

Real World Hypnosis



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Fun with Hypnosis!

Pre-requisites for Powerful Trances

Hypnosis is Easy!

Guiding another human being into a state of hypnosis is as easy as giving simple clear instructions and testing to see that the subject has complied with the request

Hypnosis is Natural!

Human beings are natural hypnosis/trance machines the average human being goes into and out 100's of trance states every day

Hypnosis Is Fun!

Hypnotic Subjects generally experience and tremendous rush of pleasure due to endorphin release as a natural result of going into a state of hypnosis

Control Your State: Having a Fun Playful and Curious state within your self is the most important aspect when guiding another person (or yourself) through a hypnotic process

Prime and Pre-Frame the Subjects Experience

Four Magic Bullets Induction:

Preliminary –

- Get Permission
- Give Simple Clear Instructions
- Test to See That Subject Has Complied to Satisfaction
- Do not move on to next step until subject passes all tests
- Use Transition Metaphors
- Use Finger Signals – Ideomotor signals
- Set Up Reward System – (Hypno-Cookie)
- Exit

Four Magic Bullets Induction

- | | | |
|---------------------|------|-----------------|
| 1. Relax Eyelids | test | (eye catalepsy) |
| 2. Relax Body | test | (arm drop) |
| 3. Fractionate Eyes | test | (broken rhythm) |
| 4. Relax Mind | test | (finger signal) |

Notes:

Dialoguing with the Unconscious Mind

Dynamics of Unconscious Responses:

1. Always answers first
2. Always answers honestly
3. Always feels like you are making it up
4. Always feel the urge to edit the information
5. Always quiet, small, “in the background” quality
6. Never linear

Introduction to Ideomotor Signaling

NOTES:

Drill # 2 – Unconscious Timing

This drill is designed as fun way to both practice inductions, ideomotor signaling, guiding a subject through a trance process and learning to trust and train our other than conscious mind to perform a task automatically on demand for a specified amount of time.

During this drill, you will guide your subject into trance and train them to go into and out of trance automatically at the drop or raise of a finger. You will also be teaching them how to go into trance and have the other than conscious mind automatically brings the subject out.

- Induce trance
- Deepen
- Test for Depth
- Install Finger Signal
- Model the behavior
- Test and Repeat
- Transition to self-directed induction and emergence for 30 seconds
- Repeat until success is consistent
- Emerge

Preliminaries:

Body Centered Hypnotherapy – Point and Fix

- **Somatic Engagement** – dynamic interaction with subject's holographic metaphors facilitates maximum neurological absorption and activates the greatest potential for change quickly
- **Somatic Address** – The specific location of feeling in the body directly related to the issue, the holographic node where all information begins to express itself and serves as the key entry point to accessing the entire field of holographic information and encoding
- **Somatic Bridge** – The physical act of accessing an internal somatic address using external senses. By using the hands to point to the feeling location, or using the eyes to physically look at the point of feeling activates more neural pathways and engages more of the cortexes of the brain allowing for greater absorption, focus and facilitation of the change process. *Critical Faculty functions now become engaged within the holographic construct allowing for synergistic and exponential degrees of change.*
- **Somatic Search Engine** – How you phrase the question dictates the quality of information the body delivers. The Somatic Search Engine Only Delivers to the Conscious Awareness the Information Requested. All information other holographic information is accessed as well but only the requested information comes into conscious awareness.
 - The somatic search engine can be used to amplify and accelerate absorption and focus within a hypnotic intervention by simply asking the system to provide more information

Fun with Hypnosis!

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Prime and Pre-Frame the Subjects Experience

Fun with Hypnosis Part 2

Depth of Trance:

Depth of trance is a measure of Absorption and Focus within the trance process that gives access to resources and phenomenon that might not be achievable in other states of consciousness.

While it is true that certain types or categories of hypnotic phenomenon are more easily accessible at different “levels” of trance. The belief that one must proceed in a linear progression through trance states is not true.

In fact, a person can pass from Normal “waking consciousness” to profound somnambulism very quickly.

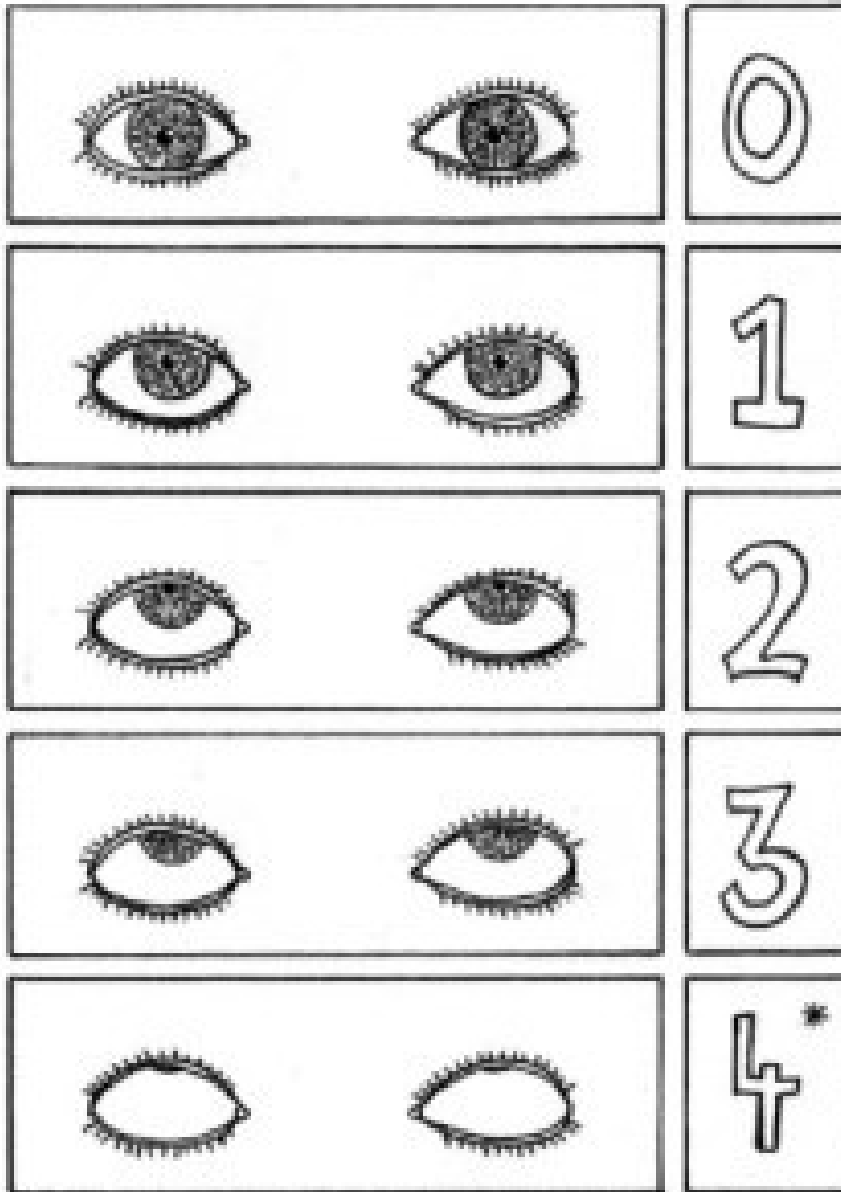
Aarons Depth Scale:

1. Eye Catalepsy
2. Arm and hand Catalepsy
(small muscle group)
3. All Muscle Group Catalepsy, Aphasia
(name or number block)
4. All the above Plus
 - a. Analgesia (light anesthesia)
 - b. Positive Olfactory and Gustatory Hallucinations
 - c. Amnesia Through Strong Direct Suggestion
 - d. Pseudo Age Regression
 - e. Automatic Writing
5. All the Above Plus –
 - a. Post Hypnotic Amnesia Without Suggestion
 - b. Anesthesia
 - c. Positive Hallucination in all Sensory Channels
 - d. Age Regression
6. All the Above Plus

a. Negative Hallucination in all sensory channels

Hypnotizability

Spiegel Eye Roll Sign



Imagination Games:

Suggestibility and Conversion to Trance

The ability to accept and act upon hypnotic suggestions has been tested and attempted in many ways. The following examples of “Imagination Games serve multiple purposes.

- A. They can be used to gauge suggestibility and “willingness” to be hypnotized.
- B. They can be used as actual inductions and converted into formal trance work interventions
- C. They can serve to deepen and facilitate absorption and focus thus also serving as a method for evaluating “Depth of Trance”

They Are Also Quite Fun and Can Be Performed in Any Order.

- A. Games with the Hands
 - a. Heavy hand/Light hand
 - b. Hand Tingling
 - c. Hand Lock
 - d. Hand Magnets
 - e. Hand Stuck to Head
 - f. Hand Shaking
 - g. Hand Clasp
- B. Steel/Stiff Arm
 - a. Arm/hand Levitation
 - b. Arm Lowering
- C. Finger Magnets
 - a. Finger Signals – (See ideomotor signaling)
- D. Eye Games –
 - a. Eye Catalepsy
 - b. Eye roll

- c. Spiegel Eye Roll
- E. Body Games –
- a. Rigid Body – Full Body Catalepsy
 - b. Postural Sway
 - c. Mouth Catalepsy
 - d. Stuttering
 - e. Name Amnesia/Number Block
 - f. Stuck Leg
 - g. Foot Stuck
 - h. Impossible to sit
 - i. Impossible to stand
 - j. Thirst hallucination
 - k. Smell Hallucination
 - l. Biting a Lemon

Deepeners:

See Transition Metaphors and Imagination Games

Transition Metaphors

Transition Metaphors Defined: A transition metaphor is any method of description that implies movement from location to another.

Transition metaphors are used to sequence and flow the client from one hypnotic intervention process to another.

Anything that implies movement can be used as a transition metaphor:

Examples Include:

- Elevator
- Escalator
- Stair Case
- Hall Way
- Ramp
- Hot Air Balloon
- Row Boat
- A Cloud

NOTES:

Echo Technique

“The Most Powerful Words A Human Being Can Hear Are The Ones That Just Came Out Of Their Mouth”

--David Snyder

The process of human experience is built on many layers and filters simultaneously. The only communication that exactly matches everything inside another human being is the reflection of exactly the behaviors and verbiage they themselves created.

Always seek pay attention to and reflect as precisely as possible the exact words that the subject uses to describe his or her experience.

When guiding someone through a recall process always repeat their last words back to them before asking for more information.

NOTES:

Utilization Principle

Utilization Principle: The process of including, calling attention to or building into the hypnotic process any environment phenomenon or response generated by the client, as if it were an expected and natural part of the current process.

Abreactions: An emotional purging that is expressed or vented by talking or acting out repressed, or partially repressed negative events or information.

Resourcing: Resourcing is a preliminary step in the change work process that is done either at the onset of the hypnotherapy session or immediately before a formal trance state is induced.

Resourcing involves the identification, amplification and installing positive resource states for use in the later stages of the change work process.

Examples of Resourcing Include:

- Safe Place
- Dissociation/Association
- Identification/Dis-identification

These resources can be installed via post hypnotic suggest, direct suggestion, NLP - Anchoring

Resourcing is an extremely important failsafe when the possibility of a spontaneous abreaction is high or the direct use of abreactive technique is required

General Change Work Silo

Real World Hypnosis is practiced in sequences of technique known as silos. Clinically we have found that stacking interventions/techniques within a session creates a more pervasive and profound level of change in clients.

The General Change Work Silo consists the following stages:

1. Induce Trance and Deepen
2. General Negativity Clearing Technique
3. Specific Negativity Technique
4. Primary Intervention
5. Future Pace and Clean Up
6. Exit

The use of silos gives the aspiring hypnotherapist a road map to follow through the change-work process.

Silos serve as a frame work that allows the hypnotic operator to systematically address the most common factors in an intervention process while allowing for complete freedom to modify as needed for the benefit of the client.

Introduction to the Identity By Design Silo

The unique sequencing in the Identity by Design Silo Targets the primary building blocks of identity and personality. The specific order of techniques allows the operator the ability to make powerful changes to many levels of unconscious processing

The identity by design silo is performed in seven discrete stages. Although each of the techniques at each phase of the silo can be done as a primary intervention these techniques create powerful and pervasive change synergistically

The Identity by Design silo consists of the following techniques:

1. **General Negativity Clearing** – Grey Room, Universal Solvent
2. Specific Negativity Clearing – Magic Frame
3. Installing Default Driver States - Pillars of Power
4. Changing Internal Dialogue - Voice of Authority
5. Deleting Negativity From The Past – Temporal Editing
6. Frontloading the New Identity – Womb of Eternity
7. Deep Trance Identification – Magic Circle

The technical sequence would look like this:

1. Grey Room
2. Magic Frame
3. Pillars of Power,
4. Voice of Authority,
5. Temporal Editing,
6. Womb of Eternity,
7. Magic Circle

General Negativity Clearing Techniques

I. Grey Room:

Use the Space Below to Diagram the Gray Room Process visually

General Negativity Clearing (Cont.)

II. Universal Solvent:

Use the Space Below to Diagram This Process Visually

Holographic Memory Theory

Introduction to Vibrational Hypnotherapy

Identification, Logical levels of Belief and The Proprioceptive Grid

...Where Time Space and Identity Merge

This chapter is where several worlds collide to form a whole that is much greater than the sum of the parts. And in the process, everything begins to make sense on a functional level.

Let's look at the big picture before we deal with the parts.

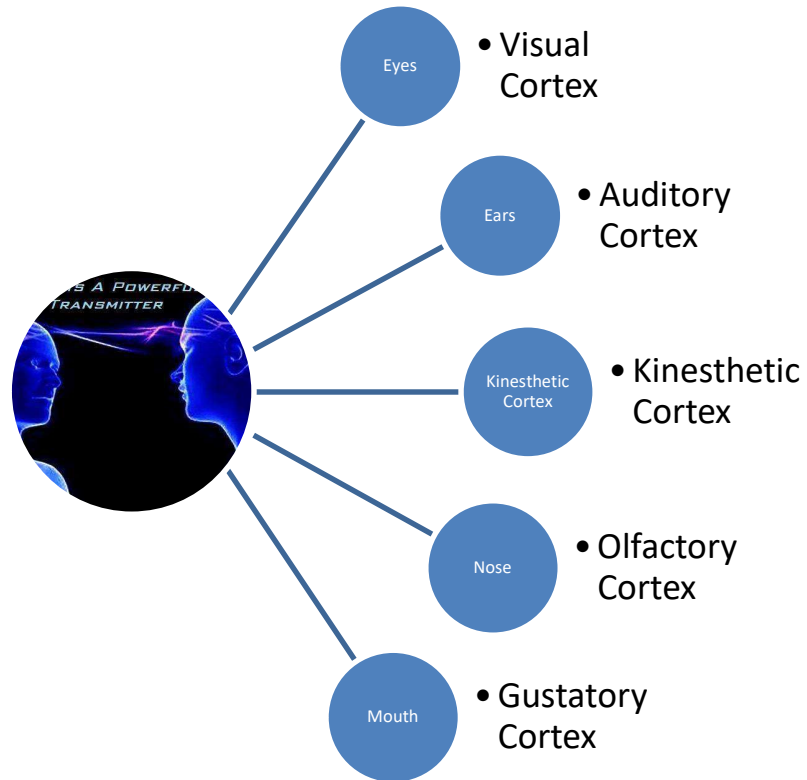
The Functional Map of Human Experience

The human nervous system is a holonomic vibrational information processing system. It is part and parcel the single most powerful reality creation mechanism that exists short of the universe itself.

Information in the form of vibrational data is taken in through the five sensory channels. That data stream is separated into channels of information

1. Visual
2. Auditory
3. Kinesthetic
4. Olfactory and
5. Gustatory

Vibrational Input of Information



“The Grid”

Understanding, Mapping, and Organizing Subjective Human Experience

The Human Nervous System Is a Holonomic¹ Information Processing and Retrieval System.

That vibrational reality extends from the subtlest conceptual levels of our inner world to the most palpable aspects of our physical construct of reality.

The simple truth that ever level of our “reality” is a finely crafted hallucination, a distillation and interpretation of data that comes in through the five primary apertures of our experience and decoded to form the building blocks of our perceptions of reality both internally and externally.

Unfortunately, most approaches to understanding this phenomenon on a functional level fall short due to the reductionist nature of our primary tools of inquiry i.e. science and the scientific method.

As We Delve Deeper into the Holonomic aspects of the human nervous system we need to cover two primary topics that are important at this stage of the game.

Identification

Proprioceptive Organization

¹ Functioning like a hologram

SPECIFIC NEGATIVITY CLEARING TECHNIQUES

MAGIC FRAME:

Use the Space Below to Diagram This Process Visually

Specific Negativity Extensions:

THE GALLERY:

Use the Space Below to Diagram This Process Visually

The CONTROL ROOM:

Use the Space Below to Diagram This Process Visually

Primary Interventions:

Psycho-somatic Neuro Modulation

aka “Spinning”

Voice of Authority

Temporal Editing

Womb of Eternity

Magic Circle

NEW SCHOOL - Resolution Frequency Generator

By addressing the specific millisecond of paused consciousness when the “state-dependent” memory is captured, the process facilitates the release of the “frozen feelings” and Locked physiology that occurs now of encoding. Utilizing “primary languages” such as color, HMR empowers the client to transmit “proof of safety” to the body-mind, utilizing the client’s own brainwave frequencies, thereby reducing the risk of re-live or re-traumatization.

- Holographic Regression Level One

- Holographic Regression Level Two

Old School - The Gift:

The Garden

Theater of the Mind

Change Personal History

Progressive Desensitization

Informed Child / Adult

Chair Therapy

Death Bed Therapy

Cottage of Memories

Change Personal Future

Trance within Trance - Inception

Tell Me Technique

Convincer Strategy

What is Hypnosis?

Hypnosis is defined as the "The bypass of the critical factor of the conscious mind and the establishment of acceptable selective thinking."

Hypnosis is not new - Hypnosis has existed in one form or another since the dawn of time. It has gone under many names in many cultures. The ancient Greeks and Egyptians had sleep temples where people would be placed into a deep sleep-like state and emerge sometimes days later, completely healed of their illnesses.

Hypnosis is medically proven - The American Medical Association concluded that hypnosis was a viable medical technique in 1958. It is a powerful compliment to any other form of healing and treatment. It can be used singly, or synergistically with other healing modalities.

What is Possible with Hypnosis?

Hypnosis can be used to change or create:

Permanent Powerful and Positive Change

Hypnosis is the only discipline that directly accesses the unconscious and subconscious¹ mind **to** create rapid change. Other disciplines borrow or make use of "hypnotic operators"²

Rapid Change

Hypnosis can work extrorsely fast when used properly, many times creating permanent change in a single session. The average success rate for hypnotic interventions is approximately 93 -97% within six sessions.³

If the success rate is so high why don't more people use hypnosis? (See myths and misconceptions about hypnosis)

¹ For the purposes of this training we make a subtle distinction between subconscious and unconscious minds. Refer to hypnosis terms section of this manual.

² A "hypnotic operator" is any event or phenomenon that automatically bypasses or reorients the critical factor, initiates a pre-programmed response or creates a gateway into an altered state of consciousness.

³ These results are from American Health Magazine. Results may vary dependent on outside factors.

Self - Directed Change

Self-hypnosis or autosuggestion techniques are the fastest and easiest way to reprogram the subconscious and unconscious mind, to delete, rearrange or install new attitudes beliefs, behaviors and emotions.

More Control and Choices in Your Life

Anything that can directly access the subconscious or unconscious mind has the potential to impact our behaviors, beliefs, and emotions. Thus, understanding exactly what a hypnotic operator is, how they work, and how to recognize them, creates an ability within us to make better decisions as to what we choose to let influence us.

What is a Hypnotist?

A "hypnotist" is anyone who uses hypnotic operators to affect a mental, physical or emotional change in anyone. PERIOD.

Who is a Hypnotist?

All forms of mind/body disciplines, spiritual and religious disciplines, autistic disciplines teaching disciplines, etc., all make use of hypnotic operators. So, you could say any deliberate use of hypnotic operators is hypnosis.

That means... EVERYONE IS A HYPNOTIST.

It's just that most people have little to no understanding of hypnotic operators, and thus can't make the deliberate and conscious choice of how to use them whether to allow themselves to affect by them. As a result, sometimes these operators work for us, many times they do not.

Bottom Line -

Most people are bad hypnotists.

Some people are good hypnotists but because they don't use the term "*hypnosis*" and *you can't recognize* what they are doing as being a hypnotic operator, you are wide open to being influenced at every moment of every day. In fact, for the most part. you are being influenced every moment of every day.

What is Hypnotherapy?

A "Hypnotherapist" is someone who knows understands and applies the systematic use of hypnotic operators and hypnotic techniques for the express purpose of training the unconscious and subconscious mind to create a specific change desired by a group or individual.

What Hypnosis is Not

Hypnosis is Not...

Absolute Control of Another

Contrary to popular opinion hypnosis is not Mental Domination. Far from it; in many cases Hypnosis Is Mental LIBERATION.

Why?

You are not really in charge of your world. Your Inner Mind Is.

First and foremost, the "other than conscious mind" 4 is the part of us that is really in control. Your inner mind also creates, monitors and controls your personal reality, what you can perceive, not perceive and believe about your life, the universe and everything else.

By tapping into the power of hypnosis you open the gates to greater mental, physical and emotional freedom and choice in your life, and using hypnotherapy you can do the same for others.

Demonic Possession

Many religious and spiritual organizations, (all of whom use hypnotic operators extensively) view hypnosis as some form of demonic possession. Hypnosis is a normally occurring phenomenon that is part and parcel of a human being having a human experience. There is nothing unnatural or supernatural about it.

Interestingly, hypnosis has been used to cure cases of "possession by entities"

We will often use this term to denote the complex of unconscious and subconscious minds. The other than conscious mind denotes anything we are not directly paying attention to but is still operating.

Unfair

Many people look at hypnosis to achieve success or get what you want out of life as some form of cheating. What is unfair is having the most powerful tool for personal fulfillment and being forced ignore it not make use of it.

What is unfair is going through life ignorant of how your mind is being influenced without your knowledge or consent. True understanding of hypnosis allows you to live your life and help other people live their lives on more even and fair terms.

Not Everyone Can Be Hypnotized

Many people believe that achieving personal change through hypnosis is only limited to those people who are "susceptible" to hypnosis. They are operating under the erroneous belief that only a small number of people can be hypnotized.

The truth with precious few exceptions nearly everyone can be hypnotized. The only variables are the skill of the hypnotist and the willingness of the client to engage in the Hypnotic Process. ⁵

Who Can't Be Hypnotized?

- Those with an exceptionally low I.Q or inability to 'pay attention
- Those under the influence of Dugs or Alcohol
- Certain categories of people with mental disabilities should not be hypnotized.

Levels of Trance

There is a persistent and prevalent belief that there is a definable standardized "depth of trance" that can be measured.

This concept of depth of trance was based on a suggestibility scale developed by Stanford University that attempted to correlate depth of trance with specific hypnotic phenomena. (See Arron's depth scale)

In application, clinicians have discovered that many of the phenomena thought to only be accessible during specific trance states can be accessed in a non-linear manner.

For example,

The concept of negative hallucination was a phenomenon only possible during the somnambulistic state. (A medium to deep level trance state)
By "willingness" we mean the absence of fear and the ability to pay alienation and follow directions.

One of the characteristics of untrained somnambulism is a dreamlike sleeplike somewhat lethargic state⁶

However, in recent years it was realized that negative hallucinations manifest constantly throughout our "day to daylives".

Have you ever been looking for something then find it in a place you have already looked two or three times?

Such a simple event is really a negative hallucination. You thought you were in a normal waking conscious state. But you failed to perceive something that was in plain sight right in front of you.

To do this you accessed a very deep level hypnotic phenomenon. Yet according to the old idea of depth of trance; to manifest that phenomenon, you would first have to "lower" yourself into a light trance state, then a medium trance state and finally a deep trance state to experience a negative hallucination.

The New Theory of Dynamic Trance States:

In recent years a new model has emerged that is highly fluid. For the purposes of this training we will call this the Theory of Dynamic Trance States.

In a nutshell, the theory of dynamic trance states is that we as human beings can move from any one level of trance state to another without having to pass through any of the preceding trance states.

This means it's possible to move from one level of trance phenomenon to another without having to move through the states in a "linear" fashion. (See models of the mind)

Common Misconceptions about Hypnosis:

Hypnosis is quite possibly the most misunderstood therapeutic discipline if not the most misunderstood discipline PERIOD.

Why?

Because hypnosis is a sexy and frightening topic and it has made Hollywood millions of dollars.

6 In so far as therapeutic, clinical applications of hypnosis are concerned. This is false regarding the somnambulistic state about the level of physical activity that the subject can engage in. (See models of the mind)

Filmmakers regularly use the concept of hypnosis and mind control as part and parcel of the plot of many popular movies, often portraying hypnosis and hypnotists as people with an unholy power to control your mind.

Remember Count Dracula? The Vampire, Lestat?

How About Obi Wan Kenobi or Darth Vader?

...Svengali?

How about the creepy mind controller Bad Guy on "Heroes"?

How Many "Good-Guy" Hypnotists Do You Find in The Movies or in Novels?

The symptoms that Movies, Novels, Comic Books etc., present to the public at large, in addition to misrepresenting what is and is not possible in hypnosis, also misrepresent what the signs and feelings of being in hypnosis are really like.

Popular media and entertainment industries have hypnotized the public at large into thinking that hypnosis is something it plainly is not.

Why Do You Need to Know This?

Because it is the single biggest reason why most people will seek the help of a hypnotist ONLY after they have exhausted most other options, and then only because they want the hypnotist to make them "do something" they have been unable to do on their own.

So, while these people are desperately seeking your help, many times they are also terrified of what they "think" hypnosis is and what the hypnotist can or can't make them do.

Therefore ...

When they do finally seek your help. You will have the job of educating them before you can help them.

Some of The Important Ideas You Will Have to Educate Your Clients and Subjects On...

Hypnosis Does Not Feel Like You Expect It To

Many people believe that being in a hypnotized state is akin to being asleep or completely insensible or "unconscious" this is far from the truth. People in hypnosis are more aware of what is going on around them than they are at any other time. In fact, it is not uncommon for the subject's sensory acuity to increase dramatically.

The difference for the subject is that they are just very focused about what they are paying attention to.

Hypnosis Will Control Your Mind

In other words, most people believe that "The Hypnotist Can or Will Control Your Mind".

This is for all intents and purposes 100% False

Hypnosis and specifically engaging in the hypnotherapeutic process is a 100% consensual state.

It is literally impossible to *MAKE* someone in hypnosis do anything they do not want to do or that violates their own sense of personal ethics.

No matter how deep in hypnosis we are we are always in control and always aware on some level of what is going on. Even more importantly we have the ability at any time to refuse a suggestion or emerge from the hypnotic state.

Think You Will Be Unconscious/Unaware

Even though we touched on this earlier it bears repeating. Many people believe that being hypnotized is the same as being asleep or otherwise anesthetized. This is as much the fault of the hypnosis industry as it is films, books and television.

One of the most popular words used in hypnosis is the command SLEEP. It is used as an analog that causes the unconscious mind to simulate sleep, but the subject is NOT asleep, if the hypnotist keeps giving instructions the subject will continue to pay attention and not drift off into sleep.

You Will Do Something or Reveal Something You Don't Want To.

Many people believe that hypnosis is some form of truth drug. They believe that a hypnotist can force them to tell the truth, even against their will.

This is false. The ironic part is that the subject actually has more access to his internal resources of creativity than he would normally have while at the same time maintaining his free will.

What does that mean exactly?

Well, the subject may be able to create a better lie while hypnotized if he or she were in the non-hypnotized state. Many hypnotists make a good living teaching people to use hypnosis to pass polygraph tests.

Only the Hypnotist Can Bring You Out of Hypnosis /

Fear of Being Trapped in Hypnosis

Hypnosis is in fact one of the most natural states that human beings engage in. We pass through the hypnotic state(s) at least twice a day as we go to sleep at night and when we wake up in the morning.⁷

Because hypnosis is a state that exists along the natural progression from wakefulness to sleep anyone left in a hypnotic state for a protracted period without further instructions will simply wake up or fall into a natural restful sleep

It is literally impossible to get stuck or trapped in the hypnotic state.

You Won't Remember What Happened to You While You Were Hypnotized

One of the biggest fears many people have is that they won't remember what happened to them during hypnosis.

Although spontaneous amnesia can and does occur it is still relatively rare and is easily handled with a couple simple suggestions to remember everything that happened during the session.⁸

Is Hypnosis Dangerous...

Hypnosis is not dangerous in and of itself - there has never been a recorded case of someone being injured with hypnosis.

There are some cautions and contraindicate actions one should observe when conducting a hypnosis session or *performing* a hypnotic process.

7 In fact these times of the day are excellent times to use autosuggestion and self-hypnosis

8 There are times when an event is so traumatic that the unconscious mind refuses to let the client remember it. This behavior is usually a result of an aspect of the unconscious mind call the hidden observer. A key point to remember is to never leave a trauma or event unprocessed once it is uncovered

Dangers for the Hypnotist -

Transference -

Transference is a common result of the deep rapport generated within a hypnotic interaction where the client transfers feelings of affection to the subject that fall outside of the client/therapist paradigm.

Counter- Transference - occurs when hypnotist develops romantic (or any other type of feelings other than the client-therapist relationship) feelings for the client which are outside of the normal client therapist relationship.

Rape Fantasy -

Many clients have suppressed fantasies about rape that may cause them to abreact or fantasize took place during hypnosis. Rape fantasies are not limited to females although much rarer among male clients.

Legal Challenges

Every state in the United States has its own laws concerning hypnosis. One should never seek to diagnose medical condition nor treat any medical condition without the express written consent of a licensed medical professional.

Many well-meaning hypnotists have put themselves on the wrong side of the law by seeking to undermine the prescriptions and diagnoses of Medical Doctors and other "licensed medical professionals.

My personal recommendation is to never use the term - Therapist or Therapy in conjunction with hypnosis unless you are licensed in some other medical profession.

The smart hypnotist seeks to cultivate a complementary relationship within the existing health care mode] and work alongside other health care practitioners and modalities for the common goal of getting the client wellfaster.

Misleading Terminology - Alpha, Beta, Theta, Delta

Many people in the hypnosis industry have adopted terminology from other disciplines and use them frequently in hypnosis to describe specific hypnotic states. This is not a good practice as there has not been a Specific Brain Wave State Associated with Hypnosis and hypnotic processes. The terms commonly bandied about within the hypnosis industry are Alpha, Beta, Theta and Delta,

It is important to remember that these terms are used to indicate a specific range of brain wave frequencies and clog NOT for the most part precisely correlate the hypnotic trance states. Although sometimes useful it is important not to confuse a generic brain wave state with a specific state of hypnosis.

Dangers for The Client: (Transference- See Above)

Unqualified Therapy -

There are many people in the hypnosis industry who believe that after a two or three-day introduction to hypnosis training that they know more about how to treat a client than a licensed psychologist or medical doctor.

This type of arrogance has landed more hypnotists in court than just about anything else. While it is arguably true that hypnosis allows a person to deal with a clear majority of issues very quickly. It is also true that many types of therapeutic work fall outside the realm and scope average "lay hypnotists" training.

Therefore, it is incumbent upon beginning hypnotists to focus on change work that allows them the opportunity to make a good living and falls within an entry level scope of practice into the profession and to continually seek more and more advanced training in their preferred areas of specialization.

You are not a doctor, you are not a licensed psychotherapist; you are not qualified to diagnose or treat a diagnosable pathological illness either mental or physical without the express written referral of a Medical Doctor or Psychotherapist.

Unrestrained Catalepsy -

This is more common in stage hypnosis than in therapeutic work. Catalepsy is the total flaccidity or rigidity of the body or part of the body.

Many stage hypnotists create a state of "full body" catalepsy as part of their stage shows and then suspend the cataleptic subject between the two chairs.

It is important to remember anything that can injure the client in the normal non-hypnotized state can also injure the client in the hypnotized state.

The only difference between the normal and hypnotic states being that the subject has access to vast resources to help compensate for pain and injury that occurs during trance.

Hysterical Cases (see abreactions)

Many times, a client has powerfully repressed emotions boiling under the surface of what may appear as a very calm and controlled demeanor.

These subjects are often emotional "pressure cookers" waiting to explode, because the unconscious mind stores and holds onto negative emotional issues and traumas until such a time as the "conscious mind" has the resources and ability to "process" the experience and delete the emotional charge. Unfortunately for many people that time never comes.

Therefore, sometimes when a subject is hypnotized the emotions boiling beneath the surface are released in an explosive manner. Sometimes the client will laugh uncontrollably, Sob or cry, and even scream or shout depending on the event generating the emotional trauma.

There is specific verbiage that a hypnotist should and must use to dissolve and halt the hysterical/abreactive process.

Being Forced to Visualize

Although not nearly as serious as the hysterical/abreactive subject forcing a subject to "visualize" can often undermine the success of a hypnosis session from the inside out.

While it is demonstrably true that everyone visualizes. For many people, the visualization element in their thought processes is "outside" of their conscious awareness or control.

Thus, when asking these subjects to "visualize" or see something in their minds they may not "see" anything but still know it is there.

However, ...

The problem occurs when the subject feels that because he or she could not "SEE" what was going on (although they were otherwise imagining the scene) the subject begins to believe that the session did not work because they could not SEE the images the hypnotist was talking about.

Thus, they even begin to doubt that there were hypnotized because their experience didn't match the hypnotists' words. For Best Results It Is Best to Replace the Word Visualize with The Words Pretend or Imagine.

The Ethics of Hypnotic Change-work

First and Foremost...

It is vitally important to remember that, all other credentials aside the vast majority of states do NOT license hypnosis as a profession. While someday that may change we, as a profession are still very much in the "wild west" days where pretty much anything can be done.

However, it is vitally important to remember that even though we as a profession are not licensed we should always conduct ourselves with the same attention to Ethics as any medical doctor, Psychotherapist, Acupuncturist or Chiropractor.

Consequently the first thing that you have understand and abide by in order to safely interact within the established health care community is "Scope of Practice"

Scope of Practice...

As far as the medical community at large is concerned you are a LAYMAN. With regard to how the established medical community views hypnotherapy and Hypnotherapist, we are NOT qualified to render a medical opinion⁹ nor diagnose any form of illness.

One should steadfastly avoid situations where you are forced or asked to do so.

Regardless of that fact, people will approach you with what they have been 'diagnosed' as a medical or psychological pathology.

When that happens it is VITAL that you seek a referral from their medical doctor or therapist stating that it is okay for you to work with that particular individual for that particular issue.

What the Doctor Says Goes...

Never under any circumstances instruct a client/subject to stop taking prescribed medication or cease to follow the instructions of licensed medical professional. Doing so will open you up to tremendous liability.

For example...

Your client has been coming to you for a problem with chronic pain and has been taking pain medications. The client is having less and less pain and wants to lower his or her

dosage of pain meds and asks you if it's okay to do that.

You should immediately have that patient contact his or her prescribing physician. Do not take it upon yourself to say yes or no.

A similar scenario might be...

A client comes to you for stress. During the sessions it's revealed that the man or woman is unhappy in their marriage. They ask you if they should leave their spouse.

Giving them ANY opinion whatsoever makes you liable for the results of that advice.

As a hypnotist we are duty bound to give the client all the help they need to access their own inner resources in order to make the decision that is most appropriate for them. It is not your job to make that decision for them.

We are Trainers, Not Doctors or Therapists

Avoid using the term therapist or therapy unless you have some form of licensed therapeutic credential i.e. MD, LMT; LAC, RN. Rev. Etc

While it is not an explicit law that we, as a profession **can't** use the term hypnotherapy. There are many states and many professional organizations (with lots of money and lawyers) that take a very proprietary stance with regard to the term "therapy" and feel it should be reserved only to those disciplines or modalities that are regulated and licensed by the state or federal government.

A great way to use the full spectrum of hypnotherapeutic technology without tripping over the issue of whether or not you are doing therapy is to simply call everything you do

In essence that is really what we do as a hypnotist anyway.

We simply guide the client through a process that teaches them things about how their own mind works any way, and then we teach them how they can take more control of an aspect of their lives that up until that time was really controlling them or outside of their control.

Work with referring professionals for diagnosed medical or psychological problems (See appendix for Referral form)

We DON'T Wear A Big Red S Printed On Our Chests!

While it is arguably to me that there are very rare occasions when hypnosis is NOT effective to treat or deal with an issue to one degree or another. ..

We are not GOD.

Nor are we doctors.

Never promise your clients something you are not 100% certain you can deliver.

Never make any guarantees concerning the outcome of your work - Medical professionals don't do it and neither should you.

If a client comes to you with some form of physical or emotional issue that you do not feel you are equipped to deal with...

REFER THEM OUT!

This applies to any condition.

If you are not sure how to proceed, your first responsibility is to the health and well being of the client. Refer them to a hypnotist who specializes in that particular issue or to the appropriate medical or psychological professional.

As a professional you are expected to continue your education beyond the basics and to progressively expand your knowledge base thus allowing you to confidently and competently handle more and more types of cases.

But there are many hypnotists who come out of a weekend training believing they are the equivalent of hypnotic brain surgeons. As an entry - level hypnotist you should be working on entry-level issues before progressing to more serious cases. This *is* just common sense.¹¹

¹¹ Bear in mind that the vast majority of techniques you will be using for many entry-level issues (weight loss, smoke cessation, nail biting, test anxiety etc.) are almost the exact same processes that you will be using on more challenging, higher level issues like cancer, AIDS, Molestation Issues Addictions, Painless Childbirth, etc. It really comes down to the issue of confidence, competence and experience with using the tools you are presented with during your training

Common Sense Is Not So Common...

We are hypnotists. Our domain is the vast and untapped power of the unconscious mind. Our power is our ability to help the client to tap into their own limitless resources for achieving health, success and happiness. But we can't do the work for them. We can only guide them.

Therefore...

Success with your clients will be as much dependent on what your clients do as much or more than what you do. You and your client are a team working for the clients' highest and best good.

It's All About the Subject, Not Your Own Belief System

There are several levels to this aspect of hypnosis. Every client who comes to you is the sum total of their experiences, beliefs and behaviors.

They carry with them an internal map of the way the world is supposed to be and they project that onto the exterior reality we all share. As a hypnotist it is NOT your job to decide whether a certain change is right or wrong for another human being.

It is your job to help them get the change that they came to you for. Example ...

I have had clients come to me in order to get over the guilt of cheating on a spouse. Not to STOP Cheating on their spouse. But To literally remove the guilt they were feeling about doing it.

While the social repercussions of this issue are huge...

Your job is NOT to pass judgment on the wants and needs of the client - nor on their beliefs.

Your job is to give them the resources to evaluate if the change they are seeking is right for them and To Help Them Get the Change after they have made the decision to move forward with it.¹²

¹² The other aspect of this issue pertains not to ethics but to the fastest and most practical way to gain a high level of therapeutic rapport with the client and that is to work within their socio-cultural belief systems and use the inherent metaphors and symbology already installed in them to effect change.

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Hypnosis Terminology:

ABREACTION

Emotional purging that is expressed or vented by talking or acting out repressed, or partially repressed, negative emotional events or information.

AGE REGRESSION

The phenomenon of returning in one's mind, as well as in one's behavior, to some earlier period or supposed life. Age regression can be classified as partial, or full.

AMNESIA, (HYPNOTIC)

The inability to recall past experiences that occurred during a hypnotic process

Hypnotic Amnesia can refer to the natural tendency (after reaching a certain level of trance) for the individual not to carry back to the conscious mind the experiences of the trance state.

In certain hypnotic applications, the hypnotist can also intentionally induce hypnotic amnesia. However, regardless of how it the amnesic state was achieved, during trance **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 clients' moral or religious character, *if accepted*, generally will become ineffective in approximately 72 hours.

AMNESIA, SPONTANEOUS

A naturally cocooning form of amnesia, Spontaneous amnesia can manifest in a subject without the subject having received any suggestion to create this effect. Spontaneous amnesia *is* an often a natural simple psychological defense mechanism.

ANIMAL MAGNETISM

The term coined by Dr. Franz Anton Mesmer for the phenomenon of hypnotism. Mesmer believed that the hypnotic state was brought about through a form of magnetism very like ordinary magnetism but specific to living creatures.

ARM LEVITATION

Arm levitation is an ideo-motor technique that causes the subject to lift his arm without any conscious effort on his part.

AUTOHYPNOSIS
(See self-hypnosis.)

AUTOMATIC NERVOUS SYSTEM (ANS)

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 a common characteristic in hypnosis. Hypnosis is a very powerful way to influence the ANS.

BRAID, JAMES (1795-1860)

An English physician and the author of "Neurotheology" (1843); Braid believed hypothesized that the so-called "animal magnetism" had nothing to do with the trance state and consequently coined the term hypnosis after the Greek god of sleep thus giving the more commonly accepted modern name to the science of hypnotism. To induce the hypnotic state Braid first used the method of fascination, but later turned to verbal suggestion.

CATALEPSY

Forms of hypnotic phenomena in which the subject can obtain complete rigidity or flaccidity of muscle groups through suggestion: "Arm rigid, cannot bend. Eyes stuck tightly, cannot open."

CHEVREUL PENDULUM

A Device originally designed by M. Chevreul any weighted object suspended by a chain or string about 15 in long. It is used for determining the subjects' suggestibility or for uncovering subconscious information that is not available to the conscious mind. (See ideomotor)

CONSCIOUS LEVEL

Refers to the "day to day," non-hypnotic state; the seat of our rational, judging, analytical mind. The conscious mind is the home of the critical factor.

The conscious level is that aspect of us that actively pays attention to things. The conscious mind also governs short-term memory and the internal dialogue.

This term "conscious level" is a misnomer because trance states are highly fluid and people transition naturally from one type of mental state to another while still performing normal "day-to-day" functions. (See tri-phasic model of the mind)

COUNTER SUGGESTION

A suggestion given to replace, offset, reframe or otherwise neutralize a previously existing belief, perception, idea or suggestion.

DETACHMENT

When a person is aware of his environment, but does not participate or care to participate. (See dissociation or disassociation)

DISSOCIATIONS/DISSASOCIATION -The mental state characterized by feelings of detachment of the individual from his or her environment. The subject is aware of what is happening but is not an active participant but rather an observer of the event. This state often occurs as a self-defense mechanism to protect the individual from painful memories.

DREAM, HYPNOTIC

A dream suggested by the hypnotist, whatever the purpose; i.e., guided imagery, visualization etc.

ECHO TECHNIQUE:

A conversational hypnosis technique involves feeding or echoing back persons very own words practically verbatim.

EIDETIC IMAGERY

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

ESDAILE, JAMES (1808-1859)

Scottish physician living in India; Who, after hearing about the use of hypnosis for anesthesia used it to relieve the pain of a Hindu convict in need of surgery within several months, Esdaile reported having performed 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. The technique of Fascination was first introduced by James Braid, fascination and is now usually combined with verbal suggestion.

FIXATION

Induction of a hypnotic state using concentration of attention on a single sensation or object

FRACTIONATION

Fractionation is both a process and an effect of deepening hypnotic states. The process of fractionation relies upon first inducing the hypnotic state; then either fully or partially, emerging the subject and then immediately re-inducing the hypnotic state.

The effect of fractionation is that each subsequent re-induction causes the subject to become significantly more fully and deeply hypnotized

HALLUCINATION, (HYPNOTIC)

A mental construct created within the mind of the hypnotized subject. Any form of mental construct is a hallucination. The hallucinations can have visual, auditory, olfactory or gustatory components.

This should not be confused with the psychological view of hallucinations, which tends to view them as a type of "pathological phenomena." The harnessing of the hallucinogenic power of the mind is a cornerstone of hypnosis.

In hypnosis, there are many categories of hallucination; many of which were once thought to be indicative of a trance state. Thus, they were often used and still are by many as a gauge of how deeply a person is hypnotized.

HALLUCINATION, (NEGATIVE)

A negative hallucination occurs when the subject is unable to see something that is clearly visible in front of them.

HALLUCINATION, (POSITIVE)

A positive hallucination occurs when the subject is seeing something that is not plainly visible or does not actually exist in the environment.

HANGOVER (hypnotic)

A body state characterized by feelings of headache, drowsiness or occasionally nausea caused by not properly emerging a client from the hypnotic state. Most prevalent in subjects who have never been hypnotized before. This rarely happens.

HETERO - HYPNOSIS

Hypnotic state induced by another person.

HYPER - SUGGESTIBILITY

Enhanced ability, tendency or willingness to accept and act upon suggestions.

Unrestrained Hyper-suggestibility can be more of a problem than Hypo-suggestibility although much easier to work with.

HYPNO-ANALYSIS

The practice of analyzing subject's problem and resolution through hypnotic techniques

HYPNOIDAL

Pertaining to or being in a hypnotic state

HYPNOLOGY

The study of hypnosis

HYPNOSIS

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

HYPNOTIC OPERATOR

Any event, action or other phenomena that can bypass, or re-orient the critical factor of the conscious mind; initiate a pre-programmed response, and/or create a gateway that leads the subject into a hypnoidal state and/or heightened suggestibility

IDEO-MOTOR

An ideo-motor response is an "unconscious" movement of the muscles or limbs produced by an: idea or a suggestion. Ideo-motor movements are commonly used to dialogue with the unconscious mind of subject during the process of hypno-analysis. It tends to by-pass conscious resistance.

IDEO-MOTION

Involuntary movement produced by an idea or suggestion.

IDEO-SENSORY

Pertaining to or affecting the senses

INDUCTION

The process or technique used to induce a hypnotic state.

KINESIS

Physical movement.

KINESTHETIC

Feelings, anything pertaining to a physical or emotional feeling or stimulus

LANGUAGE PATTERN- (hypnotic)

A hypnotic language pattern is linguistic structure that creates a very specific and consistent mental process to take place within the mind of the subject.

Most of, many of these language patterns are simply verbal representations of natural thought processes. Thus, an understanding of language patterns gives us not only insight into the think process of our subjects but also gives us specific tools to influence the thoughts and behaviors of the subject.

LETHARGY

A body state characterized by general muscular flaccidity, mental drowsiness and physical relaxation.

MESMERISM

A process of inducing trance via the manipulation of "magnetic fluid"² surrounding the body; the technique of hypnotizing developed by Franz Antoine Mesmer in direct accordance with his theory of animal magnetism.

MONOIDEISM

The term coined by James Braid for his discovery that the state of hypnosis was dependent on the narrowing and focusing of the subject's attention.

Braid tried unsuccessfully to have the term "monoideism" replace hypnosis, unfortunately by the time Braid got around to revising his theories the term hypnosis was already well established.

OBSESSION

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

PHARSING (pronounced farsing)

Denotes the tendency for the subconscious mind to drop a negative (negation) word within the phraseology of a suggestion resulting in the formation/interpretation of a suggestion that creates the opposite effect of what the client or hypnotist intended.

PHOBIA

An overwhelming fear of fear.

PRE - HYPNOTIC SUGGESTION

A pre-hypnotic suggestion is one that is given prior to the hypnotic induction that is meant to take place when client is in trance. This can have delivered as part of your pre hypnosis interview.

PYRAMIDING

A powerful method of deepening hypnosis whereby the hypnotist changes the method of induction without informing the subject.

PSYCHOSOMATIC ILLNESS

Physical illness caused by negative mental thoughts and unresolved emotional issues leading to pathological organic changes within the body

² In modern terms we would call this the "Human Energy Field"

RAPPORT

The affinity between two or more people, Rapport is a form of unconscious connection that can exist both within and outside of conscious awareness. The rapport state is a powerful multiplier to the effectiveness of hypnotic technique.

In fact, rapport can be the single most important element in any hypnotic intervention. It is the unconscious connection between two or more individuals. In fact, even in a single human being there can be a significant lack of rapport between a subject and his or her own unconscious mind. This lack of rapport is often the seat of the issue the person is dealing with.

RESISTANCE

The unwillingness of a subject to accept or engage in 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

An experience of amnesia experienced during the waking state that is confined to a specific period or phenomena.

SOMNAMBULISM

Somnambulism is the "working state" for hypnosis and hypnotic interventions. Somnambulism may be induced or occur with the eyes open or closed without waking or emerging the subject from hypnosis.

Complete amnesia may result. Positive and negative hallucinations may be induced. Somnambulism is for all intents and purposes the preferred state for doing hypnotic processes.

The somnambulistic state is the one state where a subject is completely open to direction from outside his or her own mind and the critical factor of the conscious mind is in complete abeyance.

SUBCONSCIOUS MIND

The sentient part of the human mind that operates below the level of the perceptual conscious mind the subconscious is the storehouse of instinctual desires, needs, and psychic actions.

While past thoughts and memories may be deleted from immediate consciousness, they direct the thoughts and feelings of the individual from the realm of the unconscious.

Although technically the same thing for the purposes of hypnosis we make a slight distinction between sub conscious and unconscious.

When we talk about the subconscious we are referring to that aspect outside of conscious awareness that oversees our emotions, long term memory, self-preservation and host of other behavioral functions.

When we refer to the unconscious mind we are referring directly to that part of our minds that interacts directly with our physiology i.e. our immune system, respiratory system, heartbeat etc. This distinction is entirely arbitrary but helps to simplify discussions relating to various aspects and functions of the inner mind.

SUGGESTIBILITY

A person's ability and willingness to accept, and act upon a given suggestion; Suggestibility is directly proportional to intelligence and the ability to learn.

SUGGESTIBILITY TESTING

The process of measuring a subject's susceptibility and receptivity to suggestion

SUGGESTION

Is any communication received by a subjects' unconscious mind whether it be from within that persons' own mind or external to it?

In hypnosis, specific methods of creating and delivering suggestions are used do deliver specific messages and instructions to a person in hypnotic state for creating positive changes in the thoughts ideas, feelings, beliefs or behaviors of a subject. Whatever suggestion has done, suggestion can undo.

SUGGESTION - POST HYPNOTIC

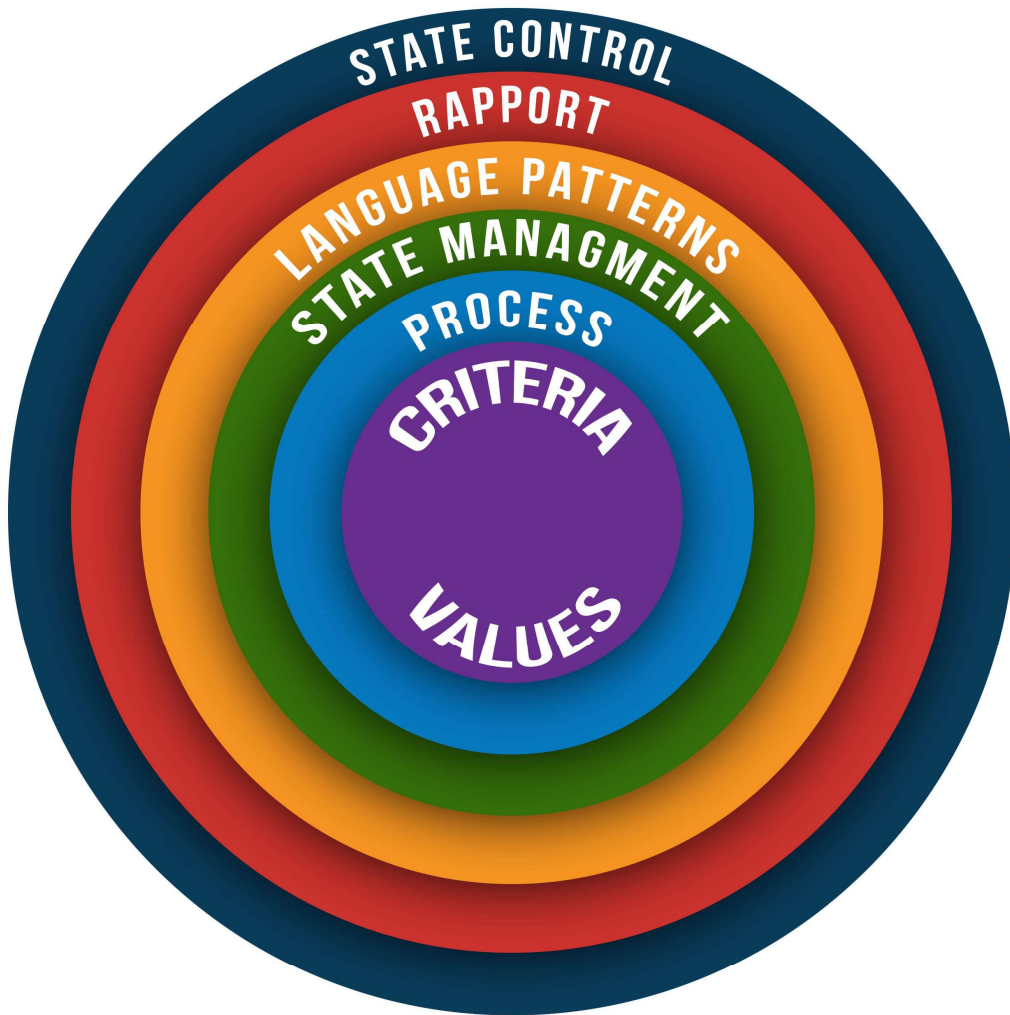
A suggestion given to a subject in hypnosis that is meant to take place after the person emerges from the hypnotic state.

SUGGESTION, THERAPEUTIC

Any suggestion that is intended to correct a physical, emotional or behavioral issue that is deemed unacceptable by the client. This is considered a remedial suggestion where we are actively seeking to connect a perceived problem as opposed to a generative suggestion, which is generally aimed or directed at enhancing performance.

SUGGESTION, WAKING

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



**KNOW YOUR
OUTCOME!!!**



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.

1. There are two primary ways to manage your own emotional states
 - a. Physiological state management
 - b. Volitional state management

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 e 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
- Attracted vs. Repulsed
- In Control vs. Out of Control
- Sincerity vs. Insincerity
- Trust vs. Distrust**
- Anger vs. Indifference
- Certainty vs. Uncertainty**
- Joy vs. Sadness
- Confident vs. Unconfident

- Relaxed vs. Stressed**
- Excitement vs. Boredom
- Fascination vs. Confusion
- Clarity vs. Confusion**
- Hyper Acuity vs. Contemplation**
- Authority vs. Subservience**
- Powerful vs. Powerless
- Conviction vs. Disbelief

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.
- Calibrate how far into the state they can go.
- Partner also calibrates.
- Return to Neutral State.
- Break State.
- 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**
 - Anger VS Indifference
 - Certainty VS Uncertainty**
 - Joy VS Sadness
 - Confident VS Unconfident
-
- Relaxed VS Stressed**
 - Excitement VS Boredom
 - Fascination VS
 - Clarity VS Confusion**
 - 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:
 - Matching Versus Mirroring – Important distinctions
 - Matching –defined
 - Mirroring- defined
- Pacing Gross Physiology
 - Postural Matching and Mirroring
 - Whole Body
 - Half body
 - Partial body
 - 3-5 second rule for pacing and leading

- Gesture Hijacking
 - Use their gestures when showing emphasis
 - 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 metal person.
- Give Feedback

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 your well 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

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

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

- Have that partner talk about what they will be doing, having or otherwise experiencing as a result of using the Killer Influence techniques, What will the Killer Influence training do for them specifically

- **Pay attention to your partners Volume,** (insert any of the elements we are going to pace and lead.

- Talk in the same Volume as your partner
 - (Insert whatever element of verbal communication we are going to pace and lead)

Representational Systems/Modalities

VAKOG (VAK)

- **Visual:** ex. “I **see** what you mean.”
- **Auditory:** ex. “I **hear** what you’re saying.”
- **Kinesthetic** ex: “I **feel** I can get a hold on that.”
- **Olfactory** ex: “The sweet **smell** of success.”
- **Gustatory** ex: “You can almost **taste** the victory.”

(Plus “Unspecified” words that overlap 2 or more modalities)

- Ex. “You can **experience** whatever you see or feel.”

VAK Process Mode “Languages

- Visual
- Auditory
- Kinesthetic

VAK Level 1

- Global
- “Modal Speaking”
- Uses and covers all sub-modalities.
- Reaches greatest range of people.

VAK Level 2

- Identify speaker's Dominant Modal Language (V, A, or K?).
- Match Speaker's Dominant Modal Language.

Processing Processes or Process Processing:

- Everyone has a unique code that directly mirrors his or her mental processes.
- Mental processes are reflected in the content as expressed.
- Be aware of their process codes.
- Decipher their process codes.
- Mirror their processes.
- Intensify rapport.
- Pace and lead.

Some really fun exercises to help you understand...

Learning to Pay Attention *Differently*

- Break up into groups of two, a person A and person B.
- Person A will describe what made him or her *decide* to come to this training and how they arrived at that decision.
- Person B will *pay attention* to person A and listen for the process oriented words within Person A's description.
- Person B will write down the process words within A's description:
 - Notice what system is preferred
 - Notice what System is least preferred
 - Notice the order of the process words
 - i. This gives you the structure of their thought process for deciding to attend a training

Switch and Repeat Exercise with Person B now describing what made him or her decide to take this training and how they arrived at the decision to come here.

Now that you have learned to *pay attention to process* it's time to *learn how* to talk in the language of Rep Systems...

VAK 1 - Modal Speaking Exercise # 1

The first thing we are going to in order to help you to begin to acquire more flexibility in the way you speak is to practice speaking in one particular modality at a time.

For this exercise you will break up into groups of three. Thus you will have persons A, B, and C.

- Person A will begin speaking to Person B using only Auditory Words for a full 30 seconds to one minute
- People B will then turn to person C and begin speaking using only auditory words for 30 seconds to one minute
- Person C will turn to person A and speak in only auditory words for 30 seconds to one minute

- Person A will then turn to person B, and begin talking in visual language only.

- Repeat the cycle until you have covered all the primary representational systems

Do the same drill as before but using the unspecified system just for practice

VAK 1 - Modal Speaking Exercise # 2

- Break up into Groups of 3
- Person A will begin speaking to Person B in the Visual Modality
- Person B will Turn to Person C and begin speaking in the Auditory Modality
- Person C Will Turn to Person A and begin Speaking in the Kinesthetic Modality
- Continue to Cycle through the exercise until you have spoken in all three primary modalities. When you feel really confident; work in the unspecified category as well.
- Have fun!

VAK 1 - Modal speaking Exercise # 3

Putting It All Together...

- Run through the same sequence as in the first two exercises only this time Persons A, B and C will use all Three modalities in their speaking as equally as possible
- Cycle A thru C with each person speaking for at least 30 seconds and no more the a minute

By the way...these are great drills to practice on your own at home or in the car just to get really good at speaking according to a person's primary coding system. It also makes you more aware of the predicates people use in their speaking.

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 effect on anyone hearing them, you can use presuppositional 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:

- 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.

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 the 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
 - 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 out come 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 feedback 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 everything 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 (*whatever* mode they use) the material however 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 something 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 person’s 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 subject’s 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 (whatever 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?

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 feedback 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 will technique will be covered more in depth during the Killer Influence Advanced Training. In the meantime master your basics and experience your life being utterly transformed by the power of just these champion level persuasion tools because your 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:

- Feedback 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.

Basic Criteria and Values Elicitation:

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.
- Feedback and link your service to their values.
- Give feed back to class.

Basic Criteria and Values Elicitation:

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.

INDUCTIONS (Appendix 1)

HAND DROP INDUCTION

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

Use the Eye Lock With This Technique ...

(Stand or sit to the side of your client.)

(Extend your dominant hand with your palm up but keeping your elbow bent and close to your body say to 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) (Attraction to a proper depth)

Dave Elman Induction

David Snyder 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 says,)

"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 say to 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 versions of the handshake induction this is a version I created for myself that combines elements of a shock and rapid instant induction.

Extend your hand toward your client as if you're 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 at 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 JO 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 you're 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 you're going to notice your eyes starting to bum and water like they have sand in them and you're going to want to close them but you won't 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 your 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 you're 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 yourself 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 yourself 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 yourself go. Just relax and let yourself 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 its relaxation.

9...The mind is relaxed as the body is relaxed, and the body is doubling its 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, or 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 night's 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. 11"
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. 11"

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.

Inductions Level 2

Shock Inductions -

Elements of Shock Inductions:

-)> Distraction
-)> Startling command
-)> Sudden Loss of Mental or Physical Equilibrium
-)> Pattern Interrupts
-)> Hypnotist Must Have Absolute Confidence and Zero Hesitation
-)> Immediately begin deepening subject once you have them induced Examples include
-)> Hand Shake Induction
-)> Arm Pull Induction

Confusion Inductions:

Confusion inductions work by overloading the conscious mind to the point where it gives up trying to follow the stimuli or instructions at which point a gate way opens to the unconscious mind.

This is very useful for highly analytical people. Examples Include:

Hand roll Induction Multiple Math Induction Finger Following Induction

Rapid Inductions-

Rapid inductions are inductions that take less than 4 minutes to perform. (See Elman Induction, Hand Drop, Induction)

Instant Inductions:

Instant Inductions are similar to shock inductions although they do not always involve shocking the client but they do to some degree rely on a loss of mental or physical equilibrium or pattern interruption

Instant inductions usually take 30 seconds or less to perform.
Hand Shake Induction Sudden Command Arm Pull Induction

Inductions 3

Hall of Regression

Emotionally Induced Inductions - Affect Bridge