



# **Charisma & Conversion**

***Hypnotic Presentation Skills For Public Speakers***

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*Taking Your Skills to The NEXT Level...*

### **Why Speaking and Presenting?**

- The fastest most cost-effective way to build your business with minimum investment
- Allows you to leverage your product sales by orders of magnitude compared to one on one selling.
- Positions you as an authority in your niche
- Creates constant stream of new content for you to repurpose

### **Review of Systems:**

- **CPI Level One** – Core Persuasion Protocol and Systems Training
- **CPI Level Two** – Strategic Metaphor: Scientific and Seductive Story Telling Secrets
- **CPI Level Three** – Conversational Ninjitsu: Covert Belief Change, Objection Obliteration Renegade Reframing and Sleight of Mouth Strategies

### **Getting Your Mind Right...**

The frame that you set and the attitude you mentally and emotionally present from dramatically influences how rapidly and deeply an audience feels comfort, connection and trust with you. It also dramatically influences how they perceive EVERYTHING you say and do. From the information you teach them all the way to the offer that you make.

This brings us to two very different ways of thinking about your audience. I call these two poles or frames: Selling Psychology and Offer Psychology. For the sake of space, I will focus on “Offer Psychology” as it is the most useful for presenters who feel negatively about idea of “selling”.

Offer Psychology is NOT about selling. It’s about giving value to a prospect or audience in the form of a “Solution” to a specific problem and then showing or pointing them in the direction of where to go for more if they feel so inclined. We give the clients value first and OFFER Them a Chance to Take the Relationship by enrolling in your product or service.

### **Meta-Frame: Mentor-Prize/Partnership from The Start**

- I have a limited amount of time with my audience
- The Information I am providing is super-valuable and will transform lives. Businesses
- And even though I have a specified amount of time with them, I have more to give them than I can possibly fit into the time we have.
- Thus, I am going to give them as much value as I can possibly squeeze into out allotted time
- And as a service to them, as I touch on subjects that I have more to say about, but not enough time to include it all, I will point out where they can get more on that subject
- **This is what a True Partner Would Do...**

*Partnership from The Start...*



"I tell them right from the beginning, since we have a limited amount of time together I'm going to give them everything I can in the time we have. From experience I can tell you that there will be some topics that you will want to dive deeper into and we just won't have time.

So, along the way I'll show you how you can get more on that subject through one of the resources I offer. And then later today, I'll show you how you can get some amazing deals on my products and services if you feel inspired and want more.

--- Lisa Sasevich

### **Who Are You, And Why Should They Care...?**

## Crafting A Compelling and Charismatic Bio and Introduction

The intention behind your introduction is to quickly build CREDIBILITY with your audience and create VULNERABILITY.

### 1. Build Credibility:

- Show that what you have done is transferable to them
- Demonstrate that you are an expert, have had great results AND you have the ability, systems and formulas to show other people how to have results too.

*(Use a separate sheet of paper)*

*Be proud and brag like you have never bragged before.*

*List all the reasons why you deserve to be on that stage. Include every reason why you are qualified to be in front of those people. (Include awards, compliments you've gotten, media, your cause or mission, what you are known for. Products, books, accomplishments, degrees, well-known companies or clients you've worked with or for, certifications, trainings, big names you've shared the stage with. Etc.)*

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### 2. Create Vulnerability:

- Build trust with your audience by being authentic, and showing where you came from, how you struggled and what you overcame
- Where did you try and fail and got up again?
- Where did you learn from the school of hard knocks?
- Where are you overcoming something right now?
- It's about showing your underbelly and that you're real and can relate to where they might be right now.
- Remember this is NOT about weakness. It IS about creating connection.

You are coming in as an “authority” to speak to them, but you need to relate to them on their level.



### **Beginning with the end in mind.**

Just like you were taught to never enter a persuasion situation without first defining an outcome. In order to create a truly powerful and hypnotically compelling presentation, you must begin with the end in mind. You must first define for yourself what the exact action you want your audience/client to take as a result of experiencing your presentation.

Because this course is centered on business building and specifically on presentations, most of your talks will fall under one of two categories.

**A. Service Delivery** – any presentation designed to deliver the information/training that was promised to the clients during your Strategic Offerings

**B. Strategic Offerings:** A Solution Centered Presentation Designed to Deliver value in the form of a specific answer to a specific problem combined with strategic recommendations for taking the training gained further or getting more comprehensive information about a specific topic.

Of course, knowing what course of action, you want your audience to take presupposes certain things.

- That you know who your “ideal” customer is
- What Problems They Have, (i.e. what they want, what they need, how they know they are getting it)
- How They Define Their Problems (What exact words and jargon etc. do they use to describe their problem)
- That you have the solutions they are looking for.

***This brings us to the first stage in presentation engineering:***

## **Niching 101**

- Pick A Niche (Actually 3-5)







## **Matching Your Market to Your Message**

### **Five Magic Questions for Identifying Understanding & Connecting With Your Customer:**

#### **A. Who is the prospect... and Who is Not!**

##### **Examples:**

1. My prospect is someone with dry skin, who wants to do something about it.
2. My prospect is someone who can't keep track of their finances and is suffering because of it.
3. My prospect is an investor looking for a better place to park their money

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#### **B. What is the Biggest, most painful, most obvious problem the prospect has, related to what your offer is about.**

##### **Examples:**

1. My prospect has dry skin
2. Prospect can't balance checkbook.
3. Prospect needs to get a better, more predictable return on high-dollar investments

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**C. How do they talk about their problem?**

**Examples:**

1. “My skin itches”
2. “What’s my bank balance? I’m afraid I’ll overdraw my bank account!”
3. “I don’t trust market. It just seems too risky. Where can I get a better return without betting the farm?”

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**D. Now. Talk About YOUR SOLUTION, the way the PROSPECT would.**

**Examples:**

1. “It doesn’t itch anymore!”
2. “Now I always know what my bank balance is!”
3. “This is a decent return, and I see it as a very solid investment.”

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**E. Finally... Talk About...What is Most Valuably Unique about your solution... The Way the Prospect Would Talk About It.**

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## **“OFFERS”**

**“An Offer is a Statement of The Transformation or Outcome  
That You Cause To Happen in Your Clients Lives  
By Delivering Your Service”**

**“Your Service Is What You DO.”**

**“Your Offer is the OUTCOME of What You DO!”**

**OFFERS 101:**

**What IS an Offer...**

- An Offer = **80% Outcome** + **20% Service Delivery**
- **Outcome** = *The Unique Transformation That You Provide*
- **Service Delivery** = *The actual method and medium by which you will deliver your promised result*

*Let's Begin...*

**What Is the Unique Transformation That You Provide?**

Your offer is a statement of the specific set of measurable physical and emotional outcomes you cause to happen in your clients' lives

- It is NOT a statement of your service.
- Your service is what you DO.
- Your OFFER is the OUTCOME of What You Do!

**What Offers Are Not:**

- It's NOT about finding an elevator pitch
- It's NOT a snappy tag line

*The Unique Transformation I Provide is:*

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## Why Does That Matter...?

### **Because...**

Your unique transformation combined with your service delivery is the foundation for establishing and assigning value to your offer – **It is the Foundation of Conversion**

- **It's What People Are Really Buying from You**
- It Will Give You Powerful Language to Use On Stage, Online, on the Phone – Everywhere
- It's the foundation for Valuing Your Offer

### **OFFERS 103 - Inventory**

#### **What is your Offer?**

What Is the Unique Transformation/Change/Result or Outcome a Client Can Expect to Receive as a Result of Engaging Your Services?

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How Will You Deliver That Transformation...Live event, Book, eBook, Video Set, Podcast etc.?

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**OFFERS (Cont.): CREATING YOUR OFFER!**

**“Ideal Client Exercise”**

**I.C.E. 1.1**

**Imagine The Client That Is Your Greatest Success Story...Not a group of clients, on specific client.**

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**What Are the Exact Results They Got from Working with You?**

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**What Other Transformations Happened in Their Life Because of These Results?**

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**What Would Have Been the Cost to Your Client Had They NOT Accepted Your Offer?  
This Is the Value of Your Offer!**

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**I.C.E. 1.2**

What Does Your Target Market Crave? Think about the biggest source of pain... Something YOU can solve with your training and expertise. Something You Would Be Happy to Be Known for?

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*Going Further...*

**Review: Five Magic Questions for Identifying  
Understanding & Connecting With Your Customer:**

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**Examples:**

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**I.C.E. 1.3 – What is an outcome/transformation that your already successfully provide that you could repackage for further leverage?**

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## **OFFERS (Cont.) – Creating “Irresistible” Offers**

You need to **give your prospects a reason to buy today** while they are inspired and taking time to consider your product or service it has to feel like they would be leaving so much on the table if they waited that they choose to buy today rather than lose the deal.

### **Buying Psychology 101 – Thinkers Rarely Take Action**

- People who take the time to think about it rarely come back - even though their experiences may have been great.
- The most action you will ever receive is on the spot - at your introductory event
- Emphasize Tonight Only Offer...

### **PLEASE NOTE:**

Most Business Owners Are OVER-SENSITIVE to Appearing *Salesy*, thus they over-compensate and end up killing their results.

### **No Pressure “Today Only” Special Offer Approach Technique:**

How you structure your special offers is the key to selling with today only special offers

**“For those of you who are ready...**

**If you sign up tonight you get an additional \$1000.00 Bonus. There is no pressure at all we are here to answer your questions and assist you in figuring out which package is right for you”**

## **7 Keys to Creating Irresistible Offers:**

**1. Define the Outcome(s)/Transformations (s) that you provide, teach, train, etc.**

**2, Define the outcomes and/or transformations you provide with the offer you have in mind.** It may be the same transformation or a “subset” of the bigger outcome you offer.

**3. Explore ways to “deliver” the outcome.** We call this Service Delivery. Be creative and come up with lots of options. Do a Brain Dump... (use a separate sheet of paper)?

**4. Pick the method of service deliver that is in alignment with your business and lifestyle goals.** This is where you will need to decide if you want to offer one high ticket offering or 2-3 related offers. There is no “right” way, both offer strategies work.

**5. Name Your Offer and watch your competition disappear!**

- Name Multiple offers to help people locate which one is right for them
- You can describe the outcome or describe the person
- Name your process and watch your system disappear. (Your 123 Formula, System, Blueprint, Method, 7 Secrets to..., How to...)

**6. Establish Your Pricing: Take these factors into consideration:**

- What is the cost to the client NOT to engage your service?
- What you believe the market will bear
- What You Can Tolerate

**7. Give Them a Reason to Invest TODAY!**

- Bonuses, Limiters, Fast Action Scholarships
- It serves people to be decisive and take action
- Look for elements that you’ve just included in the core product that would be better bonuses
- Scarcity motivates action and raises the value people place on the item.

## **It's all About You!**

### **Creating Your Speaker Bio and Introduction:**

#### INTRODUCE YOURSELF - "SHOW YOUR PANTIES"

Creating a speaker “bio” is not just about making a “laundry-list” of all your accomplishments. A bio must do far more than just list your credentials.

It must demonstrate to your audience that you are qualified to be there and speak to them relevant to “their reasons for being there” touting your degree in Oriental Medicine means little to an audience of stockbrokers and financial analysts.

Your bio must not only create credibility from an educational perspective, it must do so from a “life experience” perspective.

Your audience needs to be able to relate to you. They want to know that you have been where they are. That you truly understand their situation. That you have fought the battles, suffered the pains and that you have found the answers and are going to share it with them.

Finally, your audience must “connect to you in a human way” you must in some way create emotional intimacy with your audience. You must show your fallible human side. As One of my mentors Lisa Sasevich used to say...

#### **“Show Them Your Panties”**

You do this by expressing your vulnerability, by sharing confidences about yourself that may be deeply personal. You demonstrate that you are human, sincere, authentic and credible to your listeners. In other words,

#### **“You Become More Trustworthy.”**

*Tell your story...*

Why you are there and why you are doing why you are doing what you are doing... **This is about credibility and vulnerability.**

Once your audience knows where you have been and have walked a mile (metaphorically) in your shoes, they will know you have been where they are.

This kind of credibility allows them to believe that your results are “transferable to them.

Avoid positioning yourself as “superior” to your audience (a mistake many presenters make). Through your attitude, mood, voice and message let them know and feel that there is away for them to get the results you have.

*Convey the attitude:*

“I’m going to be “vulnerable.  
I’m going to show my vulnerability  
because I trust you and I want you to  
trust me.”

Show how you have struggled and  
what you have overcome.



### **Your Credibility/Vulnerability Inventory Swipe File:**

**Take two sheets of paper:**

#### **Sheet #1 – Brag Inventory**

On one sheet list all the elements that make you credible.

- Brag like you have never bragged before.
- These brags do not have to relate to the topic of your presentation but be sure to include all of the brags that do.

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**... On the Second Sheet...**





## Subliminal Closing Secrets:

**Persuasion Architecture:** Designing a Talk That “Subliminally Primes” Customers to want your product or service

Each of the templates in this course pre-supposes familiarity with the core CPI: Real World Conversational Hypnosis System and the Universal Persuasion Protocol.

Each of the templates here comprise a “skeleton” that supports and guides the body of your persuasion message. “proven persuasion architecture” Your bio, introduction, talking points, offer stories, testimonials etc. form the flesh muscle and body of your presentation.

**Template one** is a very “heart-centered, somewhat “feminine” or “Yin” approach that works extremely well in small and large groups.

**Template two** is targeted strictly at groups of up to 20 and is a very strong, masculine moving away from pain template, that is extremely powerful for people in the medical profession.

**Template Three:** Is a format derived from successful online “webinar” presenters who have used it to create multiple 7-figure online events.

Regardless of which template you chose to follow. Each one utilizes the information you distilled during your niching and offer creating exercises.

## Template One:

### “Seductive Selling” Signature Talk System

**Overview:** This plan makes use of the following key macro hypnotic operators:

- **Psychological Positioning** – speaker, audience topic, talk, offer
- **Pain:** Create a gap so they can really experience the difference between where they are and where they want to be or what is possible for them
- **Promise** – Social Proof, case studies, testimonials, success stories so they can see that many people have succeeded with your offer and they can too.
- **Plan:** Transition bullet to make the “offer sequence” part of the training and learning phase as a natural next step in the progression.

## Template One: Seductive Selling Signature Talk

### Phase I. Introduction /Psychological Positioning

#### 1. Position Yourself

List three points of credibility:

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What is the main vulnerability you would like to share?

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## 2. Position your Audience.

- Show them they are in the right place
- “This is for you If...” (Tap into Their Pain)

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## 3. Position Your Topic

- What is possible from doing your work? Grab ‘em!
- What is the transformation you provide, and they crave?

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## 4. Position Your Talk

- What Will They Learn Today?
- Give an outcome-laden overview of what you are going to cover. Get them excited!
- “Today, We’re going to cover...”

Point One:

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Point Two:

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Point Three:

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- Include a Transition Bullet (See Transition Bullets)

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## 5. Position Your Offer

- Create Partnership from The Start
- “I will teach you as much as I can in the limited time that we have together and then I promise to show you how you can take it further/get more.”
- Ask them to hold questions until you’re finished so you can get on a roll and give them as much as you possibly can.

## Phase II. Develop Three Main Points

6. Develop 3 Main Points using the deep dish/sample platter model.

- This is where we need to tap into the pain, create hope and show what’s possible
- Develop Social Proof
- Create Hunger and desire for your upcoming offer via seeding.

### For Each Point Include:

- a. **Why** it matters (show the problem, develop the pain)
- b. **What** it is, or What to do (flesh it out/ yes, Teach some “How”!)
- c. **A Story with Results** – Tell a story which shows them how they can get started or share results they can accomplish with what you taught.  
(build promise/ hope)
- d. **Seed** – Include up to two subliminal selling triggers per point, don’t overdo it.  
Show proof.

Point 1:

Why:

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What:

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**Story with Results:**

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Seeds:

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**Point 2:**

Why:

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What:

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**Story with Results:**

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**Seeds:**

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**Point 3:**

**Why:**

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**What:**

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**Story with Results:**

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**Seeds:**

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## **Phase III – Transition to Offer**

### **7. Segue into offer using Transition Bullet (The Plan)**

*Examples:*

- a. “Looking Forward”
- b. “From information to transformation”
- c. “Taking it further”
- d. “How you can develop your own \_\_\_\_\_”
- e. “Training, Tools and Support”

### **8. Distribute “Summary Sheet”**

- Print in 2- or 3-part NCR
- Make sure its super clear and uncluttered
- Pre-collate for quick distribution

**9. Walk through Summary Sheet and make your offer clearly**

- **Focus 80% on the outcome/transformation**

List the outcome / transformation

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- **Focus 20% on the details of the Service Delivery:**

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- **Develop value for the bonuses (reverse seed)**

Where can you relate deliverables back to seeding you did, stories you told?

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- **Give Price Justification.**

Why are you offering this special deal today?

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- **Be clear about the limiters (Time: Today Only / Quantity: First X# of people)**

List your limiters:

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**10. Invite them to Step Up**

1. Show them exactly where to take the order forms
2. Say something brief and inspiring from your heart

**Your closing thought:**

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**3. Invite them to meet you at your back table to get registered**



## Appendix A.

### Subliminal Buying Triggers:

#### How to Prime Your Audience To Want Your Offer WITHOUT “Selling” Anything!

The process of embedding subliminal buying triggers or “Psychological Primes” into your talk is referred to as “SEEDING.”

**The dictionary definition of "seed" is:**

- a fertilized plant ovule containing an embryo capable of developing a new plant.  
a source; offspring; to plant seeds in.

Subliminal seeding during a live presentation is the process and technique of planting powerful psychological priming elements in the form of useful information from the products or services you will be offering for sale during your presentation.

When done properly seeding creates hunger in your audience so that they want more. **There are many ways to “seed” a talk.**

**Give Them Something Valuable** and also let them know that more of that good stuff can be found in your book, course, cd, seminar or module/session of your coaching program

*COMMON State Control Issues:*

- **Losing Your Frame** - Going from the Prize to the Supplicator or Teacher To Sleazy High Pressure Sales Person
- **Identity Shift:** Going from Loving Caring Confident and Certain All-Knowing Mentor to Bumbling, Mumbling and Stumbling Incongruent “Wanna-be”
- **Loss of State** – (Getting Apologetic) Go from Very Passionate and Enthusiastic through talk and then at the close they switch into a low energy "**Okay Bear with Me ... This is the sales part**"
- **Add On Close**...a lot of speakers passionately provide value then just "throw the sales part in at the end" The get out their special offers for the day, run through them really quickly usually too quickly so the audience may not know exactly what they are talking about. - They **hurry through the close just to get it over with.**

## **Twelve Ways to Subliminally “Seed” Your Presentation:**

### **1. Partnership from The Start**

- Let them know right from the start that you have a very limited time together, and you’ll be showing them where to get more of each topic as you go.

### **2. Use a Transition Bullet:**

- In your outline, have your last bullet be a transition bullet, again letting them SEE up front that you will be showing them how to take it further.

### **3. Tell Your Discovery Story and what led you to create your system, product or service**

- Tell “How” you discovered the –step process from your own personal experience and what motivated you to put it together in a workshop, product, training, etc....

### **4. Personal Story**

- Your personal success and how you’ve used your own system to overcome obstacles is always great to share!

### **5. Client Success Story/Case Study**

- Great Client success stories positions you in the minds of your clients as an “expert” with others
- Stories are a great way to make a deep and lasting impression because people see themselves in the stories.

### **6. Tell A Story, outline the results and then “credit” those results back to a specific part of your program.**

- “Mary attributes this new found freedom to doing the daily meditation that comes in the “Love Yourself” Package which I’ll tell you about later”

## 7. Testimonials

- Show a testimonial of someone who had success with your offer.
- Highlight the results in the heading. **“Lost 40 lbs. in 90 Days!”**
- Tell the story and emphasize the part of the program that helped the most.

## 8. Get Them Started!

- In chapter 12 of My XYZ system, we cover the top 10 ways to build your list and the top 10 costliest mistakes to avoid. Today I want to get you started with the two most important things you can do to build your list quickly”
- Here is a way to start, more can be found in X Product

## 9. Problem-Solution-Problem/Good but Incomplete

let them know that your talk solved their first problem, but now they have to take the next step and/or there is more to learn about the topic you’ve just shared with them. And that is covered in your XYZ offer/Product

- “This just “Scratches the Surface” and is a great place to get started. But without \_\_\_\_\_ . It will be difficult to get the lasting results you want. We spend all of the second day of the workshop diving into this important part.” [more of why they will get more out of the workshop than the intro talk]

## 10. Let them know they can do this, and you support them:

- “If this is feeling overwhelming, don’t worry! I have templates... I’ve got a simple process for you, in our 12-week program, I’ll hold your hand, etc....”

## 11. Highlight, Social Proof and a “Reason Why” a Specific Part of Your Course

- My clients tell me that \_\_\_\_\_ is the most important part of my system because ...

## 12. Drawing or Giveaway

- This gives you a perfect chance to unabashedly promote your products or services because of course, you must describe in detail what they will be winning and all the amazing outcomes that it causes!

## **Appendix B.**

### **Bonuses & Freebies!**

#### **Guidelines:**

Your Bonuses and Freebies Should Be

- Of High Value,
- Convenient to Provide,
- and Cost Little to Produce

#### **They Can Be:**

- Videos,
- Audios
- DVD's,
- eBooks
- Infographics
- Brochures
- Or any other media that promotes your products or services as they are “shared” or passed along from one person to another.

Encouraging them to for example”

“Come to Your Next Event Once a Person Has Experienced a Home Version of Your Instruction.”

#### **Freebies and Giveaways:**

When creating a giveaway” ask yourself this...

- What do I have, or can I create, that is low cost to me and WILL Provide Value
- What do I have or can create, that is low cost to me and will provide Value, While Selling for Me at the same time?

**Please Note: Subliminal Selling Soldiers Are Not Ads.**

**They are information products that provide VALUE!**

**Secret:** Provide So Much Value That People Are Compelled to Share Them with Others.

They should cost very little to produce, act as a FREE Sample or Spokesperson for your Services and tell them what they need to do next to take the next step. And Should always come from the trusted mentor/Partnership frame

**Strategy/Timing:**

At a point on the second day of the weekend workshop, send the audience off to lunch with a schedule and description of future classes / upcoming events and a registration form that included special offers.

Say something to the effect of “I encourage you to read the descriptions of future classes and look at the schedule over lunch. When You return

- I will be telling you about our future classes and will give away valuable tidbits from each class as I talk about them”
- I’ll cover how the schedule and specials work and answer any questions you may have.
- Then you’ll have a chance to take advantage of the specials and register for the classes you want
- From experience, I can tell you that you may want to go ahead and fill out your name, credit card information and all that stuff so that if you hear something you want to register for all you have to do is check the box and you can turn it in, instead of scrambling to get it all filled out in the short time we have to do this.

**Important!**

**Providing these instructions really  
make a difference**

Make sure all of your Bonuses and Subliminal Selling Soldiers provide additional value to your central product or service.

In order for a bonus product or soldier to be effective your prospect has to want it. It must be something your prospect would have been willing to pay for.

\*\*\* **Side note**, a *common tactic used in modern webinar presentation offers* is to include bonuses that actually anticipate and solve a potential limiting belief or objection a prospect may have about buying the package or taking advantage of the offer before they have a chance to voice their objection.

## **Appendix C.**

### **PERSONAL BRANDING:**

As a public speaker and presenter, you want to know what you are providing to your audience.

Additionally, you need to make things as easy for all parties involved in your public speaking process and that includes not just your audience but the gatekeepers who give you access to those audiences...

In order for people to want you, and what you have to offer them, they have known you, understand you relate to you. And for that to happen you must make it easy for people to psychologically connect you with a particular need that they want satisfied.

Do the Personal Branding Exercise?

## **Guidelines for *Telling* Powerful Stories Level One**

Over the years I have explored a vast array of methods for influencing human beings in just about any way conceivable. **Over and over again I find myself coming back to the simple but irresistible power of Story and Metaphor.**

Powerful and Effective Story Telling Is Like an Express Train to Maximizing Your Ability to Influence Groups in Minimum Time.

In addition to providing emotional impact and in many cases, social proof to enhance the credibility of your talk.

The effects of stories on the brain and nervous system to cause deep and rapid synchronization and entrainment, pre-install perceptions and behaviors as well as its capacity to embed and stack within it multiple levels of primes, commands, and suggestions Make Story-Telling...

## **The Single Most Powerful Multi-Purpose Persuasion Tool That Exists.**

It's important to **prepare your stories carefully in advance to make sure you truly love telling them and that they touch your audience in the way you desire.**

### **1. Start with some “material” from yours or another person’s life.**

- This will usually be something that happened as a result of implementing your system or service – **something that just would not have happened otherwise!**

### **2. Pick a topic that most people in your target market can relate to**

- Something most of them would do before they encountered your information.
- Something that is an ordinary, common or usual experience for your target market.



**3. Steer clear of stories involving any topics that send people south or get their minds spinning off in another direction.**

- (i.e.: sex, abuse, addiction, divorce, death)

**4. Decide ONE single point that you want to make.**

- Many stories are capable of making more than one point, but this will complicate things for your listener and dilute the power of your story.
- Chose the point that illuminates the results you are referencing and/or is related to the subject you are covering.

**5. Construct your story in a BEFORE and AFTER mode.**

- Think about how you (or they) were and what the circumstances were before you learned what you learned or did what you did.

**6. GENERALIZE the Before and GIVE A SPECIFIC INCIDENT for the After.**

**7. End the story at its climax.**

- This is usually the point where you say, “**and X happened!**” or “and she was \_\_\_\_!”

**8. Don’t summarize! Savor the opening.**

- Avoid the compulsion to keep talking.
- This brings the attention back to you instead of leaving the impact of your product or service in their laps.
- **If you need to state your point, then you did not make your point.**

**9. After you think you have it constructed well, tell your story to several friends.**

- Ask them if the point was clear?

- Did they get confused or distracted by any words? (How Transported Were They?)<sup>1</sup>
- And **did the story increase their interest** in what you offer significantly?

**TIPS:**

- Pay careful attention to detail.
- Include details that allow your audience to identify with you and/or the situation
- Exclude details that distract people from the point.

**For Example,**

**Ladies**, it usually doesn't matter what shoes you were wearing when it happened.

**Men**, it doesn't matter that you were eating a corned beef and cabbage sandwich for lunch when you suddenly had your big breakthrough.

**Account for issues in the Before with Results in the after.**

- Don't leave something significant unaccounted for.

**For example,**

If you mention that someone was about to lose their house, make sure to tell what happened with that in your results.

---

<sup>1</sup> Reference CPI 2 – Seductive Story-Telling Secrets

## **Appendix D.**

# Hypnotic Presentation Skills for Persuasion Pleasure and Profit Module One: NLP from The Stage

## **Exercise #1**

### **Part #1 - Group Exercise:**

1. Remember a time when you had a peak experience of influencing a person and put that feeling into an audience that you will begin to create in your mind.
2. Make the internal audience inside your mind so attentive and pleasant, that when you look out at it you say inside, "this is going to be a piece of cake" and "THIS IS GOING TO BE FUN".
3. Make sure that the kinesthetics match the "THIS IS GOING TO BE FUN" statement. Enhance the tonality of the statement so that the feeling matches fun.

Have the audience beaming; adjust the sub- modalities so that the visual, tonality and your kinesthetics are congruent with the statement "THIS IS GOING TO BE FUN". Now, double the image.

4. Have the audience, in your mind, laughing. Bring in the smells and tastes to increase it even more. Add the trumpet fanfare, thunder, lightning, cheers and applause. Say to yourself as you look out into the audience "YOUR ASS IS MINE!"

**Part #2 - Groups of 3 - 15 Minutes each:**

1. Get into groups of 3 with people that were here from. Person 1 and Person 2 are the Specialists and Person 3 is the new person. Make sure that you put yourself in an intense state before you begin to install an intense state in someone else.
2. Person 1 and 2 will sit down on either side of Person 3. Person 1 will build an internal state for Person 3, one that will explode like a race horse (intense anticipation), using a sliding anchor. Run through all the sub-modalities on the chart in your manual. If your partner does not know what a sliding anchor is, then take a moment to explain it to them.
3. Person 2 will build an internal state in Person 3 that says, "YOUR ASS IS MINE" and anchor it in the same way.
4. As they get the sensations for both anchors, double it and double it again, then tell them that each time they see an audience they will multiply it again. When you are doing this exercise, have them sit in an atypical position, cross their arms in a different way or cross their legs the opposite way they usually do. Test: Fire off the anchors, have them hear the horns and stand up to speak.

## **Exercise #2**

### **Group Exercise 3-4 Minutes each:**

1. Use the anchors from Exercise #1.
2. When you get up on stage you will be told a state. Get into that state in yourself first, before bringing up that state in the audience.
3. As you talk to the audience, lock in the microphone in one position and leave it there. Utilize your voice to install that state in them. Use the tonality, facial expressions, physiology and gestures, that go with that state.
4. Remember, speak in rhythm. Utilize downward inflections and squeeze out the words. Make sounds that are associated with the state.
5. Plant yourself firmly at a 45-degree angle to the audience. Use purposeful pauses.
6. When you see the state come up in the audience, anchor it with a hand gesture (open palm facing the audience or slide your hand gesture down in the air along with a sound to represent the slide). Your hand must go from a curved or cupped gesture to a flat open palm. This will give the audience an experience of something solid.

## **Part #2**

### **Groups of 4, then 8**

#### **45 minutes - total time:**

1. Practice the above exercise: one will present and the other 3 will be your audience. Solidify your performance to the point where you get several responses. First, get them to breathe at the same rate, and then get them in a state of curiosity or wonder. Anchor it with a hand gesture, then induce another response even more intense and anchor it. Any time you see humor come up in them, lock it in.
2. Now combine 2 groups to equal 8 people and repeat the exercise.

### **Exercise #3**

#### **Groups of 2: 15 minutes each:**

1. Elicit 4 different states separately, one at a time.

- Stand in a position as if you are training and begin to call up the state.
- Your partner will kinesthetically amplify the state with sliding anchors.
- Use a kinesthetic anchor for yourself as well.

2. Have at least one person from the program in your group and utilize the design techniques (control panel - icons).

- **State #1:** Confusion or Anxiety | BREAKER STATE
- **State #2:** Curiosity | BREAKER STATE
- **State #3:** Intrigue | BREAKER STATE
- **State #4:** Wanton Motivation or Desire | BREAKER STATE

3. Anchor and test each state by firing off your anchors (again use breaker states in between the tests).

**4. Switch positions and repeat the exercise.**

#### **Exercise #4**

**Groups of 2 15 minutes each:**

1. **Take the 4 states from Exercise #3.**
2. **Amplify the sub modalities even more than before.**
3. **Anchor each state kinesthetically separately**, in a row, on their arm or other body part.  
Utilize a breaker state after the last state.
4. **Now fire off anchor #1, then anchor #2 and release anchor #1.**
  - While holding anchor #2. Fire off anchor #3 and release anchor #2.
  - While holding anchor #3, fire off anchor #4 and release anchor #3.
  - Release anchor #4.
5. Use a breaker state.
6. Test the chain by firing off anchor# 1 and calibrate your partner to see if they go through all the states and end at anchor #4.  
  
If not repeat the chain firing off all the anchors as in step #4, always using a breaker state after #4 and before going to #1 again. **This will prevent the pattern from becoming a loop.**
7. When you can fire off anchor #1 and the whole chain runs, then do one last breaker state and switch roles and repeat the exercise.

#### **Part #2**

**Groups of 2 - 15 minutes each:**

1. Repeat the same exercise as above. This time choose the state that you are in when David calls you up on stage to present. Start there as anchor #1 and design a chain to take you to wanton motivation in 4 steps.

### **Exercise #5**

**Groups of 4: 20 minutes' total time:**

1. Use the **chain from Exercise #4**.
2. Stand as if to present and fire off the chain kinesthetically with a sliding anchor.
3. Make the sound out loud that is associated with that state.
4. Notice how it affects the 3 people in your audience. The audience will assist the speaker in amplifying that state by using their sound back to them, increasing the volume and the intensity of the sound. The speaker can now anchor this new level of the state, kinesthetically for themselves.
5. Rotate until everyone in your group has had a turn being the speaker.

### **Part #2**

**20 minutes' total time:**

6. Think about how you are going to keep track visually, of your states as you anchor them for your audience.
7. Fire off the anchors for each of the 4 states kinesthetically and auditory, one at a time. Now, add a visual gesture or spatial anchor to each of the states. Notice how the gesture affects the audience as well as yourself.
8. Remember to use gestures that create a solid impression for the audience and you. Move your hand from a Cupped Position to flat, as if you were touching an invisible glass wall in front of you. By leaving an imaginary print on the invisible wall you can practice returning to the same gesture exactly and keep track of your states.



## **Exercise #6**

### **Groups of 4: 10 minutes each:**

1. Simultaneously install a chain that induces a state in someone (motivation).
  
2. Look at the image of each of the states from the previous exercises. Think about a story from your past experiences and resources, one that you can tell an audience.
  
3. Begin to tell the first story and then do not finish it, and then begin to tell the second story and do not finish it. Begin to tell the third story and do not finish it, and then begin to tell the fourth story and do not finish it. Then begin to tell the fifth story and do not finish it.
  
4. Now, finish the fifth story, the fourth story, the third story, the second story and then, finish the first story.
  
5. As you tell each story, include the following:
  - a. Tempo that matches that state
  - b. A separate tone of voice for each story
  - c. A visual anchor for each story

**\*Remember your visual anchors and gestures must appear solid and real for you as well as for your audience. You must enter the state yourself first before you can install it in someone else.**

### **Exercise #7**

#### **Groups of 2: 30 minutes' total time:**

1. Write a list of the inverse Meta Model patterns that you will use in the Milton Model.  
(words that represent the Milton Model pattern that you can use in an induction or installation)
2. Fill one page for each pattern.
3. List single word or short phrase examples of each pattern.
4. Now write a page for each of the four ambiguity patterns.
5. Next put it all together and write an induction utilizing all the patterns that you have listed.

## **Exercise #8**

### **Group of 5 or 6:**

1. Each person will speak at the tempo of the music playing in the room. Say one trance sentence, use a linkage word, then the next person will say a sentence and end in a linkage word and so on. Keep cycling around the circle.
2. When the music changes tempo, the person who is the speaker at that time will immediately change to the new tempo.

## **Part #2**

### **Group Exercise:**

1. Listen to the metronome and relax your body as you stand with your feet facing straight ahead shoulder width apart.
2. Center yourself by imagining a shaft of light coming down from the top of your head and going through your body down into the floor. Now focus your attention to a point that is about 2 inches below your navel.
3. Begin to rotate your body at the hip bones, as one unit with your arms at your side. As you rotate to the left, then your right knee will bend. As you rotate to the right, your left knee will bend. Rotate smoothly back and forth, flowing.
4. Rotate in time with the metronome. Rotate right on one click, rotate to center on the next click, rotate to the left on the next click and back to the center on the next click. Continue this pattern until you feel the rhythm in all your body.
5. Now the metronome will fade out and you will continue the sound on the inside. Continue rotating on the beat.
6. Slow down the physical movement and still feel it internally.

### Part #3

#### Groups of 5 or 6:

1. Stand in a circle and each person will say a linkage word, one per beat. Cycle around the circle, each person saying a word on the beat without skipping any beats between people.
2. **Now repeat step #1** saying the linkage words in between the beats cycling around the circle.
3. Next, use your list of phonological ambiguities and take turns speaking your whole list in the following way:
  - a) On the down beat say one of the phonological ambiguity pairs and on the up/beat say the second of the pair.
  - b) Vary the tonality and tempo of the words while maintaining the rhythm.

- Beat/Beat
- One/Won
- Way/Weigh

### Part #4

#### Groups of 5 or 6:

1. Stand up one at a time, facing the rest of your group as your audience.
2. Say a couple of sentences utilizing 3 or 4 of the Meta Model patterns ending the last sentence with a linkage word. **Be sure to listen to the music in the room and speak in that rhythm.**
3. When the next person comes up it will be done within the beat and tempo of the music. This next person will start their sentences matching the physiology, breathing and tonality of the person before them. Keep cycling, taking turns being the speaker.
4. Repeat the same exercise and this time use your trance induction paragraphs.

## **Exercise# 9**

### **Groups of 3: 1 -Audience Member, 1- Presenter and 1- Demo Subject**

#### **15 minutes each:**

1. The purpose of this exercise is to build a state in someone, powerful enough for a strong response potential.

2. The presenter will have the demo subject sit facing the audience member. The presenter will reach out to the demo as if to shake their hand.

As the demo's hand reaches out, the presenter will reach out with their left hand and gently and quickly, grasp the right wrist of the demo, supporting the demo's arm as the presenter's hand stops just short of making contact with the demo's hand.

3. The presenter will now begin to speak to the audience about what is going to happen to the demo. During this time the presenter will make several motions to complete the handshake, each time changing the gesture at the last second to something else. Do this many time, each time coming within a fraction of an inch of touching the hand. During this process, command their right hand to stay up by itself and let go of the demo's wrist.

4. As the tension builds the demo will want to close their eyes. Keep telling them that they will be able to close their eye's soon, but not yet. Continue to give the demo subject commands by talking to the audience, while continuing to reach for their hand and changing at the last second. Command them to have the other hand start to move and increase the tension.

5. Now have them close their eyes, keeping their right hand up and going into a deep trance, all the way down. Now have them think of ways to speed up what is going on, on the inside, while noticing how it changes the perception of what is going on, on the outside. Weave in talking to the audience about what is going on with the demo. Tell the audience that this will change the demo's perception of the speed of time on the outside, it will appear to be slower and the faster pace on the inside is not nervous or otherwise, but a calming speed on the inside.

6. Tell the demo to tune up their hearing, vision and other sensory input channels. Have them open their eyes and look around the room, hearing all the sounds around the room and being able to distinguish even smaller discrete movements?

*Exercise #9 continued ...*

7. Now have the demo close their eyes and their hand will now return to their lap as they integrate this new enhanced level of sensory acuity and future pace using this ability.

Continuing to weave in speaking to the demo subject directly with speaking to them through the audience.

Begin to point out times when this time distortion will be useful and times when they might not want to use it.

**Example:** a slower external world is useful when training and not so useful when waiting in line.

8. Now have the demo subject open their eyes and complete the handshake and bring them out of trance.

## **Part #2 - Groups of 4:**

**15 minutes each:**

1. Repeat the Part# 1 of this exercise, adding one more member to the audience.
2. Enhance even more the demo subject's skills of seeing more than they have ever seen before and hearing more than they have ever heard before.
3. Increase the tenacity inside of them to use these skills now and into their future.

## **Exercise #10**

### **Groups of 2: 15 minutes each:**

1. Tell your partner to hold out their hands, stretched out in front of them, making a fist with index fingers pointed up. Now have them bring their fists together, keeping the fingers pointed up.
2. Tell them to look through the space between the 2 fingers. Now have them turn their hands so that the 2 fingers are pointing to each other and not touching yet.
3. Using your voice and language patterns build a tension whereby: 1. Their fingers are drawn to move together and touch. 2. An away-from consequence that will happen if their fingers do touch together.
4. While the struggle is building to touch or not touch, set up yes/no signals. One finger will be "yes", and one finger will be "no".
5. Test the yes/no signals by asking questions that require a yes or no answer.
6. Build for them some patterns for resources and success in the future. Keep asking for yes/no responses along the way.
7. Then as their fingers get closer together, command their fingers to touch, their hands to fall to their laps and for them to go into a deeply relaxed state.
8. Give them a post-hypnotic suggestion to incorporate the learnings from this program into an unconscious process that will be there for them, running in the background, as they do their presentations.
9. Bring them out of trance refreshed and energized. Rotate and let your partner perform the same exercise with you.



## Appendix E.

# Advanced Language Pattern Training

## Ambiguities: Patterns & Utilization

Ambiguity occurs when one sentence, phrase, or word has more than one possible meaning. Ambiguity is an important tool that can result in a mild confusion and disorientation which is *useful in inducing altered states.*

**In a normal conversation, unambiguous statements are highly valued; in hypnosis, the opposite is often true.**

Any ambiguity makes it possible for the listener to internally process a message in more than one way.

This requires that the person actively participate in creating the meaning of the message, which increases the probability that the meaning will be appropriate for her.

In addition, it is likely that one or more of the meanings will remain at the unconscious level. The first four patterns described in this appendix (Nominalizations, Unspecified Verbs, Unspecified Referential Index, and Deletion) all function to increase the ambiguity of the message.

**Phonological Ambiguity:** Words that sound alike but have different meanings create phonological ambiguity.

**Such words include:**

- right/write/rite;
- I/eye;
- insecurity/in security;
- red/read;
- there/their/they 're;
- weight/wait;





- knows/nose;
- here/hear.

The following words similarly have two meanings, although they both sound alike and are spelled alike:

- left,
- duck,
- down,
- light.

**Other phonological ambiguities** can be found in words which can either be used as an *active verb* "**Lift your arm**", or a *nominalized verb* "**Give me a lift.**"

**Other examples are:**

- Push
- Pull
- Point
- Touch
- Rest
- Nod
- Move
- Talk
- Hand
- Feel

*Words that have phonological ambiguity can be marked out analogically and combined with other words to form a separate message.*

**For example:**

"I don't know how close you are to understanding now the meaning of trance.

## Syntactic Ambiguities

**Syntactic Ambiguities:** A classic example of syntactic ambiguity is the following:

*"Hypnotizing hypnotists can be tricky."*

This sentence can mean either that hypnotists practicing hypnosis can be tricky, or that putting hypnotists in a trance can be tricky.

The following sentence has the same form: "They were milking cows."

- The pronoun "they" could refer to people milking cows, or to the cows themselves.
- This kind of ambiguity is based on taking a transitive verb, adding "ing" and placing it before a noun. The verb + ing can then serve either as an adjective or as a verb.

## Scope Ambiguity

**Scope Ambiguity:** A Scope ambiguity occurs when it is unclear what in the sentence an adjective, verb, or adverb applies to.

- "We'll go with the charming men and women."

This could mean we'll go with the charming men and the women (who may or may not be charming), or we'll go with the men who are charming and the women who are charming.

"I don't know how soon you will fully realize that you are sitting here comfortably, listening to the sound of my voice, and you are going into a deep trance only as quickly as your unconscious mind wants..."

Here it is unclear whether the verb "realize" applies to the entire sentence or only to what precedes the word "and."

If "realize" applies to the whole sentence, everything following "realize" is presupposed.

## **Punctuation Ambiguity**

**Punctuation Ambiguity:** This kind of ambiguity is created by putting two sentences together that end and begin with the same word.

- "Your coat looks like it is made of goose down deeply into trance."

Here the word "down" is the end of the first sentence, "Your coat looks like it is made of goose down" and the beginning of the following phrase "down deeply into trance "

- "That's right now you've already begun to relax."
- "I'm speaking clearly to make sure that you can hear you are, in the process of hypnosis."
- "How are you able to go into a deep trance now?"

## Appendix F.

# Ninja NLP

## Psycho-Neuro Dynamics

- **Thorndyke Effect:** People insert themselves into the story
- **Identification Factor:** Relatable/Relevance
- **Brain Entrainment** – Brain Waves Synchronize
- **Transportability:** Six Key Factors That lower resistance to persuasion, prime behaviors and Increase engagement

## **Priming:**

**Behavioral Template Priming:** Embedding Structure/Strategy

**Semantic Priming:** Cognitive/Emotional Priming

## **Trust Words -**

- Reliable
- Trustworthy
- Dependable
- Concrete
- Solid
- Exact
- Precise
- Structured
- Sturdy
- Straight
- Foundational
- Upstanding
- Erect
- Upright

## Semantic Priming:

### Example: Sensual Power Words

Warm	Wet	Hard	Hot	Tight	Come <sup>2</sup>	Deep
Shaft	Lips	Glides	Slides	Into	Slips	Inside
Spreading	185	Thick	Juicy	Creamy	Erect	Fulfilling
Full	Swollen	Thrust	Lick	Licking	Gently	Tugging
Suck	Sucking	Rub	Rubbing	Squeeze	Squeezing	Nibble
Pinching	Fingering	Ramming	Plunging	Stripping	186	Naked
Bare	Moan	Groan	Tease	Teasing	Tantalizing	Crave
Craving	Open	Begging	Touching	Ecstasy	Throbbing	Aching

Opening Up	Allowing inside	Tingle	Tingling/ Tingling	Pleasure	Arouse	In and out
187	Soft	Gentle	Quivering			

<sup>2</sup> (you can say "come" like 'I want you to come with me')

## Assignment

### **Create Six Stories:**

Create a story for each of the six basic story categories.

- Define a context
- Set an outcome
- Tell one story using
  - Modal Speaking (VAKOG)
  - Mag 7 – Presuppositions
- **Primes**
  - a. Behavioral Template Priming
  - b. Semantic Loading Priming

## Quotes Pattern

**Quotes Pattern Defined:** embeds a suggestion in either a direct or an indirect quote from some other person.

Quoting what someone else said gives an indirect suggestion to the unconscious mind. We can also use it to hypnotically prime a person's unconscious mind without them realizing it.

**A useful pattern to avoid creating resistance** Other ways are **Tag questions** and **conversational postulates**.

**Some examples:**

- My father used to tell me “you don’t have to control everything, it’s safe to relax”
- My friends tell me to loosen up when I go out.
- I met someone this morning and he said “you look great today”
- My third-grade teacher told me “you are an idiot”
- This guy in another car said, “What are you doing?”
- All the experts are saying “you really need to buy this gadget

**I/You Shift:** (shifting referential index) This occurs when the subject of the sentence shifts from one perspective to another.

- This is also a form of ambiguity because the subject is never sure whether you are talking directly to them or using the editorial form of “You” therefore the subconscious mind processes both as an editorial and as *suggestion applied to self*

**Example:**

“When I think about hypnotic language and what it does, its like your mind just goes to those places that the hypnotist describes, and I find that when it happens you can just completely let go and allow yourself to just trust the process. Wouldn’t you agree.”

**Analog Marking/Commands:** a verbal or non-verbal cue to mark out words in a sentence or mark out space. Marking out specific words with pauses, breaks in the sentence.”



## Embedded Commands

**Embedded Commands:** An embedded command is a technique for "planting" a thought (state, process, or experience) within the mind of another person beneath the person's conscious awareness.

- The technique is deployed by “embedding” a command via a subtle shift in tonality that bypasses the listeners conscious awareness but is recorded and processed by the unconscious mind.
- In the English language, commands end with a down turn in tonality.
- Embedded commands mandate the use of a commanding tonality to be effective.
- The commands usually possess the word formation of a question or a statement, but the tonality of a command.
- The purpose of using embedded commands is to move your target's mind in the direction you want it to go without seeming to be intruding or ordering in any way.

### **Tonalities in the English Language:**

**Statement**

---

**Flat Tonality**

**Question**

---

**Upward Tonality**



**Command**

**Downward Tonality**

**Structure of an Embedded Command:**

**Statement Tonality**

**Statement Tonality**

**Command Tonality**

**Statement or Question**

**Command Tonality**

<i>When you...</i>	<b>become</b>	<b>loving</b>
<i>If you were to...</i>	<b>think about</b>	<b>seeing things my way</b>
<i>How does it feel when you...</i>	<b>get</b>	<b>a change of mind</b>
<i>What's it like when you...</i>	<b>remember</b>	<b>a time of mental change</b>
<i>A person can...</i>	<b>experience</b>	<b>agreement</b>
<i>As you...</i>	<b>have</b>	<b>a change of heart</b>
<i>It's not necessary to...</i>	<b>forget</b>	<b>that you may be right</b>
<i>You really shouldn't...</i>	<b>fall</b>	<b>away from your beliefs</b>
<i>You don't have to...</i>	<b>know</b>	<b>that I am right</b>

**Window Phrase**

**Action Verb**

**State/Process/Experience**

## **Nested Loops**

**Nested Loops/Multiple Embedded Metaphors:** by telling between 3 – 12 stories in a row. You do not finish any of them but break near the end and start the next story.

Once the final story is told you can start to “close your loops” by finishing your stories in reverse order (i.e. the last story is finished first). This tends to create amnesia which is useful to prevent the conscious mind from over-analyzing what you did

**1. Start Story One....**

**2. Start Story Two...**

**3. Start Story Three...**

**Direct Suggestions**

**3.Close Story Three...**

**2.Close Story Two**

**1. Close Story One**

### **Exercise:**

- Break up into groups of three.
- Tell stories in nested loops
- Open Three Loops and
- Program your listeners to become better at using hypnotic languaging
- Close The loops and exit the process

### **Repeat**