaker”, now you are the speaker, if you were the speaker, now you’re the neutral observer.

Cycle through the exercise until everyone has been in all three positions.

### **Give Feedback**

Now Repeat the exercise but instead of matching tonality, practice matching volume, then practice matching the speed at which each partner speaks. Calibrate the correct hits and notice the difference in rapport when each partner does the drill correctly.

Now repeat the drill substituting tempo (speed), volume, or pitch for the tonality.



# Appendix G

## Proxemic Hypnosis: The Power of Spatial Hypnotic Operators

If there has ever been a more overlooked, and less understood area of influence it is the art and science of Proxemics.

Proxemics, (as in proximity) is the study of how “spatial relationships” impact or affect the dynamics of human interaction and perception and consequently—beliefs and behavior.

The power of proxemic hypnotic operators to directly bypass the critical factor and affect human thoughts and behaviors make it one of the most covert and effective methods of pre-disposing your targets to do what you want them to do and make them think its their own idea.

Why?

Most people do not pay consciously pay attention to their spatial environment but everything in the environment is registered at the unconscious level and therefore has a psychological impact.

Let’s jump in and look at some of the most useful ways to manipulate the perceptions of others by manipulating the “space” around them and ourselves.

### **Where you sit can change how people look at you!**

To maximize your ability to influence always:

- **Sit facing the majority of the people in the room with your target facing you.**
  - o This forces the target to pay attention to you and to isolates them from distractions in the environment
- **People Tend To Favor Their Dominant Side**
  - o This is the rule of thumb. If you have already met your target in the past and you know whether they are right handed or left handed, always attempt to sit on the side of his or her dominant hand
  - o EXCEPTIONS: If you are a woman attempting to communicate with another woman it is better to sit opposite from her than on her dominant side
  - o If you are a man attempting to persuade a man you should be seated across from each other in the booth setting if possible
- If you are a woman attempting to persuade a man your best option is to sit at a right angle to him if possible and preferably on his dominant side
- If you are a male attempting to communicate well with a female in a business or social setting you should be seated across from her at a smaller more intimate table

**Stay out of your client's intimate spatial zone unless you are invited.**

- **The Intimate Zone is a bubble 18 inches around the target**
- This zone is reserved only for those with a close physical or emotional relationship and strong familiarity with the target.
- This is the zone reserved for family, very close friends and lovers.
- The deeper you have rapport with your target the more you can begin to subtly slip into his or her intimate zone. By and large it is more natural and less invasive for a woman to slip into a man's intimate zone than it is for a man to slip into a woman's intimate zone.
  - o Women are VERY conscious of spatial relationships. When a woman touches a person it is almost never "by accident"
- Staying out of a person's intimate zone doesn't mean you can't touch your target, or share a secret
- It does mean that if and when you enter intimate space you are doing so strategically and with a specific intention in mind because.
- Moving into a person's personal space uninvited increases feelings of stress, nervousness and anxiety. (This is why you MUST have rapport with your target before you begin more advanced invasive tactics.)
  - o Moving into beyond the boundaries of someone's' intimate zone, interferes with some of their mental processes and that interference can enhance or detract from your influence capabilities. This is one of the reasons why you never breach the intimate zone without a specific outcome or goal in mind.
- Enter personal space at your own risk and always have rapport before making the shift, UNLESS you are looking to create or heighten the target's level of internal stress.
  - o Breaching the boundaries of the intimate zone ALWAYS creates stress, either positive or negative.

## Casual Personal Space:

Casual Space encompasses an imaginary bubble around the target beginning at approximately **19 inches from the targets body and extending outward to about 4 feet.**

- This is about the range when and where people begin to actually pay attention to us.
- Moving outside of this range may cause someone to stop consciously focusing their attention on you
  - o The ideal distance for you to communicate with someone is about 24 inches measured from the tip of their nose to the tip of your nose.
  - o Adjust your distances accordingly **based on the level of rapport** you have with the target and your intention.
  - o In most communication interactions with people you don't know you will begin communicating at about the 4' mark and gradually close the gap as you gain more rapport (this is a good distance to begin using "sphere of influence or "smurfing" techniques

## **How to Use Proxemic Hypnotic Operators to Create Powerful Presentations**

Everything you have been given to the point still applies:

### **Get Your Head In The Right Place.**

- Remember, that if you are speaking to a group, then you already have something important enough to say **that deserves** the attention of the group. Act with that mind-set, practice the "*Master and Commander Technique.*"
- Know what you are going to say in advance but do not write out your presentation.
- If you are the key speaker and you will be speaking from the one and only table you want to **sit on the end or in the middle of the two sides**

### **Proxemic DRT # 1**

- If you have any known detractors, (opponents to your message) in the audience; you should have your opponents sit to your immediate left or immediate right.
  - o These are the *least powerful positions at the table*<sup>1</sup>.
  - o These positions have no focal attention, and people who speak from these positions generally are not given any credibility

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<sup>1</sup> During presidential press conferences President Clinton always had the house republican leaders seated immediately next to him.



## Strategic Movement and Spatial Anchoring: Proxemic DRT # 2

- When you are called upon to make a sales presentation or any presentation for that matter, remember --- you are on stage.
  - o Select **three different points** on the stage, or meeting room in which you will speak.
  - o Each of these points *must be a very specific location* and not an approximate area (mark them with tape if you must)
- **Point A will be your podium**
  - o – Your podium point will always be used to relay factual information to your audience.
- **Point B Will be approximately four feet to the left of the podium**
  - o This is your “***bad news/negative vibe spot***,”
    - You will *only talk about problems and deliver bad news<sup>2</sup> from this point* - this point **should be about 4 feet and to the left of the podium** (Point A)
- **Point C will be approximately two and one half feet to the right of the podium**
  - o This is your **sunshine spot**
  - o You will always deliver uplifting, positive, exciting and motivating pictures from this location.
  - o **Everything we want the audience to agree to is presented from this point**
- Always conclude your presentation on point C!
- This is where they will do what you want them to do

**You can also do a similar technique using your hands to gesture with.**

- Gesture to one location when delivering factual information
- Gesture to a different location when delivering bad news or negative information
- Gesture to a third location when delivering positive happy, uplifting news and everything you want the audience to agree with

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<sup>2</sup> In order to engage your targets away from propulsion systems you must paint vivid pictures of what bad things will happen if they do not do what you want

## More proxemic DRTs that REALLY REALLY Work!

**These are just little rules of proxemic influence that always pay big persuasion dividends when applied. I use these all the time every where I go. They never fail!**

### The Secret of the Mom and Dad Positions!

This is a technique I was using effectively for years before I actually read about it during the course of my influence studies.

Stop for a moment and think about your mom and dad.

Now go back in your mind to when you were growing up. Remember all those nights at the dinner table with mom and dad? Where were mom and dad sitting in relation to one another? Where were mom and dad sitting in relation to you and your siblings?

If you are like most of us, (and even if you aren't pay attention!) mom and dad almost always sat "across from one another" Each one sat (and probably still do) at a particular end of the table.

If you had a rectangular or square dinner table most likely mom and dad each safely ensconced themselves at one particular end of the table, all the siblings were neatly arranged between the two parental units.

Were they not?

If you had a circular dinner table, I'm betting dad had his place and of course mom would sit directly opposite and across from him, once again creating two poles at the dinner table with the kids neatly arranged in between them.

Now what the heck does your family history have to do with hypnotic persuasion and influence?

Lots!

This age-old cross cultural phenomenon can be used any where any time to gain a formidable persuasion and influence advantage over everyone around you.

Why?

Because anyone who is sitting in the mom and dad positions at any table is automatically looked upon as a father or mother (translation: authority) figure and thus others at the table will instinctively looked to the person sitting in those positions of power for guidance and assurance the same way we look to our mothers and fathers for approval and assurance.

It's not an accident that the leaders of organizations always sit at the head of the table. It's programmed behavior that starts in childhood. Now you can begin using the untapped power principle to take subtle control of any situation you can think of where people gather together.

I have been using this principle for years to gain unspeakable levels of authority within the groups I am seeking to influence. In many cases, using this tactic instantly puts you on an equal, (or even slightly above) level of prestige and authority as the major power and influence leaders within any given social or business interaction.

If you happen to be the leader already then occupying this position solidifies your authority. Giving it up will weaken your position and ability to exert influence.

It's freaky how powerfully people instantly start deferring to you the minute you take one of these power positions for yourself. It's unconscious programming at its finest.

You can even watch as people automatically avoid the mom and dad seats when ever they go out, often leaving these “key power positions” for the “perceived” leader's of the group.

From now on, (unless it's blatantly against your best interests to do so) every time you see an opportunity to sit in one of the mom and dad power positions --- DO IT!

You will be amazed how popular you become and how much easier it is to use your powers of influence.

### **Dealing with opponents to your cause**

There will eventually come a time when you are going to face opposition from some person or agency that wants to influence others to do something that is contra to what you want.

If you know who these people are always make sure that they are seated next to you in the weakness positions and remember if you must stand up to make a presentation—

- The person SITTING next to the person standing has no power.

I'm sort of reminded of the old saying “Keep your friends close and your enemies closer.” It most certainly applies to this proxemic D.R.T. tactic.

Remember also that negative emotions are triggered on the RIGHT side of the brain. The right side of the brain controls the left side of the body. Most people are right handed, hence the reason for sitting on the side corresponding to their dominant hand. Sitting on a persons' right side will give them a better impression of you.

If your target is left handed it's a pretty safe bet that sitting on their left side will put you in a favorable position in their mind, but test this for yourself.

Last but not least remember:

- Women tend to feel more comfortable when men are just below eye level
- Women tend to feel more comfortable when you are directly across from them
- Men tend to feel more comfortable when you are at a 90 degree angle to them

Of the hundreds of books, seminars, videos and real world experience I have gained in the area. The field of Proxemic influence is by far one of the most powerful and LEAST known, understood and utilized.

That knowledge gives you tremendous power to amplify the effect of any other techniques, tactics and strategies you employ to achieve your outcomes. And the best part is...

It's completely covert and undetectable!

## Appendix H

### The Attractor Factor: How to Become More Attractive!

You hear it from the time you are born until the time you die. **“Physical beauty doesn’t matter; it’s what’s inside that counts.”** Well as Jim Carey once said in his movie “Liar Liar.” Statements such as the one above are something ONLY ugly people (and master persuaders) say! And even more importantly the research says it too!

The plain, simple and “ugly” truth is physical attractiveness DOES matter and it matters a lot! Now does that mean that those of us who suffer from “severe appearance deficit” should simply give up hope, crawl under a rock and die?

### Heck No!

It does mean that if you are NOT blessed with the perfect face, body, or other traits that mark you as being one of the genetically gifted. You MUST do everything within your power to maximize every trait you have to make yourself more physically attractive, and begin right now to start adopting the “**other**” aspects of being attractive that are NOT genetically endowed.

In other words while attraction is not a choice, Being attractive IS, and it is a skill-set that can be learned, mastered and used to help you level the playing field significantly. But never delude yourself into thinking physical attractiveness doesn’t have incredible power.

Physical attractiveness just like extreme wealth, celebrity status and authority, is a immensely powerful social hypnotic operator, and amplifier. It magnifies the force behind any influence tool it is combined with and gives a tremendous PUSH to any persuasion message or request. This is why attractive people always seem to get ahead more quickly and with less effort. Attractive people simply get more return on their investment.

### **Bottom Line: Physical appearance matters... it’s not fair but it’s true.**

Now that we have covered the bad news; let’s discover how to boost our own personal A.Q.  
– **our personal Attractiveness Quotient.**

### **Why should you work on maximizing your physical appearance?**

**Here is just a very small sample.**

- Attractive females receive significantly higher grades on subjective tests from male professors. You can reverse this gender difference for males to female as well.
- Among strangers, unattractive individuals are deemed unacceptable for any interpersonal relationship
- After a first date 89% of those wanting a second date opted for a second date based on **physical appearance**
- In persuasion, attractive females are far more convincing than females perceived as

unattractive<sup>1</sup>

## **First Impressions:**

First impressions are critical. The “frame” or context in which a person meets you for the first time powerfully colors how they view from that moment on. There have been many times when I met people when I was, for lack of a better word NOT at my best.

The people I met at those times always tended to look at me with a less than glowing impression afterward. Regardless of how well I performed afterward during subsequent meetings and interactions.

Conversely those people I met when I was at my best continued to look upon me as the golden boy no matter how much I “screwed up.” This is an aspect of what we call the “primacy effect”.

The first time someone sees you powerfully imprints on them who and what you are like, this imprint is accepted as the “true” you and it becomes the internal filter through which they view all of your subsequent actions and behaviors from that moment on.

## **Experts tell us you have four seconds to make a good first impression.**

Well if you have been paying attention, you already know how to create a powerful first impression BEFORE someone even meets you! See our segment on creating social proof in the module on social hypnotic operators.

The good news is that although bad first impressions are challenging to overcome. They CAN be overcome. And with the use of some well placed tactics and techniques of hypnotic influence we can do a lot more than JUST overcome a bad impression. We can reprogram the target to think about us how we want them to think.

But before we get into some of those methods, let’s work on stacking the deck in our favor so that anyone we meet is pre-disposed to having a good first impression of us. We do that by adopting the behaviors and characteristics that people find universally attractive and eliminating or minimizing the traits that reduce our A.Q.

Remember, a high A.Q. puts more power and push behind every persuasion tactic you employ, so that YOU get more return on your persuasion investment.

We will divide our Attractiveness dos and don’ts by gender for more easy reference.

## **For Women Only:**

**In Busts We Trust!** : Among American women the size of a woman’s bust is a major influencer in how both men and women perceive the woman.

### **The Power of Bust Size**

Should you get a breast augmentation or reduction surgery? Well that really depends on how you want to be perceived. Studies show.

<sup>1</sup> For more reasons, (like you really need more) refer back to “Secrets of Social Hypnosis” pages 9-10

Women with:

- Medium sized busts are considered more likeable, and have greater personal appeal than women with a large or small bust
- Small-busted women are perceived as more intelligent, competent and moral
- Women with large busts are generally perceived as less intelligent and less competent

### **Body Weight:**

Interestingly in country as overweight as we are here in America you would think weight issues wouldn't BE such an issue. But, actually, thanks to Hollywood and the fashion industry, the EXACT opposite is true.

- Young men who are obese are generally considered slothful and lazy
- Both men and women who are obese are generally perceived as having personality characteristics that place them at a disadvantage in social and business settings – People Pre-judge your personality based on your appearance!
- **Moral of the Story: KEEP YOUR BODY WEIGHT DOWN**
  - o The good news is you don't have to be super model thin. But having the correct height/weight proportions places you higher on the attractiveness scale. You will gain A.Q. Points
  - o Even if you are not very physically attractive, but you are with a group of people who are more overweight than you, you will come across as more physically attractive via the sheer contrast principle alone.
  - o Consequently, if you are a bit more overweight than the people you associate with you will come across as being less physically attractive. You will lose AQ points.
  - o Men and Women your weight will make or break sales.
    - If you are more than 20% over normal you will lose credibility in the sales process. Thinner people sell more, Period!
    - This is not negotiable. The more you weigh, the more you pay!

### **What should you wear?**

**Women:**

- o Never dress suggestively.
  - You WILL get longer interviews but make fewer sales.
  - Dressing suggestively uses the wrong hypnotic operators for business transactions

- o If your wedding ring is large and you are going to see or present to women, take it off and put on your band instead.
  - Large wedding rings reduce sales. Large wedding rings are perceived negatively especially if it is larger than your clients
- o If your fingernails are more than ½” long cut them and your sales will increase, long fingernails are perceived negatively by both men and women
  - Make up that is lightly applied is not distracting. **If your make up is heavy you will lose sales**, the closer to natural you appear the better
- o Ladies large purses are out!
  - Never bring a large purse on a sales call. It makes you look disorganized. Use a small purse with only the essentials for the day in it.

## **Men:**

- **Facial hair reduces sales in almost all cases.**
  - FACT: there are no men with beards in the top 100 sales professionals.
  - Be careful with mustaches ask men and women their opinions, some men appear better with a mustache but **in general facial hair reduces sales**
- **Hair length:** if your hair is beyond the back of your neck you will lose sales, Long hair generally looks good but isn’t taken seriously. You will lose credibility.
- Brief Cases: Unless absolutely necessary your brief case should be no larger than a case that will hold two encyclopedia Britannica.
- **Business Suits:** Your suit should fit properly with your coat buttoned.
  - Take your fist and place it between your bellybutton and your coat. It should comfortably touch both. If you can’t comfortably squeeze your fist between them your coat is too small.
- **Pants Length:** Your pants should touch the “bridge” on your shoes.
  - They should not run on the ground and should not be raised above your socks. If your pants leg doesn’t touch your shoes get new pants or get them altered. **Anything unusual costs you sales.**

## **Hygiene Tips**

- Ear and nose hair can create disgust in many clients cut it and keep it cut.
- Teeth. Teeth should be white, flossed and clean before you meet the client  
Yellow teeth lose sales
- When wearing suits nothing ever goes in the outer pocket except a spotless clean handkerchief.
- Your shoes should be shiny and looking new



- Jewelry, men should wear nothing other than a watch and a wedding band.
- Women should wear nothing more than a watch, wedding band and or a thin necklace and a pin.
- Small earrings are acceptable; earrings for men are always out.  
**You will lose sales.**
- **Shower Every Day!**
  - You should be showered every morning and have your hair conservatively and neatly in place before every sales call.

## **Men and Women**

Men and women, If your fingernails are not clean and well manicured your clients will be turned off, Both men and women are turned off by dirty nasty fingernails, a sales professional should always have clean nice looking hands.

Men and Women if you wear glasses, smaller glasses are appropriate if you must wear them at all. Your sales will be better if you are wearing contact lenses (as long as they do not irritate your eyes and make you blink excessively) Glasses rarely make sales and often break them

*Good New and Bad News for Guys and Gals...*

On a level playing field:

- Women will outsell men of the same skill level if their appearance is perceptually correct.
- **Women make far more mistakes** in their appearance than men do in regard to selling

Some of the above tips may appear to be “no brainers” to some folks, but you have no idea how many people I meet who consistently **violate** some of these basic attractiveness principles, and wonder why they can’t close a sale, get a date, or have people to take them seriously.

Ladies and Gentlemen I am serious as a heart attack when I tell you to make the most of what you have in terms of physical attractiveness, BEFORE beginning to use any influence tactics that I have taught you.

## **Optimize your A.Q.**

## Olfactory Influence: Is There A Smell That SELLS?

**NO!**

**Studies show that with few exceptions colognes and perfumes are a biological “turn off” to the opposite sex. With regard to sales, there are no “scents” you can wear to increase compliance<sup>2</sup>**

## Body Language: How To Use Your Body To Maximize Your A.Q.

### Hands

- Keep your hands away from your face and hair – the best persuaders in the world have wonderful intentional control over their gestures
- If you don't know what to do with your hands

**For Females:** Cup your right hand face down over your left palm, avoid squeezing them and simply let them lie there.

**For Men:** Keep your hands separate. If you begin to fidget then follow the advice for women mentioned above.

- The further your elbows are away from your body the more flamboyant you appear sometimes flamboyance is good sometimes not. Be aware of how you are being perceived.
- What you do with your hands will say a great deal about your comfort level.
  - o Playing with your hands creates the image of being fearful and uncomfortable to those who see you.

### Feet

- **Keep your Feet On the Floor!**
- Keeping both feet on the floor maintains good body posture.
  - o People with good posture are perceived as more authoritative
- People who constantly cross and uncross their legs are seen as less credible
- People who keep one foot on their knee when talking tend to shake the foot thus creating a visual (and often silly) distraction.

Well, that about sums up the basics of becoming more physically attractive by “plugging” the holes in your attraction armor. Attractiveness is NOT limited to physical beauty, not at all, but negating the power of physical attractiveness in the persuasion process is absolutely foolish and in my opinion --- a negligent disservice to the students of persuasion.

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<sup>2</sup> Studies of have shown that aerosolizing oxytocin and spraying it on the seats prior to a meeting or negotiation has resulted in increased trust between the prospect and the client thus increasing the amount of money each client spends. Oxytocin is NOT a scent it is a powerful hormone found within the human body

That being said, let's begin now to talk about ways of boosting you're A.Q. that rely more on what you do and who you are than on how you "appear." These tactics and principles can turn a pauper into a prince when used effectively. So let's jump right into...

## **“Black Ops” Attraction Generator Strategies:**

How To Become More Attractive In Spite of Yourself!

### **“Black Ops” Attraction Generator Tactic # 1**

#### **Touch For Wealth!**

Touch your clients for bigger tips!

Knowing when and where to touch your subject can dramatically increase your income or outcome!

A study with waitresses revealed that those who touched their customers **as they** hand them the bill are more likely to get a larger tip.

### **“Black Ops” Attraction Generator Tactic # 2**

#### **The More They See You The More They Like You!**

This tactic works off what is known in social psychology as the exposure principle. Plain and simple the more times someone sees you the more attractive and intelligent you appear to them.

The moral of course is the more they see you the more attractive you appear<sup>3</sup>.

### **“Black Ops” Attraction Generator Tactic # 3**

#### **Secrets of the Silver Tongued Devil: The Art and Science of Effective Flattery**

Very few people believe the age old concept of “Flattery will get you everywhere.” Fortunately for you the truth is that effectively placed and positioned flattery “will” get you more places further and faster than most people think, even when they know you are flattering them.

Studies show the following most people ARE HELPLESS against the power of EFFECTIVE PRAISE:

**People as a rule tend to believe praise and to like those who provide it...even when it is likely to be untrue!**

**Studies uncovered Three interesting findings:**

---

3 This is an ancient seduction technique use by many in the past, see “The art of seduction by Robert Greene”

- Evaluators who provided only praise were liked best by men
- This was the case even though the men FULLY realized the flatterer stood something to gain from their liking him.
- Unlike other types of comments, pure praise did NOT have to be accurate to work!
  - o Positive comments produced just as much liking for the flatterer when they were UNTRUE as when they were true.

**Human beings have an AUTOMATICALLY positive reaction compliments**

### **Flattery and the Female Mind**

While most of the above holds true when dealing with females as well as males, some small adjustments must be applied in order to be highly effective with women.

Your compliments MUST be specific.

Although studies DO show that women love to be told they are beautiful, gorgeous, alluring, etc. because most women “get hit on” a great deal by guys using these same compliments. Your compliment may not have very much impact and in fact may have the reverse effect if it’s delivered in a less than sincere way.

To make your compliments with women effective and raise you’re A.Q. in their eyes always be very specific when delivering compliments, in other words...

**Never use general statements like:**

- “You are very beautiful”

**Use target attribute specific compliments such as**

- “I immediately noticed how enticing your eyes are.”
- “I just love your energy and the way you carry yourself, are you a dancer or do some form of physical discipline like yoga or martial arts?”

Once you give your compliment, move on to the next topic in the conversation, never linger on the compliments.

### **Adv. Flirtation strategy**

Compliment your target on something that is NOT blatantly obvious. IF the woman you are speaking with is OBVIOUSLY good looking, complimenting her on her appearance will make you look like everyone else.

**To be attractive you MUST be distinctive and stand out.**

*Find Her Achilles Heel and Stroke It!*

This is a deadly tactic that builds upon what I have already taught you about targeted flattery.

For example:

If the woman you are dealing with is known for being extremely smart, maybe she is the class valedictorian, chess champion, head cheerleader, etc. complimenting her on this aspect of herself will get you the same reaction as complimenting a beautiful woman on her looks. (that's not necessarily a good thing by the way)

BUT, if you can determine what aspect of her life she DOES NOT get a lot of compliments on and compliment her on that, then you dramatically increase the power of your praise.

This works because most people tend to focus on the things in their life they don't have.

- Many "Beautiful" women want to be thought of as smart or talented.
- Many "Smart" women want to be thought of as beautiful, or talented
- Many "Talented" women want to be thought of as either smart or beautiful

I think you get the idea.

So as in our example, if your dealing with an obviously highly intelligent woman, one who is very accomplished scholastically, chances are she gets a great deal of praise about her academic, or scholastic accomplishments, but she may rarely receive compliments on how pretty or attractive she is.

This is her Achilles heel.

Delivering sincere targeted praise (i.e. flattery) to this aspect of her life will dramatically raise your A.Q. in her eyes.

**This can be a deadly technique if your calibration, state control and rapport skills are highly developed.**

Back in my evil Jedi days when I was really developing these skills, I had married women literally jumping into my lap at the first opportunity simply because I found their Achilles heel and stroked it.

Instantly "I" became the major source of validation for a part of their lives that desperately needed validation. Women will do ridiculous things for validation, men will too, but that discussion is for another time. We will talk about the concept of "validation" later.

### **From "Black Ops" To "Black Arts"- Master Level Attraction Generating Strategy**

This next technique will take you from "Black Ops" To the "Black Arts" once again this tactic is based on scientific research, but it's advanced because you must set it up the right way or it will backfire.

## Here is the concept:

Studies show that the MOST effective tactic to get a woman to like you is to somehow arrange for her to “overhear you stating a reservation or two about her then slowly shifting into a crescendo of praise.” It’s weird, but true and VERY effective.

The key concept here is she must OVERHEAR you telling it to someone else.

You do NOT say these things to her directly.

Using this technique directly on your target WILL cause the reverse effect and make HER LIKE YOU LESS.

Research showed that women who “overheard” themselves being evaluated in initially negative terms, and then in increasingly glowing terms actually wound up liking their evaluator MORE than did women who only “overheard” glowing praise about themselves.

To make this tactic work:

The CRITICISM MUST ALWAYS COME FIRST!

The PRAISE MUST ALWAYS COME LAST!

Now another key point in this scenario is that it must be performed in such a way that the target “accidentally” overhears the dialogue/evaluation. This is an application of what I call peripheral hypnosis combined with a whole bunch of social hypnotic operators.

Remember, this is an advanced technique.

Use it with caution, wisdom, and precision.

Dear Friends,

I could go on and on about all the myriad ways to increase you're A.Q. Just adopting and using the strategies here will exponentially increase your attraction and persuasion powers.

As powerful as the above techniques are, they are still only the tip a very, very large iceberg. When you begin combining the tactics contained here with the materials and skill-sets you acquired in the Killer Influence - Core Training process, you gain UNHOLY powers of influence.

Please use your new-found Jedi powers with wisdom, benevolence and mercy. Always leave your targets/subjects better off than you found them and the world is yours for the taking.

Remember the Three Cardinal Rules of Influence:

**To Know!**

**To Dare!**

**To Keep Silent!**

It has been my pleasure and my honor to bring you these skills.

**Make me proud.**

**Sincerely,**

*David X*

PS: Be sure to write in with any questions you may have and any and all the successes you are having using this material.

Send your correspondence to [davidx@killerinfluence.com](mailto:davidx@killerinfluence.com)





# Appendix I

## The 16 core desires

(Based on *Covert Hypnosis & Operators Manual*, Kevin Hogan, see Bibliography)

### I. First Tier desires:

#### 1. Desire for Peace or the Flight - Fight Response

Most people move toward peace as a basic human desire. But when it is not available, people naturally respond with Fight or Flight instinct. Show the danger sign, people will immediately jump into preparation mode – to fight or to run.

It is up to you to flash the danger sign to induce the preparation state, then show them how vital your product or service is to help them fight or flee.

The following is a chart mapping the two poles of the response:

<b>Timid</b>	<b>&lt;-----&gt;</b>	<b>Brave</b>
<u>Self-image:</u>		<u>Self-image</u>
Shy		Fearless
Cautious		Courageous
Wary		Bold
Prudent		Daring
<b>Careful</b>		<b>Confident</b>
Mindful		Valiant
<u>View of others:</u>		<u>View of others:</u>
Imprudent		Fainthearted
Reckless		Cowardly
Foolhardy		Neurotic
Unaware		Worrier
<b>Daredevil</b>		<b>Overprotective</b>

#### 2. The Drive to Eat

The drive to eat is a deeply rooted genetic mechanism for all human beings. If you happen to sell food related products including nutritional supplements, the link is obvious. Even if you do not, there are plenty of ways to link them. First, you want to place the implications of having no food or too much food in the client's mind.

Think about it: What subtle implication of easy access to food can you link to your product or service? What implication of limited access to food can you link to your product or service if your client does not buy from you? (e.g. How will having this nice car make their access to the best restaurants from suburb to downtown easier? How will

the only best health food store in town become readily accessible if they move to this neighborhood?)

Ever noticed how many business meetings are at lunch? Researches have shown that people are more likely to say “yes” when dining than when doing business in an office setting. Do you know that certain foods have effects on different neurotransmitter release that is linked to pleasure and relaxation, which results in more positive responses? In addition, we also have many traditions about sharing food and “breaking bread” as way of bonding and celebrating.

### **Hearty Eaters**

<----->

### **Light Eaters**

#### Self-image:

Connoisseur

Happy

Sensual

Gourmand

#### Self-image

Physically Fit

Slender

Healthy

Sensible

#### View of the other half:

Imprudent

Self Denying

Unhealthy

#### View of the other half:

Fainthearted

Lack of Willpower

Unhealthy

It is obvious that people who are light eaters perceive themselves to be sensible, slender and healthy. So, when they go out to eat with us, doesn't it make sense to have something that will be healthy for us both?

It is also obvious that people who are heavy eaters consider themselves to be happy and sensual in nature. Since hearty eaters love to talk about food, so finding a way to weave their favorite restaurants and meals in to conversation will be a good strategy.

### 3. Sex, Romance and Sensuality

When it comes to people's buying pattern, the drive to reproduce (the behavior for which is romance, flirting, act of sex, making and raising babies) is virtually unparalleled in humans. However, the genetic urge for reproduction runs squarely up against many societies' moral or religious values that make it wrong to want to reproduce. Therefore you have be careful in what direction you use these powerful desire.

Men and Women both want to be perceived as attractive. Men are hardwired to spread their seed everywhere and do so as often as they can. Women are hardwired to find a secure location for their offspring and fill it with as many babies as possible, and of course having one mate who will provide that secure shelter and more. But the providing mate and the father of the babies are not necessarily the same thing. This is beyond the topic of this seminar.

So what does sex have to do with selling? Just about everything. Your client will buy your products and services if at the unconscious level they know this will improve their ability to reproduce. Remember that genes don't think. They just replicate and have their orders to replicate. Those orders are causing drives in your client.

For example, if you sell investment products, how might your client benefit sexually from having more money? How much more attractive would they be if they are successful?

“When you own this home, you will be able to settle down (=making and raising babies – for women).”

“Wouldn't your wife feel more secure if you go ahead and invest in stocks that will ensure your long term security?”

<b>Pleasure Seeker</b>	<----->	<b>Ascetics</b>
<u>Self-image:</u>		<u>Self-image</u>
Flirtatious		Conservative
Romantic		Virtuous
Sensitive		Saintly
Carnal		Spiritual
Lustful		Cerebral
<b>High Sex Drive</b>		<b>Self Controlled</b>
<u>View of the other half:</u>		<u>View of the other half:</u>
Puritanical		Wild
Prudish		Hedonistic
Hung up		Lacking in Control
Impotent		Superficial

Remember there are also a large number of people who have successfully suppressed their sex drive. These people are sold by tapping into hypnotic operators of self-control and virtuosity.

In the next section we will look at the balance of the drives that all emerge from the three core drives that we have discussed.

## II. Second Tier desires

### 4. Desire to Compete or seek Vengeance

<b>Competitive</b>	<----->	<b>Cooperative</b>
<u>Self-image:</u>		<u>Self-image</u>
Go Getter		-
Winner		Conflict-avoidant
Competitive		Kind
Aggressive		Forgiving
Will get even if necessary		Turn other cheek
<u>View of others:</u>		<u>View of others:</u>
Failure		Bent out of shape
Loser		Aggressive
Non-assertive		Competitive
Passive		Angry
Always wants to win		Always need to win

Vengeful behavior probably began as a way to punish aggressors who stole possessions from the individual or the group, and those who would take revenge upon others may have been the protectors of the community. These vengeful people became leaders because of their drive for “justice” and need to be “the best”. Vengeance of course has its downside in behavior.

Individuals that have a difficult time controlling their anger, those who compete, and those who seek revenge fall on the competitive side of the spectrum, while people to tend to avoid competitive situations fall on the other side.

### 5. Drive to nest

<b>Family</b>	<----->	<b>Non-Family</b>
<u>Self-image:</u>		<u>Self-image</u>
Cocooner		Out and about
Domestic		Independent
<b>Responsible</b>		<b>Free</b>

View of the other half:

Selfish  
Irresponsible  
Immature  
Unaccountable

View of the other half:

Burdened  
Tied down  
Imprisoned  
Obligated

If raising children is essential to your happiness then you fall on one side of the spectrum; if having kids is more difficult you fall on the other side of the spectrum. There seem to be no difference between genders, so be careful of stereotyping.

For the clients who fall more to the left side of the spectrum, your sales should create link to kids and their future.

6. The Desire to Connect with Others

It is an interesting fact that people who have many friends and rich relationships tend to be healthier, live longer and heal faster when they are sick. There is an inborn drive to connect with other people that serves an important purpose.

Not everyone prefers the group though. They've fought their desire to be one of "the group", and they have "gotten over" the need for acceptance.

Determining where your potential client falls on the spectrum.

**Sociable**

<-----> **Private**

Self-image:

Warm  
Approachable  
Friendly  
Fun  
**Lively**

Self-image

Intimate  
Secret  
Serious  
Unhappy  
**Lonely**

View of the other half :

Cold  
Reclusive  
Aloof  
Private  
Serious  
Shy

View of the other half :

Out There  
Loud  
Lack Depth  
Superficial  
Shallow  
Boisterous

## 7. Seeking Power

Power is the ability to influence the behavior of others. It is a two way street. People have to be willing to give someone power and someone has to desire the power for the power to be utilized on a long-term basis.

There are many paths to power according to different interests, political power is self-explanatory, religious leaders seek followers, authors want everyone to read his book, and judges want to be the representative of justice; police officers want the power to control behavior and mayors want the reigns of the city.

The drive to reach the top of some pecking order is common among men. It is a powerful drive that can help individuals to ascend to do great good or ill. This deep desire of human nature is chiefly a drive of male behavior. But regardless the gender of your client or subject, everyone wants to influence human behavior. The question for you is: how does your product/service help your client acquire power?

### **Leader**

<----->

### **Follower**

#### Self-image:

Enterprising  
Aspiring  
Motivated  
Ambitious  
Influential  
Harding working  
Dominant

#### Self-image

Simple  
Humble  
Undemanding  
Not ambitious  
People oriented  
Submissive  
-

#### View of the other half:

Allergic to work  
**Unmotivated**  
Lazy  
Weak  
Unsuccessful  
-

#### View of the other half:

Lofty  
**Demanding**  
Domineering  
Not caring  
Controlling  
Workaholic

## 8. Seeking Status

Everyone wants to be important to someone else, and some want to be important to larger groups. Status and power often dovetail, but not always.

**Social Climber**<-----> **Egalitarian**Self-image:

Moving up  
 Prestigious  
 Important  
 Worthy of recognition  
**Prominent**

Self-image

Equal to everyone else  
 Libertarian  
 Fair minded  
 Democratic  
**Down to earth**

View of others:

Unknown  
 Insignificant  
 Unimportant  
 Low class  
 Poor taste

View of others:

Stuffed shirt  
 Highbrow  
 Snob  
 Arrogant  
 Show off

To find out about yourself, ask yourself: do you buy the best or the most expensive things in certain areas? Do you buy things to impress other people? Once you have it down, you can identify easily where your client falls on the continuum.

## 9. Seeking independence

The group offers protection and social contact. But once this is satisfied, the desire to strike out of the collective is very important as well. The need for self-reliance is not only an instinctual need, it is a key drive for success and achievement in life.

**Independent**<-----> **Interdependent**Self-image:

Self-Sufficient  
 Reliable  
 Self Reliant  
 Autonomous  
**Free**  
 Resistant to the herd spirit

Self-image

-  
 -  
 Loving  
 Trusting  
**Devoted**  
 -

View of the other half:

**Immature**  
 Weak  
 Dependent  
 Needy

View of the other half:

**Inflexible**  
 Prideful  
 Strong Willed  
 Bullheaded

## 10. Desire of Curiosity

There are 4 things that humans are intensely curious about:

- 1) What things are made out of ;
- 2) the forms and shapes that things take;
- 2) beginnings and causes of things and events;
- 4) the purposes or goals of people, things, and events.

People who are very curious consider themselves intelligent, thoughtful and aware, while people who are not interested in intellectual pursuits consider themselves “street smart” having learned from experience.

Interestingly both consider that other half Boring!

Therefore, the only way to avoid being boring is to ASK QUESTIONS!

<b>Intellectual</b>	<----->	<b>Non-Intellectual</b>
<u>Self-image:</u>		<u>Self-image</u>
Engaging		Sensible
Fascinating		Sane
Smart		Practical
Interesting		Down to earth
<b>Aware</b>		<b>Street Smart</b>
<u>View of the other half:</u>		<u>View of the other half:</u>
Boring		Boring
Ignorant		Nerd
Superficial		Arrogant
Dull		-

## 11. Desire for Acceptance

<b>Go with the group</b>	<----->	<b>Assertive</b>
<u>Self-image:</u>		<u>Self-image</u>
Insecure		Assertive
Lacking in Self Confidence		Confident
<b>Not Assertive</b>		<b>Self Assured</b>
Go with the flow		Persistent



View of the other half:

Conceited  
Too Confident  
Slick

View of the other half:

Needy  
Immature  
Overly Sensitive

People who desire acceptance tend to “go with the flow” better than people who are defiant in the storm, they also tend to experience less stress and make fewer waves.

12. Desire to Have Honor

The need certainly has its root in the evolving race we are in. If people did not cooperate with others, there would be no economic expansion, no long term relationships, and eventually the groups that collect into urban areas would all turn on each other and self-destruct.

But on the other hand, sometimes expedience is more useful than principle, and many have grown to make the trade-offs that disloyalty offers. Breaking away from the group to strike out on your own is important to many as well.

**Principle**

<-----> **Expedient**

Self-image:

Devoted  
Dedicated  
Patriotic  
Moral  
Have Character

**Dutiful**

**Loyal**

Self-image

Resourceful  
Quick Thinking  
Problem Solving  
Practical  
Opportune

**Like everyone else**

**Pragmatic**

View of other half:

Disloyal  
Self-Serving  
**Lacking Character**  
-

View of the other half:

Self-Righteous  
Holier than thou  
**Sanctimonious**  
Impractical

13. Desire for Altruism

Altruism pays off for the individual when the individual believes that their behavior is being seen or felt on another level. At that level they feel as if they are attaining their highest good and that they are truly making a difference.

Realists tend to be more focused on the self as opposed to others. The realist is either moving away from the group or attempting to move higher up in the group. The idealistic tend to stay centered in the group.

### **Idealistic**

<-----> **Realistic**

#### Self-image:

Caring  
Selfless  
Humanitarian  
Giving  
Compassionate  
**Visionary**

#### Self-image

Pragmatic  
Practical  
Real World  
Sensible  
Looking out for #1  
**Realistic**

#### View of the other half:

Self centered  
**Heartless**  
Insensitive  
Unfeeling

#### View of the other half:

Idealistic  
**Dreamer**  
Meddlesome  
Unrealistic

## 14. Desire for Order

Being organized is a signpost of control for a lot of people. Being organized means that the person is in charge and this is a key to motivating others. On the other hand, some people enjoy the ability to live without a script.

### **Organized**

<-----> **Flexible**

#### Self-image:

Neat  
Tidy  
In Control  
**Socialized**

#### Self-image

Flexible  
Natural  
Spontaneous  
**Unrehearsed**

#### View of the other half:

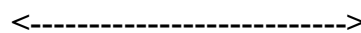
Sloppy  
Dirty  
Out of control  
**Messy**  
**Disorganized**

#### View of the other half:

Too perfect  
Controlling of others  
Concerned with trivia  
**Neat freaks**  
**Rigid**

## 15. Desire to Save

### Saver



### Spender

#### Self-image:

Conserving

Frugal

Thrifty

**Planning Ahead**

#### Self-image

-

Enjoying Life

Deserving

-

#### View of the other half:

Irresponsible

Imprudent

Living for only today

**Wasteful**

Extravagant

#### View of the other half:

Miser

Money Grubber

Cheap

**Self Denying**

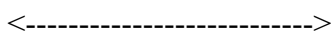
Penny Pincher

## 16. Desire for Physical Activity

In ancient times, the inactive and lazy were punished with starvation and attack by animals and enemies. It is a normal drive for people to want to be active.

Departing from the couch potato era, there is a fitness movement in the entire US, catch the trend!

### Active



### Inactive

#### Self-image:

Energetic

Vigorous

Fit

**Athletic**

#### Self-image

Self-paced

Easy going

Low Key

**Laid Back**

#### View of the other half:

Lazy

Slow

Sedentary

Couch Potato

#### View of the other half:

Jocks

Physical

Exhausting

Fast Paced

## Appendix J

### Complex Meta Programs:

- Meta programs are unconscious filters and directions of experience and behaviors
- A personality trait that the person is often unaware of at the unconscious level
- There are four basic or simple Meta programs and many complex Meta programs that are based on the four basic Meta programs.
- By presenting choices using a persons native Meta-programs it becomes much easier for them to justify their behavior or decisions to act the way we want them to.

**The four basic Meta programs have already been covered they are**

Sensor – Intuitior  
Thinker – Feeler  
Judger - Perceiver  
Extrovert – Introvert

The meta-programs most important for our purposes include:

### **Toward and Away from<sup>1</sup>**

**These people move toward pleasure or away from pain**

- If you don't act on this now wont things simply get worse.
- The more powerfully someone moves away from pain and experiences fear the more likely they are to act on a decision now.
- Write down 20 painful futures your customers could experience if they don't own your product or use your services
- Write down 20 bright futures that you customer will experience if they do buy your product or service

### **Cost vs. Convenience**

**Learn to determine whether your client is more concerned with cost or convenience**

- Many people will take a quick trip to the local convenience store to pick up a few items even though they cost far more than the grocery story and it only takes a minute to get their.
- Some people will drive five extra miles to save a few bucks, or take 5 hours to do something themselves because its cheaper than to pay someone more money to do it for them.

---

<sup>1</sup> Decades of research show that people are more motivated by pain than pleasure

## Relationship Program

- Matcher
- Matcher/Mismatch
- Mismatch/Match
- Polarity

Place three coins on the table in front of you. Now describe the relationship between them

- If the person lists all the things that are the same they are a matcher
- If the person lists things that are the same then things that are different they match/mismatch
- If the person lists all the things that are different then all the things that are the same then they mismatch/match
- If the person maintains that all the items are distinctly different, then he or she is a polarity responder

## Frame of Reference Filter: Internal or External Frame of Reference

Internal----- External

- This program relates to how people judge the results of their actions.
- Do they know inside themselves?
- Do they check or reference an external source or do they do both?
- This filter deals with the locus of the judgment.
- How does your customer know if he should buy a product or service?
- Ask the person how he or she was convinced last time he successfully made a similar decision (that he or she was actually happy with) to the one you wish him or her to make.
- You want to know “how” he or she was convinced that they made a good decision.

Internal reference – uses I words

External Reference – uses words such as she, they, research shows... etc

## **Convincer Program # 1**

This is the filter that someone uses in becoming certain, or confident that something is true. The two convincer filters tell us “how” a person becomes convinced (what representational system they use) and how many times a person has to see, hear, do or read something before being convinced.

The first filter deals with which of the primary representational systems they use in “knowing” that someone has done a good job. How do they know visually, auditorally, kinesthetically or digitally) if a person has done a good job?

### **Key question:**

- How do you know when someone has done a good job?
  - o Do you have to (see, hear, feel, etc)
- How do you know when someone else is good at what they do?
  - o Do you have to (see, hear, feel etc)

## **Convincer Program 2 “# of Times Program**

The second part of convincer strategy is the most important part. This filter concerns exactly how many times a person must see, hear, feel, read about the subject of the decision before they become convinced. This is a time sequence for how long it takes them to become convinced.

### **The key question is:**

How many times does someone have to demonstrate competency with you before you become convinced?

Some customers won’t buy from you the first time, some will need to look at your product or service a number of times before they engage in a decision to buy your product or service

- Assumed/Automatic
- Once, Many Times, Regularly, Always
- How long a period of time, days, weeks months, before convinced?
- Consistent – this person never gives anyone the benefit of the doubt, they are never convinced, you must prove yourself, product or service, every time

## Chunk size:

Global/Big -----Specific/Detail

### Key Words:

Over all	Exactly
The important thing is	Precisely
Generally speaking	To be exact

Some people want the big picture other people need all the details and specifics  
Be sure you present to them in the style in which they need or you will bore them or overwhelm them and you will lose rapport and they won't do what you want.

**Possibility** vs. **Necessity**

### Key words:

Opportunity	Must
Chance	If need be
Could Happen	Only if

This filter tells you whether he acts as if he has a choice in life or lives his life from a sense of obligation. This is a strong filter that tells you whether a person is motivated by obligations in life or possibilities. It also clues you in as to the auditory digital component of a person's unique motivational strategy that this individual uses to motivate him or her self. Once you isolate the component repeat it to the target and make they act on it to be certain you have the correct information.

Does your target do things because of a choice or because he or she feels they are required to do it?

- **Possibility:** motivated by choices and possibilities of life
- **Necessity:** Sees no choice, motivated by the obligations they feel
- **Both:** Looks for and is motivated by possibilities and the need to meet and fulfill obligations

**Questions to ask**      "Why are you in the business you are in?"  
                                 "Why do you stay in this relationship?"  
                                 "Why are you here today?"  
                                 "Why are you doing what your doing?"

## Change/Status Quo program

Change -----Status Quo

Different	Consistent
Evolve	Stable
Alter	Steady
Switch	Same

Does your client like things to stay the way they are?

Does he like change?

Does he need to keep things as they are (the status quo)?

People who like change rarely keep jobs for long periods of time

They get bored easily and are constantly trying new things

People who like the status quo keep jobs for long periods of time

Tend to stay in the same jobs and do the same things day after day month after month, year after year.

## Accept Readily/Skeptical/Closed Program

Key words:

Understand	Careful	Beware
Unconditional	Consider	Can't
Always	Sometimes	Makes No Sense
Friendly	Nervous	Afraid Not

People run on a continuum ranging from open acceptance to critical skepticism of products and services.

People who are open will willingly listen to you

People who are closed usually got that way from being hurt in the past<sup>2</sup>

## Emotional Stress Response

This filter tells you how a person responds to stressful situations;

The question for determining emotional stress response is:

“ Tell me about a work situation (a one time event) that gave you trouble’

Watch your subjects eye accessing cues to determine whether they

Dissociate: Zero or missing kinesthetic response, absence of kinesthetic words in their descriptions,

---

2 Because of this most sales people know that they are in fact the easiest people to gain compliance with



very dispassionate. These people react on the job unemotionally, they are good in high stress environments

Associated: Will access their kinesthetic senses and they will stay in kinesthetic mode. You will see changes in skin coloration as they describe the event to you. These people are in the event rather than merely watching it as in the case of a dissociated person.

Choice: this person will access kinesthetic as they begin to describe the event and then they will dissociate. While they can respond to stress in an emotional way, depending on the context they can or may choose how they will react, with thinking or feeling.



# Appendix K

## E.S.P. Exercise 1

### Sensory Acuity – Living Lie Detector

It is best to do this exercise with someone you do not know well.

Tell your partner you are going to ask them three questions. They are to answer either “yes” or “no.”

**Ask three questions you know will be answered yes.**

Calibrate their “yes” response.

Now ask them three questions you are certain they will say “no” to.

Your objective is to watch the changes in facial expression, body posture and breathing as your partner finds the answer.

Notice and remember all of the unconscious visible responses to the “yes” questions and compare them to those for the no answers. Be aware of the differences in breathing, skin color, lower lips and minute muscle movements.

Continue to alternate with the yes or not questions until you feel confident you know the difference in that persons responses.

When you are sure you can tell the difference, start asking questions to which you do know knows the answers.

### **For Example:**

1. Did you major in science?
2. Did you wear your hair long when you were twenty?
3. Have you always wanted to go to Istanbul?
4. Is your mother older than your father?
5. Did you ever own a motorcycle?

Now, guess the answers using your newfound Extended Sensory Perception. On a piece of paper write down your “guesses” in the order you asked the questions. Compare your answers with the “REAL” answers you get from your partner.



## **E.S.P. Exercise 2**

### **The Tell Tale Lower Lip!**

- Spend the next 24 hours watching lower lips.
- Focus on the changes in the lower lip of everyone you come in contact with.
- Do not attempt to “decide” what the various configurations mean.
- Just notice the shifts in size, color, shape, edges, engorgement, flattening, stretching, curving up, or turning down.
- After some time you will begin to notice the minute changes that signify patterns of unconscious response.
- This exercise is one of your homework assignments for tonight, and when you get home.

## Appendix L

### Profiling Level One: How to profile your subject in 30 seconds

#### Physical Appearance

- apparent age
- Jewelry
- Accessories
- Grooming
- Attire
- Other
- Attractiveness
- Height, weight and fitness
- Skin
- Teeth
- Tattoos
- Handicaps or other infirmities

#### Psychological Disposition

- Demeanor
- Speech

### **“THE 30 - SECOND PROFILE”**

*Let us examine The 30-Second Profile checklist in greater depth.*

## **PHYSICAL APPEARANCE**

### **APPARENT AGE**

- **The key here is to look at the face, especially the eyes.**
- Even people who look deceptively young and fit beyond their years are likely to have **“crow’s feet” at the corners of their eyes.**
- Laugh lines around the mouth and creases on the forehead are also likely to be a little deeper and the skin is frequently less elastic.

- Facial muscles have a tendency to sag somewhat with age – those effects are worse in some people.
  - o People who carry extra weight, or smoke or drink to excess will often appear older than they actually are.
  - o The use of bi-focals and/or the presence of age or liver spots on the hands or arms are generally reliable indications that a subject is in their mid to late 40s or beyond.
  - o In estimating age, older readers have an edge over their younger colleagues, since they have already experienced the aging process themselves.

## JEWELRY

**Jewelry lets people tell the world what they want it to know.**

### WEDDING RINGS

The **most significant piece of jewelry** from a cold reading perspective is, of course, the **wedding band or engagement ring**.

In addition to telling the reader about a subject's marital status or impending nuptials, **rings are symbols**.

- **A small solitaire diamond shows strong affection even though money is clearly an issue to this couple.**
  - o The chances are very good that this ring represents a substantial amount of money, relative to the income of a hard working and struggling young groom.
- **A very large diamond or cluster of diamonds around a large diamond, indicate a much higher level of affluence.**
  - o Money and personal comfort are probably not issues here, nor is the ability to travel and take vacations.
    - *If this woman dresses and carries herself well, and appears well educated, she probably came from an equally affluent background.*
      - In most cases, her father will be or have been a successful businessperson or professional.
        - o Her husband or "husband to be" will typically be close to her own age and may work in the family business– his family's or hers, or as a professional.
        - o They are likely to already own their own home and probably received at least the down payment as a gift.
      - *If the woman is young, extremely attractive, and perhaps not as highly cultured or educated, the man will typically be older – sometimes as*

much as 7 to 15 years.

- This young woman while setting herself up for the future will typically be fighting an internal duel between her conflicting needs for romance and a comfortable lifestyle.
- **A simple gold or silver wedding band can also be quite telling.**
  - o The couple may have cohabitated for a substantial period and just went through the motions of making it “legal.”
  - o They probably also had a very small ceremony or simply went to the justice of the peace.
  - o It can also mean both people are struggling financially to meet their basic needs.
    - This may be because of a lack of education or opportunities or due to problems, like alcohol or substance abuse.
      - In this latter case, there will be other noticeable signs, such as poor skin with puffiness or discoloration, bloodshot eyes, hand-drawn (non-professional) tattoos, bad teeth, etc.

**In reading a man**, we use the presence of a wedding band, “tan line” (if the ring was recently removed) or a band-aid, on left the ring finger, as a confirmation he is married.

Most men – baby boomers and younger – “do” wear their rings in contrast to men who are much older. Those latter men grew up at a time when rings were not always considered masculine.

## OTHER RINGS

Rings are also sometime worn (especially by men) to **signify** education, military service and affiliation or membership (Masons, etc.), as well as just to infer affluence.

Young women will often wear several small rings, sometimes with their **birthstone** <sup>1</sup>so the reader knows the month of her birth.

**A butch or androgynous female wearing a plain band on her “right” ring finger (the opposite placement of a traditional heterosexual marriage wedding band) may indicate a lesbian in a committed relationship.**

## NECKLACES AND BRACELETS

- Most necklaces and bracelets (wrist or ankle) on women, offer an additional possible sign of an affluent lifestyle.
- A silver medical ID bracelet usually indicates a serious condition, such as diabetes

---

<sup>1</sup> Pearls and diamonds can, of course, be misleading



- o People suffering from **arthritis** may wear a **copper bracelet**.
- **Grandmothers** will sometimes wear **charm bracelets or necklaces with the birthstones of their children or grand children**.
- A crucifix or Star of David gives proof of orthodox or more observant religious practices.

## EARRINGS

Again, on women, they can serve to reinforce a person's economic status. On men, the presence of an earring in each ear or just the left ear, mean he is heterosexual. It also shows he is very aware of his sexuality and may be attempting to appear younger, hipper or more appealing to the opposite sex. A man wearing an earring in his right ear only, signifies a gay lifestyle.

## WATCHES

- Expensive watches (Rolex, etc.) are signs of affluence.
- Less expensive watches can suggest whether a person is
  - o Conservative - traditional style
  - o Rational and technically minded - digital
  - o Stylish Swatch or similar,
  - o Active and sports-minded - diver's or weather-resistant watch.

## PINS

Lapel and other style pins are obvious symbols of things people support or believe in. American flags, religious symbols, corporate, club or event logos, such as a ribbon for breast cancer or aids research, tell you what people feel strongly about now. For example, an event logo may mean recent or upcoming participation. **Note, unicorns and rainbows are sometimes used as gay symbols.**

## COSTUME JEWELRY

High-spirited women with limited financial means that want to show they have personal style and flair will sometimes wear imitation jewelry.

## NO JEWELRY

The absence of jewelry usually indicates either **a highly introverted personality** or someone with **high ideals who consciously shuns the trappings of an affluent society**.

## ACCESSORIES

**Handbags, pagers, cell phones all fall into this category.** By now, it should be clear what a woman carrying a designer, imitation designer, plain cloth or leather handbag indicate to you as a

reader.

You can notice other clues, too. If the subject is carrying a shopping bag from Toys-R-Us, the chances are good she has a small child at home.

Pagers and cell phones infer importance and the need to stay connected with other people – whether genuine or contrived. Other evidence will support or refute this conjecture.

Nowadays, corrective glasses also make a personal fashion statement. Are the subject's glasses hip or out of date? Remember, **flashy or glitzy jewelry or accessories point to an extroverted and possibly, "sensation seeking" personality.**

## GROOMING

- **Grooming tells you how people feel about themselves and how they want the world to perceive them.**
  - o Is the person's hair styled or nicely cut?
  - o Is his mustache or beard neatly trimmed?
  - o Are his nails clean and trim or hers' painted?
- **Good grooming implies success, high achievement and affluence – a person who demands respect.**
  - o This holds true whether the person works in business or the home.
- **Inadequate grooming symbolizes almost the opposite**
  - o Lack of resources and potential, and a general indifference to what other people think.

It is really more about **attitude and perception** than anything else is. Highly trained degreed individuals may be less well groomed than the person who only has a high school diploma but takes pride in his or her appearance.

As covered in an earlier section, a man who works hard with his hands may have dirt on his hands or under his nails, which is beyond ones ability to normal clean up!

**This does not reflect poorly on otherwise good grooming habits.**

Don't assume just because someone works in a blue-collar occupation and has dirt under his fingers nail that resists normal efforts to clean up, that he is poorly groomed. You must take into account the person's entire condition in order to accurately assess his grooming habits and thereby draw conclusions from it. Having dirty fingernails will merely confirm his vocation.

The length of a man's hair may also provide some clues as to his vocation, such as extremely short hair or crew cuts for police, fire fighters and military personnel, or trendy longer hair with a ponytail as worn by some college professors, psychologists, counselors, truck drivers, musicians, bartenders, and others employed outside of conventional business settings.

## ATTIRE

- **Formal or casual business attire** indicates the person probably **works in an office or professional setting**.
- Casual wear, such as freshly laundered blue jeans and a shirt, can be a sign of personal comfort and affluence, especially if the clothing is from a top-tier name brand or designer label. Particularly when worn in combination with new looking, expensive walking or casual shoes.
- **Poor quality and often ill-fitting discount store jeans and tops, infer a lack of prosperity, as do badly worn or out of date clothes and footwear. Clothes damaged by rips, tears and stains, also betray a lack of affluence.**
- Uniforms and work clothes, or ball caps with equipment or tool brand logos, are likely to be worn by men employed in physical occupations.
- **A flashy or attention-getting outfit shouts an extroverted “sensation seeking” personality.**
- Clothes that sag a bit may indicate the subject is dieting and losing weight
- Tight clothes indicate recent weight gain or a weight problem the subject has not adequately addressed.
- Maternity clothing denotes an impending birth
  - o The woman that is still wearing **blue jeans with a stretch panel in the back** or an oversize top may be trying to conceal some extra weight from a **recent birth**.
  - o In such a case, the accumulation will be concentrated around her mid-section and hips.
  - o A new mother’s breasts may also appear full and round.
- If a person’s clothes are so loose that they simply hang on them it **can indicate a rapid weight loss from serious illness**. In that case, the health of the person’s skin and hair will provide additional clues.<sup>2</sup>

## ATTRACTIVENESS

This is a subjective call, however most people have an appreciation for aesthetic beauty.

- **Extremely attractive women have a unique set of concerns, which the cold reader needs to understand and address.**
  - o This may include problems with bosses and co-workers crossing the line, being hit on sexually harassed etc.
  - o People not recognizing her intelligence or other abilities
  - o Beautiful women also intimidate most men and are viewed by many other women as a threat.

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2 Order of Observation Clothing (style, fit), Height/Weight, Fitness level, Grooming, Jewelry, Accessories

## HEIGHT, WEIGHT AND FITNESS

- Is the subject above or below average height?
- 5'3" for women
- 5'9" for men
- When you make assertions during the reading, it will help to know if most women or men are taller or shorter than the subject is.
- You also want to have a general idea of whether or not the person's height and weight are proportional.
- If the person is **considerably overweight**, that problem is **likely** to be an **overriding issue in their life**.
- If someone is especially fit and visits a health club regularly that says something entirely different about their personality, priorities and lifestyle.

## SKIN

While skin color reveals a subject's racial/ethnic background (i.e. white, black, Hispanic, Asian, Pacific Islander, etc.), their skin texture and tone testify to either a healthy or unhealthy lifestyle.

What a person's skin can tell us!

- The skin of **white people who smoke tends to age prematurely** and take on a **slightly yellowish cast**.
- Long-term alcoholics tend to have puffy faces and broken blood cells in the nose.
- Liver spots on arms and hands are a sign of the aging process.
- Subjects who had bad acne as teenagers may retain facial marks and acne
- Large facial scars document evidence of serious trauma from abuse, attack or an auto or other accident.
- Sagging skin is a sign of substantial, recent weight loss.
- Waxy, pale or gray skin at the extremities is often a sign of poor circulation and may indicate a serious medical condition as does swelling at the ankles.
- New mothers, especially those still nursing, often have a radiant facial glow.
- Dark circles under a young woman's eyes can also suggest she is not getting enough sleep because of a newborn. This may be especially true of a mother who is trying to juggle work and family.
- A person with a fresh tan in the middle of winter in the north has probably flown somewhere tropical recently.

- Likewise, a healthy tan on obviously affluent subjects who normally work indoors almost certainly means time spent playing golf, tennis or boating.
- It is equally reasonable to assume a man with deeply tanned and weathered skin, works in the elements – rough or calloused hands will corroborate this supposition.

## TEETH

- **Gaps in teeth, or discolored, missing or chipped teeth, and similar problems, all serve as yet another gauge of personal accomplishment and wealth.**
  - o People struggling to meet their basic living needs often forgo proper dental care and cannot afford to correct inevitable problems with cosmetic dentistry.
  - o A missing front tooth may also indicate the person is a victim of abuse from their spouse or partner.

## TATTOOS

Many young men and women get tattoos today. They no longer carry the negative connotation they once had, even for otherwise quite respectable young women.

**The benefit of spotting a tattoo with a name should be obvious. In addition, the quality of the tattoo also says something. Hand-made tattoos on the fingers, hands or arms, may be a sign of incarceration, foreign military service, or at the very least, an impoverished background.** Even with their higher acceptance in society, a thinking man who plans a professional or business career is unlikely to have a visible tattoo below the short-sleeve shirt “line.”

## HANDICAPS AND INFIRMITIES

- People sometimes have physical or mental impairments, which have a dramatic impact on how they live their lives.
- Does the subject limp or is he or she in obvious discomfort when moving, sitting, holding objects, etc.?
- Do this person’s hands shake?
- Does this person have a noticeable twitch or other nervous condition?
- Can he or she see without squinting?
- Is the person so overweight that the mere action of moving across a room causes him or her to become short of breath?

## **PSYCHOLOGICAL DISPOSITION**

### **DEMEANOR**

- Does the subject come off as shy and reserved, or talkative and outgoing (introverted versus extraverted)?
- Are there any outward signs of emotion?
- If so, does the person appear cheerful, excited, angry, worried, anxious, etc.?
- Excitement may mean a single person has recently met someone new.
- Happiness or cheerfulness is a sign of good news, such as a pregnancy, mortgage or loan approval, or possibly a promotion at work.
- Anger may be directed at a spouse, boss or co-worker, or the person that took the subject's parking space.
- Worry generally means a fear of something unknown, such as a first pregnancy, the outcome of a pregnancy test or other health-related tests, or the illness or health condition of a loved one.
- Anxiety frequently stems from feelings of losing control; however, it is more difficult to speculate on its source, if there is one.
  - o The person may be anxious over the reading, because they suspect a spouse or partner is unfaithful, or just about anything else.

### **SPEECH**

- Is the subject well spoken and inarticulate?
- Does the person's vocabulary suggest higher education?

Are the speech patterns consistent with local usage or does the person have an accent?



## Appendix M

### PROFILING LEVEL 2: Inside The Mind Of Your Target

#### PERSONALITY TYPING

##### Simple Meta Programs

Meta programs are cross-contextual filters that cause us to behave in certain ways. Although there are only four primary or simple meta programs all of the complex meta programs are based on or a combination of them.

Everyone is different but not that much!

Our personalities are determined by four functions Feeling (F), Thinking (T), intuition (N) and Sensing (S)) and two attitudes -Extroversion and Introversion

##### The Introvert

Introverted personalities focus on the inner world of ideas and thoughts,  
Preference is best expressed as a tendency

##### The Extrovert

The emphasis of extroverts is on the external world of people and things.

No one is purely introverted or extroverted – though some have stronger inclinations than others do

**Approximately 75% of the population leans toward the extroverted end of the scale.\***

##### Myers-Briggs Type Indicator.

The MBTI, which is now widely accepted for career guidance both in academia and in business, uses four scales. In addition to E –I Scale for Extroversion and Introversion already discussed

The S – N Scale,  
The T – F Scale and  
The J – P Scale

##### S-N Scale

The S – N Scale is for the **Sensing function** and determines **how you perceive or acquire information – either intuitively or through your external senses.**

##### T – F Scale

The T – F Scale depicts how you make decisions – either by thinking logically or simply by how you feel about it.



## The J – P Scale

The J – P Scale refers to **how you relate to the outside world** - it is tied-in to the two previous scales. Thus, one assumes either a Judging attitude (using Thinking or Feeling) or a Perceiving outlook (using Sensation or Intuition).

E = Extroversion	<----->	I = Introversion
S = Sensation	<----->	N = Intuition
T = Thinking	<----->	F = Feeling
J = Judgment	<----->	P = Perception

These letters are combined to classify both the four general personality categories, as well as each of their four sub-categories using two-and four-letter designations, respectively.

## MYERS-BRIGGS FOUR BASIC PERSONALITY TYPES

### NT (INTUITION/THINKING) – KNOWLEDGE SEEKING PERSONALITIES

**Described as:** scientific, complex, analytical, systematic, exacting, independent, inventive, and logical.

NT's exhibit differences in the way they tackle problems but always have a rational basis for everything they do.

NT's are introspective, technically minded problem solvers.

**Relationships:** As parents NT's help their children establish individual identities, stimulate their partners' minds, and place an emphasis on learning as children themselves.

*NT's represent: 5% to 7% of the population.*

### NF (INTUITION/FEELING) – IDENTITY SEEKING PERSONALITIES

**Described as:** humane, sympathetic, enthusiastic, religious, intuitive, insightful and subjective; conflict is painful for NF's.

Also introspective, NF's dedicate themselves to giving meaning to life – their own and those who are close to them.

They are always fighting an internal battle between Good and Evil – one where Good ultimately prevails.

They care deeply about nurturing the positive self-image of their loved ones and try to have a positive effect on the lives of everyone within their immediate circle of friends and associates.

**Relationships:** As children, NF's are usually very creative and have vivid imaginations, as parents they endeavor to provide a similar rich fantasy world for their own offspring, and as partners, they seek mutuality and spiritual intimacy.

NF's represent: 8% to 10% of the population.

## **SP (SENSATION/PERCEPTION) – SENSATION SEEKING PERSONALITIES**

**Described as:** Open minded, easy going, tolerant, unprejudiced and persuasive, as well as adaptable, artistic and athletic.

SP's strive to enjoy life.

They revel in their own spontaneity and freedom to act impulsively.

SP's rarely miss an opportunity to indulge themselves with whatever or whomever they find pleasurable, exciting or useful.

They are daring and seek first hand adventures.

SP's will compromise when necessary and usually make sure to get what they want.

Many SP's have a natural gift for using machines and tools.

**Relationships:** SP's tend to be lenient as parents, playful as partners, and fun oriented as children.

SP's represent: 35% to 40% of the population.

## **SJ (SENSATION/JUDGMENT) – SECURITY SEEKING PERSONALITIES**

**Described as:** conservative, conscientious, consistent, factual, stable, detailed, persevering, thorough, and hardworking;

SJ's are the rule followers and enforcers.

They are the guardians of all that is right and proper.

SJ's enjoy order and routine in their daily lives and keep a vigilant eye on others and their surroundings.

They trust in legitimacy and desire membership.

**Relationships:** SJ's work to instill traditional values in their children. They are helpful and loyal as partners, and tend to conform to rules as children.

SJ's represent: 40% to 45% of the population.

## APPLICATION TO PROFILING

Unlike a psychologist, the cold reader is not able to use a written questionnaire to probe the subject's psyche to classify his or her personality. Rather, the reader is forced to be a bit more clandestine and resourceful.

### **Step One: First determine whether Your Target Appears Introverted or Extroverted.**

#### **Clothing Choices:**

**Introverted** people tend toward earth tones or conservative color schemes that do not draw unwanted attention to themselves. They may also wear very little make-up or jewelry.

**Introverted** people often seem shy, reserved or at the extreme, somewhat self-conscious. They may not smile easily and often have trouble establishing or maintaining eye contact.

**Extroverted** individuals may also wear more colorful or attention-getting clothing and accessories, including flashy or ostentatious jewelry, bright lipstick, etc.

**Extroverted** individuals may be overly talkative upon first meeting them.

They will usually look you directly in the eye, smile easily, and think nothing of invading your personal space.

When you are able to identify an introverted or extroverted subject, you can work some of the following key personality traits into your opening warm reading:

#### ***INTROVERTED PEOPLE TEND TO...***

- Be more comfortable alone than in a crowd
- Draw energy from personal activities, such as reading, listening to music, computers, or working on their favorite project or hobby
- Have a few select, long-time friends
- Become drained of energy from extended contact with larger groups
- Need down time to recharge their batteries when their job, family or social responsibilities require them to be outgoing

#### ***EXTROVERTED PEOPLE TEND TO...***

- Be more comfortable socializing in groups than being alone
- Become energized by interaction with other people
- Have a large circle of friends and acquaintances

- Easily approach others, even strangers, and strike up a conversation
- Need contact with other people to make them feel alive
- Become exhausted and drained of energy from quiet and seclusion
- Feel lonely when not in contact with other people
- Remember, 75% of the population has a tendency toward extroversion to a greater or lesser degree.

\*\*\*When in doubt, you can always hedge your bet by adapting Forer's line:

*"At times you are extroverted, affable, sociable, while at other times you are introverted, wary and reserved."*

40% to 45% (nearly half of the population) has a security seeking personality

These people enjoy daily routine, like to follow rules, and try to make sure others do as well.

35% to 40% (About another third of the population) are sensation seekers who believe those rules are made to broken

These hedonists seek to gratify their own whims at every opportunity.

Finally, the remainder (less than one-fifth of the population) are almost equally divided between knowledge seeking (5% to 7%) and identity seeking (8% to 10%) personalities.

These groups are highly introspective and independent. One focuses on complex, technical matters, while the other works on furthering their compassionate ideals.

Each of these basic categories represents a divergent view of, and approach to, life. The value to the profiler/cold reader of understanding which one a subject fits into, should be obvious.

That is not to say that you must accurately "type" your subject in order to perform a cold reading. Even without identifying the subject's general personality type, you can still use many common personality traits.

These are characteristics, which most people attribute to themselves, whether they are accurate, or not.

## ***MOST PEOPLE WOULD LIKE TO CONSIDER THEMSELVES...***

- Hard-working and dependable
- Friendly
- Kind and considerate
- Loyal and honest
- Problem solvers
- Good at completing tasks
- Fun to be around
- Flexible and adaptable
- Bright and capable
- Natural leaders
- Independent and resourceful
- Cooperative and friendly
- Good-natured
- Good communicators
- Family-minded
- To have excellent people skills

## **Gender Specific Key Statements**

### **MOST WOMEN FEEL THEY...**

- Are sensitive to other people's feelings
- Often put other people's needs ahead of their own - especially those of their family and close friends
- Get personal satisfaction from helping others
- Sometimes take on too much responsibility
- Are not always appreciated
- Are perceptive about people
- Are intuitive or psychic to some extent

## **MOST MEN CONSIDER THEMSELVES...**

- Self-confident
- Attractive to women
- Objective, logical decision makers
- Able to accomplish almost anything they put their mind to
- Respected to the extent they follow through on their commitments

## **MOST PEOPLE DISLIKE...**

- Being controlled or manipulated by others
- Doing things that do not make sense to them
- Change without a clear benefit

## **SAMPLE STOCK WARM READING**

Here is an example of a warm reading for a married female subject, which works in some of the preceding traits (capitalized). You will note, it is not always necessary to use the exact same words, so long as the meaning remains consistent.

“I sense that you are a person with strong FAMILY VALUES, who often PUTS OTHER PEOPLE’S NEEDS ABOVE YOUR OWN – ESPECIALLY THOSE OF PEOPLE WHO ARE CLOSE TO YOU. In this way, you are LOYAL AND HONEST. At times, you may feel that YOUR OWN CONSIDERATION OF OTHERS IS NOT ALWAYS RECIPROCATED, OR RETURNED IN KIND. I sense that troubles you somewhat. You should not let it. These people do care about you just as deeply, however they sometimes have more difficulty in showing it.” “Unfortunately, not everyone has your STRONG COMMUNICATION SKILLS. You stand above those around you in that respect. In many ways, you are a NATURAL LEADER. Someone who is very BRIGHT AND CAPABLE and others find it FUN TO BE AROUND. You have EXCELLENT PEOPLE SKILLS, in this respect.”

“My sense is also that people in your personal life and at work look to you as a PROBLEM SOLVER – someone who is adept at finding the happy medium, or balance, in almost any situation. This is not to say that you are quick to compromise. Rather, you look for a ‘win-win’ situation, where all of the parties involved are happy in the end and feel as if they have gotten what they wanted. That is a very special and rare ability.”

Remember, people see themselves as exclusively good, so even a much-generalized warm reading such as this one will find remarkable resonance.

## HOW MALE PERSONALITY TRAITS AFFECT THEIR VOCATIONAL CHOICES

While most married women define themselves by their husband and family

Most men, single or married – identify themselves by what they do for a living. It is an integral part of the male psyche, much more so than that of the female – who even today, frequently puts off or suppresses her own career goals in marriage.

The major division for male vocations is either physical (a.k.a. blue-collar) work or non-physical (a.k.a. white-collar) work.

**Blue Collar Work:** Men who work with their hands and/or perform jobs that require physical strength or agility.

**White Collar Work:** Refers to men whose jobs are primarily of an administrative, management, professional, technical or sales nature

While these vocational choices are sometimes imposed on men by their early life choices (family commitments), or a lack of opportunity or financial resources, there are some very distinct personality traits and abilities, which make men suitable for one type of work or the other.

### **The Blue Collar Male:**

Most physical vocation males feel stifled or bored in regimented, structured office settings.

### **How Blue Collar Workers Think of Themselves:**

- Action-oriented “doers”
- To learn best “hands-on”
- Usually laid-back and easy-going with people
- Results-oriented; they like to see immediate results for their efforts
- Risk-takers who thrive on action
- Independent and determined - usually dislike committing themselves
- Focused on living in the present, rather than the future
- Love variety and new experiences
- Highly practical and realistic
- Excellent “trouble-shooters,” 'able to quickly find solutions to a wide variety of practical problems
- Interested in how and why things work
- Usually able to master theory and abstract thinking, but don't particularly like dealing with it unless they see a practical application
- Good with tools and machines

**How To Spot Blue Collar Male:** Look at the hands, clothes and shoes, body and the skin. The hands will probably be calloused and rough. A handshake like a vise is also a good indicator. Is there dirt under his fingernails?

Are the clothes of a more casual nature and well broken in or more obvious, work related? Does he look fit? A middle-aged man who works construction is usually in better shape than his office dwelling counterpart is.

### **The White Collar Male:**

Most non-physical vocation males\* prefer order, structure and routine in their daily lives

#### ***How the White Collar Worker Thinks of Himself...***

- High achievers
- Team players
- Capable of seeing the big picture
- More interested in the outcome than the means
- As impatient with incompetence or inefficiency
- Excellent communicators and organizers
- Skillful managers and people motivators
- Efficient and thorough
- As focused on the future

### **Exceptions to the White Collar Rule: The Introverted White Collar Male.**

\*The major exception to this “white collar model” is the introverted male who may have stronger written than oral communication skills, dislike an imposed work structure, lack organizational abilities and have trouble keeping deadlines.

An introverted male usually prefers a more solitary work setting or one where contact with other people is limited. He is also likely to be more sympathetic to the feelings of others and less materialistic in his goals.

Determining which type of work, and hence, which personality characteristics are most likely to apply to a male subject is less difficult than you might imagine.

Most men who perform white-collar work are relatively articulate, have smooth, un-calloused hands, are well groomed and either clean-shaven or have a trimmed mustache and/or beard.

They may wear nice dress or casual slacks or blue jeans, and newer or well-kept running, casual or dress shoes. Their skin coloring may betray more contact with artificial than natural light and



they may not be in top physical shape, especially as they age – unless they work out regularly or participate in outdoor sporting activities, such as golf or tennis.

In addition to heredity, there is some correlation between people who do a lot of detail work (causing eyestrain) and the need for corrective lenses (glasses or contacts) – so this can be another indicator.

Even though 80% of your cold reading subjects will most likely be female, understanding what drives the men in their lives becomes extremely important, especially when you suspect a relationship conflict. In that case, if the man is not present, you can compare the various traits listed to those uncovered through feedback from the subject.

This will give you a fuller picture of what makes her partner tick and enable you to zero in on some additional characteristics that are likely to ring true.

## **LIFE STAGES OR CRISIS POINTS**

Just as people have different personality types, they also make different choices. Most of us go through life believing our experiences are exclusive to us. As young adults, we begin by striving to set ourselves apart from our parents and siblings. We often go on to make different educational or other early adult life choices than our friends – one goes away to a university, another stays at home to work and attend a local community college or vocational school, another goes into the military or Peace Corps, and yet another takes to the open road in search of romance and adventure.

As we progress through life, our choices in relationships, careers, and life in general, continue to deviate from those around us. Some friends get married straight out of college, others wait until their 30s, and still others just never seem to connect with the “right” person. Some couples get divorced, some stay together.

Some have children and others do not. Some move far away, while others end up building their lives a stone’s throw away from where they grew up. Our jobs and careers are equally as diverse. As we mature, we become increasingly aware that for every door our decisions in life have opened for us, another one has closed.

The early married and the never married alike wonder what might have been? So surely, the paths people choose are as individual as they are – or are they?

For all of the striking contrasts in the decisions people make, their journeys through life also share many remarkable similarities.<sup>1</sup> These are the common transition or “crisis” point’s people pass through in their lives. What’s more, these life stages are common to both men and women – though the ages at which each gender experiences them tend to be slightly different.

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<sup>1</sup> In her landmark best-seller, “Passages” (E.P. Dutton, 1976), developmental psychologist and author Gail Sheehy used a series of case studies to document

*The various life stages are summarized as follows:*

## **18 TO 22 – FINDING A ROLE**

Before 18, the beginning of young adulthood – the battle cry is often, “I must get away from my parents!” However, there is seldom any real action behind the words. After that point, most people “do” begin the process of physically breaking away from the parental bonds of childhood.

A person may go away to college, go into military service, take short-term trips, or lease an apartment. During this period, young adults seek to establish a base of their own, while separating their views of the world from those of their parents. While “testing those beliefs,” young adults are likely to be “drawn to fads, preferably those most mysterious and inaccessible to their parents.” All the while, however, these young adults harbor a secret fear that they cannot really make it in the adult world – that they are still children. These feelings are masked by defiant behavior and acts of false bravado.

Young adults look for friends and peers whose views mesh with their own and for a time, they serve as a surrogate family. At some point, these friends may have a falling out – resulting in a return to the comfort and safety of the family home. “Rebounds are common between the ages of 18 and 22.”

At the end of this “test” period of independence, the young adult is better prepared to leave home from both a physical and emotional standpoint. Again, according to Sheehy, “A stormy passage... will probably facilitate the normal progression of the adult life cycle.” Conversely, those who fail to break the parental bonds during this period are destined to face an even harsher transition down the road.

## **THE REST OF THE 20S – SHAPING THE DREAM**

From 22 to 30, most young adults shift their focus from the “interior turmoils of late adolescence” to the practical and external details of realizing their personal aspirations. It is the most exciting and energetic time of a person’s life.

During this period, people try to figure out how to accomplish their goals in life. They may latch on to stereotyped roles to help define their own, ask others how they succeeded, seek out mentors, etc. People also form a “capacity for intimacy without losing their sense of self.” 20-somethings also face pressure from society, their families and even their peer groups to do what they “should.” This may mean marriage, a family and commitment, or just the opposite “a commitment to have no commitments” and follow one’s dreams.

Sheehy tells us that, “One of the most terrifying aspects of the twenties is the inner conviction that the choices we make are irrevocable. It is largely a false fear. Change is quite possible, and some alteration of our original choices is probably inevitable.”

People take two very different paths in their 20s.

The first leads to “building a firm, safe structure for the future by making commitments.” The other road leads in the opposite direction. People who make this choice feel free to explore and experiment with life.

They do not make any permanent choices or ones that are not easily reversible. Of these two paths, neither one is the right nor wrong choice – however, either, if taken to the extreme, can lead to problems down the road.

In the former case, the person may feel trapped or locked into a relationship, in their 30s. In the latter instance, not committing to anything worthwhile can create a transient state and make the person prone to bouncing from one job and relationship to another.

## **THE EARLY 30S – QUESTIONING EARLIER CHOICES**

The 30s is a decade of great turbulence for many people. It is the time when people reevaluate and often question the personal relationship and career choices they made in their 20s.

Single people feel the urge to find a partner; people in committed relationships (especially those married seven years or longer) may feel discontented. According to Sheehy, “If the discontent doesn’t lead to divorce, it will, or should call for a serious review of the marriage and each partner’s aspirations...” During this period, couples without children may consider having or adopting them and the stay-at-home mom who put her own career on hold for her husband and family feels the need to break out and do something on her own.

**Career choices are under equally intense scrutiny.** 30-somethings in the workforce, having “proved” their competency, become acutely aware of their own self-interests.

They ask themselves where they will be in five, ten or fifteen years, if they stay in their present position. Are there better opportunities at another firm or should they branch out and start their own business?

Resolving all of these matters eventually leads to a more structured existence. The 30’s are a time when people buy houses and become more serious about both their personal and career growth. At the same time, satisfaction with marriage is likely to decline.

## **35 TO 45 – IN SEARCH OF A TRUE IDENTITY**

According to current figures on life expectancy in the United States – 74 for men and 79 for women, the mid to late thirties represent a person’s official entry into middle age. Physical prowess, once “taken for granted” in youth, now begins to diminish and people become cognizant that there is probably less time ahead for them than has already past. People must come to terms with who they really are and how they will expend their energies in the second half of life. In this quest, old stereotyped roles no longer serve any purpose. Suppressed feelings, even “bad” ones, come to the surface.

Unmarried or childless women tend to reach this point quicker than men do. There is a “last chance” sense of urgency for women, probably for biological reasons, around the age of 35. For most men, it occurs about five years later. This is the full-blown mid-life crisis of popular culture. The clichés of the husband running off with his secretary, buying a red Corvette, or both; are based upon the 40-year-old who made strong personal and career commitments early in life and failed to adequately deal with his feelings of restlessness in his early thirties.

No matter what a man has achieved in life, at 40, he is likely to feel worn-out, on edge, weighed down and unappreciated. Men deal with these feelings in different ways. Some become self-destructive, while others channel this energetic tension toward a more positive outcome, such as developing their gentler and more principled side.

## **45 TO 50 – REVITALIZATION**

During this period, life stabilizes for those who have dealt appropriately with the identity and validation issues of the mid-life crisis. With renewed vigor and self-purpose they stand on the threshold of what many describe as the best years of their lives. During this mellower time, personal happiness increases, friends become more important and people are able to let their children get on with their lives.

For those who fail to make a successful mid-life transition, age 45 means isolation and feelings of abandonment. Sheehy tells us, “Parents will become children, children will become strangers; a mate will grow away or go away; the career will become just a job...” At 50, the shock is repeated even more forcefully, which may be just what the person needs “to prod the resigned middle-ager toward seeking revitalization.”

## **SUMMARY**

How prominently these crisis points manifest themselves varies greatly from person to person, and situation to situation. Even so, awareness of this psychological undercurrent running through people’s lives is as vital to the cold reader as a familiarity with basic personality types and traits.

## **SOCIO-ECONOMIC DATA**

Socio-economic information is another important cold reading resource. The best places to look for current data include census bureaus, universities, almanacs, polling organizations, non-governmental organizations (NGOs), sociological books and journals, and associations or other groups who compile statistics or extrapolate the results for their various constituencies.

While in America, the U.S. Census Bureau is the principal source for all types of socio-economic statistics on the population, most other leading western nations, including the United Kingdom, Canada, Australia, etc., offer first-rate government databases as well – many of which are searchable online with some summary documents available in downloadable Adobe Acrobat PDF format.

As cold readers, we are interested specifically in information that will give us a clearer picture of our subjects – most of whom are women. Therefore, statistics about marriage and divorce, childbirth, cohabitation, etc., are all natural choices. It is also helpful to know some facts on economics, educational attainment, health and life expectancy, as well as popular culture and trends such as the names people give their children, what type of pets people own, etc. In this section, you will find an array of such statistics to get you started.

## U.S. STATISTICS

If you do not do readings in the U.S., you will need to plug in your country's own related statistics. Even so, we hope this information will serve you well as a basic template.

## PARENTING

- At the end of women's typical childbearing years, between 40 and 44 years of age,
  - o **19% of women have no children**
  - o **17% have one child,**
  - o **36% have two children,**
  - o **18% have three children**
  - o **10% have four children.**
  - o The fertility rate for most women is between 1.8 and 2.1 children, except Hispanic women who average 2.4 births.
- **One in every three births is out of wedlock.**
  - o **60%** of unmarried mothers did not finished high school
  - o Only **3%** of women who have children out of wedlock hold a **bachelor's degree** or higher.
  - o **71%** percent of all births to black women are out of wedlock<sup>2</sup>
  - o 21% for whites,
  - o 43% for Hispanics.

## Single Parents:

- 40% of single mothers have never been married
- 34% are divorced,
- 21% are married with the spouse absent
- 4% are widowed.
- 44% of single fathers raising children are divorced
- 33% were never married
- 18% are married with the spouse absent,
- 4% are widowed

## House Holds:

- 68% of children under 18 live in two parent households
- 23% who live with the mother only
- 4% who live with just the father
- The remaining 5% live with relatives other than a parent or with non-relatives.

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<sup>2</sup> Higher poverty rates for black families (about three times higher than white families) and inequities in employment opportunities for black men, force these women to retreat from marriage.

## Of all households with children:

- 20% have one child,
- 40% have two children,
- 24% have three children,
- 10% have four children, and
- 6% have five or more children.

These figures do distinguish between children living with both natural parents and those in step families, or living with other relatives.

Both parents were employed in 64% of married-couple families with children under 18,

While the father, but not the mother, was employed in 29% of these families.

If the family has preschool age children it is far more likely that only the father is employed.

If the family has children between ages 6 – 17 years it is more likely that both parents will be working.

## MARRIAGE AND DIVORCE

- The median age at first marriage is **25 for women** and **27 for men**.
- **Cohabitation precedes nearly half** of all marriages.
- Nearly half of first marriages end in divorce.
- **Women initiate two-thirds of all divorces**. This figure is lower in states where shared custody of the children is more likely.
- About two-thirds of divorced women and three-quarters of men eventually remarry. Divorce rates in second marriages are even higher than first marriages.
- Most second marriages that fail do so within five years. One of the leading risk factors in re-marriage appears to be the presence of children and the ongoing involvement of the spouse from the first marriage – which occurs in about 70% of all re-marriages.

## COHABITATION

- Nearly half of women in their 30s have cohabited.
- About **one woman in five**, between the ages of 25 and 44, is **currently cohabiting**.
- Of the one in three out of wedlock births, **41%** of those are to cohabiting couples.
- **55%** of different sex couples who **cohabit get married within five years of moving in together**
- **40% break up within the same period and 10% remain in an unmarried relationship** beyond five years.
- About **75% of different sex couples who cohabit plan to marry their partners**.

## LIVING ALONE

- **44% of all adults are unmarried.**
  - o 64% have never been married
  - o 21% are divorced
  - o 15% are widowed.
- **People living alone account for 83% of non-family households.**
  - o Men account for 61% of householders under age 45 who live alone
  - o **68%** of householders over 45 who live alone are women.
- **Of people 55 and older who are widowed each year**
  - o 32% of women are widowed
  - o 9% of men
  - o 45%, of women age 65 and older are widowed and seven out of ten of these live alone.
  - o **Women age 65 and older are over three times more likely to living alone.**

## EDUCATIONAL ATTAINMENT

- **Men and women, 25 years and older, are equally as likely to have completed high school 83%**
- 28% of men have obtained a bachelor's degree or higher, compared with
- 23% of women have obtained a bachelor's degree or higher

### Under age 30

- Women have been outperforming men both in high school and college graduation levels.
- Hispanics are the least likely racial/ethnic group to complete high school – just 56%.
  - o 11% of Hispanics have obtained a bachelor's degree or higher.

## HOUSING

### Two-thirds of householders own their homes.

- Ownership rates are highest in the suburbs and non-metropolitan areas
- Lowest in central cities.
- 48% of women age 18 to 24 live with their parents or in a college dormitory
- 58% of men age 18 to 24 live with their parents or in a college dormitory
- The primary family residence accounts for 44% of all net worth.

## **CURRENT TRENDS**

### **COMPUTERS AT WORK**

Half of all workers use a computer at work.

56% of business computer users are women

44% are men.<sup>3</sup>

### **COLLEGE STUDENT DEBT**

- Seventy-eight percent of college students have at least one credit card with an average balance of \$2,748.
- The average student loan debt of students graduating from public four-year schools is \$11,950
- \$14,290 for students graduating from private four-year schools.

College students generally overestimate their earning potential. Whereas the average income for recent college graduates is \$27,000, students reported an average expected income of \$39,016.

### **LIFE EXPECTANCY**

Life expectancy continues to grow. It is currently 74 for men and 79 for women.

### **SENIORS IN THE WORKFORCE**

Only 16% of men and 10% of women over 65 are in the workforce.

### **DISABLED ADULTS**

**One in five adults lives with some form of mental or physical disability.** The likelihood of having a disability increases with age.

**Of people age 80 and older,**

- 74% reported some disability
- 35% were disabled enough to require assistance.

### **AVERAGE HEIGHT AND WEIGHT**

- The average female is 5 feet 3 inches and weighs 135 pounds.
- The average male is 5 feet 9 inches tall and weighs 162 pounds.

### **TATTOOS**

- One in seven people have a tattoo
- 22% of young men and women aged 18 to 25 have one.
- Women conceal their tattoos on the upper arm or shoulder, hip, ankle, thigh or in a place, only their lovers will see.
  - o The most popular female tattoos include Chinese characters, flowers, and butterflies.

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<sup>3</sup> In fact, women in every industry had higher levels of computer use at work than their male counterparts.



## PETS

**61%** of all households own some type of pet.

- 40% of the adult population live in a household where dogs are owned
- 30% live in cat-owning households
- 10% keep fish
- 6% own birds
- 3% own reptiles (including turtles).

Women living alone and working full time are more likely to have a cat as a pet. (Hair on clothing is the best clue.)

## MOST POPULAR BOYS' NAMES BY DECADE

**1880:** John, William, Charles, George, James, Joseph, Frank, Henry, Thomas, Harry

**1890:** John, William, James, George, Charles, Joseph, Frank, Harry, Henry, Edward

**1900:** John, William, James, George, Charles, Joseph, Frank, Henry, Robert, Harry

**1910:** John, William, James, Robert, Joseph, Charles/George (tie), Edward, Frank, Henry

**1920:** John, William, James, Robert, Joseph, Charles, George, Edward, Thomas, Frank

**1930:** Robert, James, John, William, Richard, Charles, Donald, George, Joseph, Edward

**1940:** James, Robert, John, William, Richard, Charles, David, Thomas, Donald, Ronald

**1950:** John, James, Robert, William, Michael, David, Richard, Thomas, Charles, Gary

**1960:** David, Michael, John, James, Robert, Mark, William, Richard, Thomas, Steven

**1970:** Michael, David, John, James, Robert, Christopher, William, Mark, Richard, Brian

**1980:** Michael, Jason, Christopher, David, James, Matthew, John, Joshua, Robert, Daniel

**1990:** Michael, Christopher, Joshua, Matthew, David, Daniel, Andrew, Joseph, Justin, James

**2000:** Jacob, Michael, Matthew, Joshua, Christopher, Nicholas, Andrew, Joseph, Daniel, Tyler

## MOST POPULAR PET NAMES

1. Max

2. Sam

3. Lady

4. Bear

5. Smokey

6. Shadow

7. Kitty

8. Molly

9. Buddy

10. Brandy

11. Ginger

12. Baby

13. Misty

14. Missy

15. Pepper

16. Jake

17. Bandit

18. Tiger

19. Samantha

20. Lucky

21. Muffin

22. Princess

23. Maggie

24. Charlie

25. Sheba

26. Rocky

27. Patches

28. Tigger

29. Rusty

30. Buster

## **MOST POPULAR GIRLS' NAMES BY DECADE**

**1880:** Mary, Anna, Elizabeth, Margaret, Minnie, Emma, Martha, Alice, Marie, Annie/Sarah (tie)  
**1890:** Mary, Anna, Elizabeth, Emma, Margaret, Rose, Ethel, Florence, Ida, Bertha/Helen (tie)  
**1900:** Mary, Helen, Anna, Margaret, Ruth, Elizabeth, Marie, Rose, Florence, Bertha  
**1910:** Mary, Helen, Margaret, Dorothy, Ruth, Anna, Mildred, Elizabeth, Alice, Ethel  
**1920:** Mary, Dorothy, Helen, Margaret, Ruth, Virginia, Elizabeth, Anna, Mildred, Betty  
**1930:** Mary, Betty, Dorothy, Helen, Barbara, Margaret, Maria, Patricia, Doris, Joan/Ruth (tie)  
**1940:** Mary, Barbara, Patricia, Carol, Judith, Betty, Nancy, Maria, Margaret, Linda  
**1950:** Linda, Mary, Patricia, Barbara, Susan, Maria, Sandra, Nancy, Deborah, Kathleen  
**1960:** Mary, Susan, Maria, Karen, Lisa, Linda, Donna, Patricia, Debra, Deborah  
**1970:** Jennifer, Lisa, Kimberly, Michelle, Angela, Maria, Amy, Melissa, Mary, Tracy  
**1980:** Jennifer, Jessica, Amanda, Melissa, Sarah, Nicole, Heather, Amy, Michelle, Elizabeth  
**1990:** Jessica, Ashley, Brittany, Amanda, Stephanie, Jennifer, Samantha, Sarah, Megan, Lauren  
**2000:** Emily, Hannah, Madison, Ashley, Sarah, Alexis, Samantha, Jessica, Taylor, Elizabeth

**SOURCE:** Social Security Administration

***Note:** Most people's names start with a "J" or an "M."*

# Appendix N

## I. COLD READING SESSION FRAMEWORK

- a. There are three distinct phases to the session.
  - i. Establish Rapport
- b. The first phase is to establish a rapport and break down the sitter's natural skepticism. Even people who want to believe you have the power to foretell the future begin with the attitude, "Okay prove to me you're genuine." In order to do this, you must
  - i. Utilize the preliminary information you have gathered about the subject along with more universal warm reading generalizations.
  - ii. Once the subject lets his or her guard down and starts supplying feedback, you begin the second phase of the process by interacting with the subject – mixing try-on and multiple out statements with still more warm reading remarks – the faster the pace, the better.
  - iii. You continue this process until you pinpoint the issue or concern at hand. In the final phase, you reinforce and amplify your hits, while offering positive predictions for the sitter's future health, happiness and prosperity.

## II. BASIC TECHNIQUE

### • PHASE I – ESTABLISHING A RAPPORT

- a. As covered earlier, warm reading is the technique of making favorable or flattering assertions about the subject, which are likely to be true of just about anyone. The sample reading on page 18 shows how these personality traits are worked into your opening statement.
- b. This technique, combined with a basic knowledge of psychology, trends and the initial profile, enable you to tailor your comments to even better reflect the subject.

### • PHASE II – Feed-Back Stage (subject interaction)

- c. This is where you put your skills to work. Getting the subject to open up is the most difficult and least understood aspect of cold reading. It is a true art.
- d. **Here is the real key.**
  - o The more the subject feels you know about them, the more they will be willing to divulge. Why? They want to know what you know about THEIR FUTURE.
- e. There are two fundamental techniques, which we have mentioned throughout this book. Here is how they work...

f. **TRY-ON STATEMENTS**

- o **Try-on statements are designed to prompt a reaction. Here are a few examples you might use with a young female sitter...**

1. “I get the feeling you’ve been thinking about the past more than usual lately.”
2. “You have some unfinished business in your personal life, something you need to put behind you.”
3. “There seem to be some financial issues that are creating tensions in other areas of your life.”
4. While none of these is a direct question, all are designed to elicit a response from the sitter.
  - i. Often, the Subject will be concentrating so intently, on what you are saying and trying to “retrofit” this information to his or her own situation, he or she will be completely unaware of even giving a response.
  - ii. Do not use the feedback you get right away.
  - iii. File it away and move on.
  - iv. Whenever you need time during the reading, it is always safe to fallback on warm reading – so tell the subject more wonderful things about him or herself.
  - v. After a suitable amount of time has elapsed, you can begin to work the facts provided by the subject back into the reading.
  - vi. When you do so, make it appear as if YOU are revealing this information for the very first time. The subject will later recall that you knew “she had a fight with her boyfriend, George, that morning.” Something you could not possibly have known!
  - vii. **Remember, never ask a direct question. After all, you are the mind reader – you are supposed to already know the answers.**

g. **MULTIPLE OUT STATEMENTS**

1. Multiple out statements offer yet another valuable tool to the cold reader. They are even broader in scope than try-on statements. Here are a couple of examples, again for a young female sitter...

“I am getting an image of a woman in your life – someone you don’t always get along with. Let me try to describe her. She appears older than you, with shorter hair. I think she may even color her hair.”

**“I am sensing two initials – a ‘J’ and an ‘M.’** My impression is that somehow names that start with these initials are, or will be, significant to you.”

In the first case, the subject is open to interpret this to be her mother or mother-in-law, a sister, a coworker or boss, her sister-in-law, etc. Rest

assured, if there is a woman in her life she does not get along with or with whom she has a personality conflict, she will “tell you” who it is.

In the second instance, the chances are extremely high someone close to her or at the very least, someone she knows, will have a name that starts with one of the most common letters for first names.

- **PHASE III – THE RECAP**

**The final phase of the cold reading session is where you remind your subjects about all of the successes you had and embellish them even further, as well as where you tell them about the bright and exciting future that lay ahead for them.**

If the person is seeking a partner or soul mate, tell them they have the potential of meeting that person within the next 6 to 12 months and it will probably happen on a Friday, Saturday or Sunday, at a time and place they least expect it.

Say this person will be different from the type of people they are used to dating. By creating the expectation, you open this person up to the possibility of a new relationship and perhaps, help him or her to get beyond modes of thinking or patterns that may have doomed past relationships to the rubbish heap.

**Make no absolute statements, but speak rather of potential and capacity.**

You have the capacity to work hard and buy a home someday, or you have the potential to achieve whatever you desire in life. You will experience adversity from forces outside of your control, but you have the power within you to prevail.

## **HITS AND MISSES**

It is vital for cold readers to be able to gauge when their assertions are hitting the mark and just as importantly, when they are not. Subjects will usually react to a hit in one of several ways.

If you are using a prop, such as a deck of Tarot cards, the person may pull his or her chair in closer, or suddenly becomes more interested in what a specific card looks like.

You may also notice the person is blinking less or hear him or her noticeably exhale. Any sense of heightened interest is a tip-off that you are getting close.

Some people will even nod, as if saying, “You’re right.” Not all responses to hits are positive in nature, some people react adversely when you connect. They may abruptly adjust themselves in their chair or just appear a bit uneasy or uncomfortable. Fidgeting is another sign.

On the other hand, passivity or disinterest is a clear signal that your assertions are not resonating with the subject and it is time to change your approach or line of inquiry. A subject who responds to nothing you say is probably a skeptic. In that case, you are fighting a losing battle, simply feed the person’s ego and cut the session short. Cold reading requires cooperation. In the final analysis, you will find very few skeptics who are not vulnerable to flattering assertions about themselves.

Even when you do miss badly, never admit failure. Rather, confidently re-position your assertion as either something that will happen in the future or has happened in the past, but that the subject may not remember.

## **STANDARD LEAD-INS**

*Here is an array of stock lead-ins to set up your assertions.*

- You've always been...
- There are very few people...
- You have a way...
- You are prepared for...
- It is important for you.
- My sense is...
- You have...
- As a child, you were...
- Your strongest asset...
- You will...
- I perceive...
- I sense that...
- I don't sense that...
- I feel that...
- Based upon your energy...
- Your aura tells me...
- It wouldn't surprise me if...
- I see a...
- My intuition mind tells me...
- In your mind...
- My personal feeling is...
- Your lucky number...
- You possess....
- At times, you...
- You've been able to overcome...
- I feel that in this world...
- You are able to sense...
- Deep within you...
- Other women would...
- You will attract...
- You are searching for...
- You would be happy...
- My psychic sense is...
- Based upon your past...
- The key is...
- I believe...
- I don't think you are...
- You have...
- Everyone looks at you and...

- Somebody can show you...
- Relative to psychic abilities...
- You are...
- He (or she) is not going to...
- My first impression is...
- I see you as...
- As far as your future is concerned...
- I doubt very much if...
- In many ways, you...
- In a past life, you...
- You are always...
- Why am I getting (or sensing)...
- You have become...
- In my mind....
- Metaphysically, you are...
- Your previous husband...
- You are capable of...
- It appears that...
- I don't know...
- I don't feel...
- If you persevere...
- People around you...
- Your image...
- You are going to be surrounded by...
- Within the next 12 months (6 months, etc)...
- Within you there is...
- There seems to be...
- It's sort of paradoxical that...
- You cannot...
- You carry...
- You could...
- A lot of other men (or women) your age...
- It takes two...
- Plan to...
- Be aware that...
- Watch out for...
- You are different...
- You shall...
- You still have...
- You seem to be...
- Nobody is going to tell you...
- You are looking at...

## OTHER INSIGHTS

Sometimes it just helps to have some additional insights into certain groups of people. The following “stock readings” combine psychology, statistics and hard-earned experience. They are both age and marital-status appropriate. Adapt a point or two to supplement your own subject insights



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