



The 7 Most Common Barriers To **Building Rapport**



Maybe you've had an overwhelming experience like this before:

You're desperately trying to hypnotize someone. You start to worry that something just isn't working right.

It's like you've tried everything... but nothing seems to work.

Your anchors are weaker than Elmers Glue. Your **Hypnotic Language Patterns** couldn't hypnotize even the best of subjects.

So you freeze in your tracks. Your heart is pounding and your mind is a hot mess.

You're beginning to worry that you're falling down the rabbit hole to the point of no return.

STOP. Take a deep breath.

Realize that you're not the only one to have ever run into this brick wall. You've been snagged by a mistake when it comes to **building rapport**.

In fact, there are 7 common mistakes people make when trying to establish **deep rapport with a subject**.

And when you strip things back, there's **one rookie mistake** that completely destroys rapport. Every. Single. Time.

Any idea what this #1 mistake is? Tell you what, hold that thought. We'll get to it shortly.

First, we've got some groundwork we need to cover.

Wanna know a funny thing about true rapport?

When you have true rapport **nothing is off the table.**

You're in the flow and in sync the entire time. It's like time has stopped and this person has your undivided attention. You're fully engaged.

You're not thinking about matching and mirror. That'll break the flow you've got with each other.

Take a look at people who have deep rapport with one another.

They're not planning what they're going to say next. And they sure as hell aren't matching and mirroring consciously. That's for the robots of the world.

Now what if you could bypass all of this complicated mirroring and matching... and jump right into deep rapport with damn near everyone you meet?

(In fact...on top of discovering the single most common rookie mistake when it comes to getting deep rapport, you're also going to uncover the truth about a defenseless elderly woman who was being taken advantage of - and how she taught Igor some unknown secrets about true rapport)

And while building rapport is a fine art that requires attention, patience and skill - there are some shortcuts, which we'll dive into in a few moments. We're not talking about any **monkey see monkey do** matching and mirror junk either.

Nope. Not on our watch.

The **Instant Rapport Technique** blows that Mickey Mouse B.S. right out of the water! In fact, we'll walk you

through the whole process step-by-step.

But first, we've got a burning question you need to ask yourself that can no longer be dodged:

Instead of asking, *"How can we build deep rapport?"* let's ask, *"Why do we have to create it in the first place?"*

Why is it we don't walk around the earth and have instant rapport with everyone we bump into?

Any ideas?

The simple answer is... not all relationships are equal. Not all relationships are safe. Not all people have your best interests at heart.

The absence of rapport, in many ways, is your mind telling you this is a person you can't trust yet.

Without trust, there's no way to push forward.

Are you safe?

Are you physically at risk?

You can probably think of times where someone tried to speak with you and you thought, *"There's something wrong here, I've got to leave."*

This is why physical safety still lies at the heart of why we don't have rapport. If you're not feeling physically safe in the presence of someone, building rapport will be very difficult. It's not impossible but you've gotta create that place of physical safety first.

Let's say you're trying to create deep rapport with someone who's committed a violent crime. You're going to have to create conditions to ensure your physical safety.

You won't be able to start building that rapport until both parties feel they're not physically at risk. Make sense?

The next component in building deep rapport is your **social reality**.

You need to know that your social status is safe as well.

Just imagine a stranger's just walked up to you in public and they're throwing eggs at you. They're laughing and pointing you out to everyone around you.

Nothing physically dangerous has happened. It's much more sinister than that.

You'll feel like you've **lost status** in this social setting.

Hell, some of us will take physical risks in order to avoid social risks. The reason for this?

Emotions sting big time.

Now if you're a monkey in the jungle, which monkey is going to survive longer?

The monkey that's on its own? Or the monkey that's part of a group of hundreds of other monkeys?

Which one's got the bigger chance for survival?

The group, right? It's the safety in numbers. You want to be part of the herd. And if you feel that your membership of the herd is at risk, you're more likely to take a physical risk to remain part of the group than risk being ejected and save that physical risk overall.

So when your status within the group is threatened, then all the rewards of being in a group get threatened too.

Take a pack of wolves, for example. It's like if the alpha male gets demoted down to the runt of the litter, so to speak.

It doesn't feed first anymore. So life gets harder and it'll fight for its position. You get the idea?

You can see these status games constantly happening in all aspects of life. The simplest example is when one member of a group tries to dominate another member of the group to show that they're the new leader.

If you accept your status, then you're in rapport with someone of a higher status. If you don't accept lower status, then you'll have a clash with someone of higher status until the dust settles.

There is another reality that is vital for building deep rapport.

We've got a physical reality, a social reality, and we also have **the reality of ideas**.

A reality, which is based on your ideas, wishes, dreams, ways of life, and so on.

When someone says something you don't agree with – what is the most typical way you can respond verbally?

That's right – by saying: *"You're wrong!"*

You're not saying their ideas are wrong. What you're really saying is: *"As an individual you are wrong... you're invalid."*

Why do you think people will **fight tooth and nail**, no matter how crazy their ideas are?

Here's why:

When someone feels that their physical safety, social status and their ideas aren't at risk... then you have most of the ingredients for rapport to flow like a river.

Think about the people you have the deepest rapport with...

1. Are you in **physical danger** with those people?
Nope!

2. Is your **social status going to be challenged?** Do you risk being kicked out of your social groups that you're interested in when you're around those people?

Nope. Not a chance.

3. **What about your ideas?** Are your most valued ideas (even the crazy ones) at risk of being attacked?

Nope. They're safe n' sound. Maybe not mentally safe, but that's another story ;-)

You've just learned about the **3 realities that are vital to building deep rapport.**

"So, what's this rookie mistake you've been hinting at?"
you might be thinking.

Don't worry; we'll get to the rookie mistake...and the **Instant Rapport Technique** (which is the king of them all) that the elderly woman taught us, in a minute.

But first, we need to bring you up to speed with a secret ingredient most trainers fail to teach about rapport.

Remember how we said if someone's physical safety, social status, and ideas aren't being threatened... then: *"You have most of the ingredients for rapport to flow like a river."*

Well, there's actually another vital ingredient. Without this you're dead in the water. No passing go and no collecting \$200.

This key ingredient will make or break your relationships with people. When you break it down, what you have is **trust**. Make sense?

The other layer that comes with trust is comfort. Do you feel comfortable around this person?

Now comfort and trust are really two sides of the same coin – we're talking about safety again, right?

When people say, *"I trust you, but I feel uncomfortable around you"...* what they're really saying is **I trust you in this certain context**.

Maybe you won't harm them physically, but they can't trust you won't harm them emotionally or socially.

Whenever someone says I have enough trust, but I don't have enough comfort – they're really saying: *"There's an aspect of the relationship that I don't trust."*

It's your job to discover what this aspect is.

What behaviors can you engage in so that you actually have this comfort and trust?

In order to gain their trust, you need to signal that they will remain safe.

The general rule-of-thumb for rapport is: does the person feel safe in all the different realities that matter to them?

Just imagine you're working with a brand new hypnosis subject.

This person is very physically fit, and doesn't have much fear of being physically hurt. They might not feel that safe expressing their ideas. Socially they're a little awkward too.

You decide to signal to them that they're physically safe in your presence.

To them, this is a given! You're not going to build much rapport by only showing respect for their physical safety.

Now on the flip side... you're going to get much more rapport if you signal and demonstrate that you've got all their best interests at heart.

This includes that they are safe **physically, socially, and ideationally.**

But what do we actually do to build trust?

Okay, it's time to dig a little deeper.

So, we know the principles:

You've got to prove to the person they'll be safe. And different people will require larger or smaller doses of proof before they'll feel safe.

Take someone who's been taken advantage of a lot in life. You know the type. They've had a rough life, maybe physical or mental abuse. Possibly even sexual abuse.

They'll need much larger doses of proof that you'll do them no harm. On the other hand, someone who hasn't been taken advantage of in life will need much less proof you'll keep them safe.

More often than not, people with trust issues have a history of abuse in one of the 3 realities.

There's another class of people with trust issues.

With a slight twist – they trust too much.

And these are people who will get in a lot of trouble in life because they end up trusting the wrong people.

It's like they're children stuck in the infancy stage where everyone is someone worth trusting. Unfortunately, we know that's not the case in life, now is it?

They have a faulty social mechanism so that they will end up getting hurt more often. And eventually they'll

end up being the kinds of people who have trust issues in the more classical sense.

Repeat after us – *People have to earn trust.*

Think about codependent people. They're willing to be abused in one way or another in order to have security in another aspect.

Take a person who's okay with being the butt of jokes to be part of your social circle.

You may have noticed that sometimes people like this tell you their entire life story as soon they open their mouth.

The details they share about their lives may seem too personal or inappropriate to the outsider, but for the person telling the story, this can be quite a normal way to relate to others.

If you think about it, these are people who have **boundary issues**.

Boundaries and trust go together like peas and carrots.

- If someone violates your physical boundary, you're being harmed physically
- If someone violates your social boundary, you're being harmed socially
- If someone violates your other boundaries then you're still being harmed in some way

Do you see where we're going with this?

So, trust and boundaries are important. When you have healthy boundaries then trust is easier to establish because you're constantly signaling:

"I won't violate your boundary and I'm aware of where that boundary needs to be."

Here's where things get interesting: As you signal you're willing to respect someone's boundaries, those boundaries move.

And the more you're signaling that you're going to ignore someone's boundary, the further away they'll move from you.

Still not convinced?

Take the schoolyard bully, for example.

The more that bully abuses you; they're going to have a much shorter leash around you. They're going to have to work much harder to gain your trust again.

What The Animal Kingdom Can Teach You About Rapport?

Let's look at how a horse trainer builds trust. It's called breaking a horse. You're breaking their spirit, essentially.

Imagine you're a horse trainer and you've got a new horse you need to train.

When you cross into the horse's boundaries, it gets stressed and anxious – causing it to walk to the other end of the pen to reset its boundaries.

So you just stand still and wait. Once the horse sees that you're not a physical threat, they'll relax a bit.

Once a certain level of trust and comfort has been established, the horse may walk to the center of the pen.

You're demonstrating that you're no longer a threat. In return they'll demonstrate some trust towards you.

You've proven that you'll respect the horse's boundary by not approaching it when it gets nervous. Guess what? You've scored a major victory.

How should you respect the horse right now?

Now the mistake most people make is they now take a step closer towards the horse. That's too much too soon. You've just violated their boundary in a very minor degree. You've got to reward the horse by leaving.

Here's a recap of what's just happened:

- You've come up to the edge of the boundary and the horse gets scared
- You stop at that point where it begins to get scared
- The horse begins to relax and calm down
- As soon as it calms down you reward the behavior which is the horse showing you trust by leaving the ring

The horse feels even a greater flood of relief. Once you leave the ring, a flood of happy hormones let them know they're safe.

Now it's learned that you being in the ring comes before it is completely safe when you leave the ring.

"Ok, this is all fine and dandy... but what does this have to do with rapport?"... *you might be thinking.*

We'll get there young Padawan. First, let's dig into what comes next.

Now where were we? Oh, that's right. Back to you being the horse whisperer:

You'd wait a little while. And then you'd go back in the ring and step in the same spot where you had trust before.

(If you're familiar with NLP, you know you're creating an anchor.)

If the horse gets skittish again, you'd repeat this process numerous times. You'll need to demonstrate over and over that you respect its boundaries.

Eventually as soon as you enter the ring, the horse has a gut reaction of, *"I know I'm safe"* and will have zero reaction.

As soon as this happens, you'd step your game up a bit. You'd enter the ring and take a couple of more steps into the ring.

In other words, the space between the horse whisperer and the horse has decreased and the whole circus act starts again.

The horse will get nervous, and seek to escape again. You'd stand your ground until it calms down. Finally you'd reward it by leaving the ring once again.

“Oh, he’s now back to the original starting point. This is a safe place to be. I am now safe again.”

As it relaxes, another flood of happy hormones floods the horse. This is something you’d have to do over and over.

Rinse and repeat.

Until the horse is fine with you walking up right next to it. And even including putting gear on and mounting it.

So how do we do this with humans?

By demonstrating you’re someone that can be trusted in little measured doses.

Think about the relationships you’ve had that went sour. Think about the ones that maybe even initially were sour but became good over time.

Don’t they follow the same pattern?

The ones that went sour were the ones where people tried to fast track the rapport and ignored your signals saying, *“I don’t feel safe now.”*

They didn’t withdraw when you set up your boundaries. In the end, they lost trust more and more until the whole relationship went sour.

Even though you started off on a good note, everything fell apart in the end.

Now on the other hand, take those relationships that went really well. This other person respected your boundaries. Even if they didn’t understand them.

Hell, you might have actually hated or rubbed each

other the wrong way at first. If they pushed your buttons, they'd quickly step back. They didn't keep on pushing your buttons.

Another example of crossing boundaries is with a parent tickling their kids to the point they're almost crying.

If you carried on trying to be the fun parent that tickles them, you're misreading their signals. You're violating a boundary.

And if you continue, you're violating their trust by carrying on when they are now no longer physically feeling safe.

This is no longer a fun activity for them. What do you have to do?

You're going to go, *"Okay, you know what, that's enough for now."*

So you put them back in their chair, and withdraw from them for a while until maybe they approach you and say, *"Tickle me again."*

Now they learn that they can control you. They have power over you, which is important to a child because, let's face it, physically they're very helpless, right?

Once time passes again, you can go back to the tickling and they'll know they'll be safe.

You've just got a world-class education... and this is the key to trust: boundaries.

You have to demonstrate that you'll respect someone's boundaries.

When we're trying to build rapport with someone, we

are trying to build trust. We build trust by respecting boundaries. By constantly demonstrating respect for those boundaries.

Everybody will require that demonstration to happen over a period of time. This may be minutes. This might be days. Who knows? It may be even weeks or years depending on how big the trust issues are of that person.

We're coming to conversational skills for building rapport (Are you excited yet?!?)

What's a conversation? Simple really. It's an exchange of ideas.

And the place where therapy primarily takes place is within the ideational reality... aka the realm of ideas. Of perceptions, points of view, symbolism, metaphors, meaning and so on.

This is the world of ideas.

So let's get this show on the road and discover the 5-Step Conversation Formula.

The 5-Step Conversation Formula That'll Enhance Your Conversational Hypnosis Practice

Before we dip into what these 5 phases are, let's look at conversation in a new light.

You can think of a conversation like a castle in a medieval town.

You've got multiple walls, gates and guards you need to get through before you arrive at the inner sanctum and meet the king.

First, you have to pass the outside wall and just get into the town. Once you get through the town, you get to the actual castle.

There's another wall and another gate you have to pass. Once you pass the gate, there's a long hallway with multiple armed guards.

You'd need a higher level of authority to be able to pass each level... all the way from the town walls up to the king's personal guards.

Let's look at two scenarios. Both involve you making your way up to the king. You decide which one you'd prefer to happen, okay?

Picture this...

a) You've just scaled the massive stone wall, and for the first time it dawns on you... you've only just begun. Off in the distance is a huge castle.

It's not as easy as going from point A to point B. Between you and the castle are a handful of ruthless guards.

A few minutes later (and lots of blood on your hands) you're at the front entrance of this castle.

You swing the door open only to see a hall that seems to run for miles.

After a bloody battle you're limping up to the king... weathered and damn near lifeless, but with a fierce look of determination in your eyes.

The king is scared for his life and is hiding in the corner. He's scared to death to talk to you – or even approach you for that matter.

Now on the other hand... imagine if it went down like this:

b) You've become friends with a few people from this medieval town. After a short while of being friends with them, they've invited you into their town... and even into their homes.

A few of the castle guards have become friends with you... and they've let their guards down around you (pun intended). They're gossiping about the king, and telling some of his deepest secrets.

After all, they trust you.

In just a few short weeks you've learned the inner workings of this town, the castle and the almighty king.

You've begun to see everything from the inside. And you've been secretly taking mental notes.

And the fateful day comes, and you set your plan into motion:

To gain access to the king.

And like dominoes, everything falls into place. Since you've got rapport with the entire town, including the guards, you waltz right in through the front doors.

Which sounds like a better plan to you? Plan A, where everyone fights you tooth and nail? Or Plan B, where everything flows smoothly?

Just like the 5 areas you've managed to pass through, a conversation follows the same model.

So without anymore guards to slay and kings to befriend,

let's take a look at the 5 phases a conversation can go through:

1. The Ritual Greeting

The first gate you have to pass, which separates you from being out in the wilderness to being in the town, is the ritual greeting.

In the West this is usually something along the lines of a handshake and the phrase, *"How are you? Nice to meet you."*

These ritualistic phrases are pretty cut and dry. And you won't find a huge amount of variety when it comes to these phrases.

Each sub-culture in a society has its own greeting. For example, in Hawaii you have Aloha. You also have that little hang loose sign.

If you used that hang loose sign on Wall Street people, they'd ignore you and keep on walking.

In some Asian cultures, bowing is the ritual greeting. It's also got built into it all kinds of deeper information as to who's the alpha and who's the beta depending on who is bowing lower.

Still with us?

The ritual greeting is the first layer of rapport. Why? Because the ritual greeting signals to the other person intent to relate.

If someone were to come up to you and say, *"Hi, my name is Mark. What's your name? It's nice to meet you,"* they're signaling their intent to have an interaction with you. You demonstrate your intent by the way you greet

someone.

Now think about a ritual greeting when you're lost and need directions.

The ritual greeting is, *"Excuse me. Do you know how to get to such and such?"*

This greeting signals that you don't have an intention to force a relationship on the other person. It usually implies once you get the directions you'll be on your way.

Once you're done getting the directions you can wash your hands clean of that conversation.

Sounds silly? It's not.

Here are a few more examples to drive this point home.

In Africa some of their dating ritual greetings can take hours, even days to complete.

Why would you ask someone, *"Have you eaten?"* in Korea? Is it because you want to know if they've eaten? Nope, not at all.

They don't care whether or not you've eaten. What they care about is to signal that they want to relate with you.

"Have you eaten?" is like asking, *"How are you doing?"* in most English speaking countries.

In the East, they bow. In the West, we shake hands. Any idea about the background of shaking hands?

You don't? Come closer and listen up.
We shake hands with the right hand, because most

people are right handed. That also means your right hand is your weapons hand. If we're shaking with our right hands, neither of us can attack one another.

As you see the ritual greeting can take many different shapes and sizes. Its only purpose should be to signal an intent to relate and to signal: *"I will not harm you."*

And this brings us to the next phase in a conversation... small talk.

2. Small Talk

A lot of linguists like to brush off small talk, almost as if it's of little to no importance.

BIG MISTAKE!

Small talk serves a very important purpose.

We'll give you one hint:

Remember how we were talking about respecting boundaries earlier? You briefly step into someone's boundaries, and then back up a bit.

You'll want to stay close to safe topics of conversation. In other words, avoid politics or religion. Those are emotional hot buttons.

You don't want this person to paint you in a negative light, now do you? Small talk helps to fulfill the promise you made during your ritual greeting.

"I'm going to take care of you physically. I'm going to take care of you emotionally. This conversation is going to be of value to both of us."

That's the initial signal.

You make a certain implied promise in the ritual greeting when you shake their hand that nothing bad will happen. If you shake their hand and crush it, you're making a different kind of promise, aren't you?

If you crush their hand you're telling them unconsciously,

"I promise that I will be in control. I will be having power over you. At every point in time, I'm going to ridicule you if I can. Don't even try anything, buddy, because I'm going to fight you if I need to."

You've demonstrated intent to harm.

Most people confuse small talk for "big talk." They think that small talk is about content. That there isn't any real valuable information that gets exchanged during small talk.

But the truth is: **small talk is the grease that moves you from the ritual greeting to the big talk.**

WARNING: Avoid making any emotional judgment calls during small talk. You'll risk driving a wedge between you and the person you're talking with.

Let's say you're talking about the weather with someone and you say, *"Well I think today is going to be a nice sunny day."*

This person snaps back *"I think you're wrong. Look at those rain clouds, you idiot. It's going to rain any minute now. That's why I brought an umbrella. You didn't bring an umbrella, which means you're going to get wet and I'm going to be safe and dry. You're wrong."*

At this point, the rapport has been ripped to shreds. This person's shown to not respect your boundaries or

your views. Why should you stick around for more abuse?

You're already at the beach by the time they're ramming their views down your throat.

You weren't attacked physically. Rather verbally. Which is an attack on your social status and your ideas.

The chances of the two of you gaining any ground are slim to none. The two of you are going to be very guarded.

And guess what?

Linguists treat small talk like it has little to no informational value. To tell you the truth, they're **dead wrong!**

What small talk does, is opens the door for "big talk." It gives the other person a **small measured dose** of what relating with you will be like. You're giving them a taste test of what to expect down the line.

Still not convinced? Okay, here goes.

Now, think about a good date versus a bad date. What are the differences? **HINT:** They'll become evident during the small talk.

Ever been on an awkward date (or seen someone on one)? If your small talk is awkward and doesn't eventually turn into a more comfortable flow, you're going to struggle to get an engaging conversation going on.

You're signaling to them: *"My conversation with you will continue to be awkward."*

In turn you're going to be guarded and won't share any details about yourself that would deepen the rapport.

"So, how will small talk help me in a hypnotherapy setting?"
you might be wondering.

Glad you asked this question. Keep 'em coming.

You'll want them to feel comfortable. And that you've got their best interests at heart.

Here are a few ways you can demonstrate this:

"I hope you didn't have any trouble getting here today. How was the traffic today? Was it okay?"

"Oh, I hope you've had a chance to enjoy all the sunshine we've been having recently."

"I hope the bad weather we've had the last few days hasn't affected you too much."

Imagine you've got a new client coming in for weight loss.

"Hey Mark, it's nice to finally meet you. How are you doing?"

"I'm good. A little nervous"

"I understand. That's a common reaction at first."

You can see a little gleam of hope in his eyes.

"Can I get you a glass of water or something like that before we get started?"

"Here, let me just give you a bottle of water, yeah? You might need it at the end of the session."

(Note: by doing this, you're letting them know you're going to care for them while they're in your office. Are you ready for big talk? Not yet. You're not going to jump in for the kill so to speak. You need a signal that it's time for big talk).

"Okay, so how's it been? How are you doing? What's been going on for you?"

"Generally speaking, it's been pretty good. Just this crappy thing that's been really hard at work, but overall, everything else is going fine."

Now's your chance to shine! You've crossed over the threshold of small talk into the emotional big talk playground.

Small talk is a bartering act.
A negotiation if you will to get permission to move through to the next stage. An opportunity for you to show someone that you'll take care of them and appreciate them.

3. Big Talk

Remember how we mentioned the castle in the medieval town earlier?

You've got to work your way through the gates of the outer wall with your ritual greeting. If you do your ritual greeting well, the guard will let you into the town. You're still not close to the king.

So now you've got to chum it up with the townspeople. Small talk gives you permission to move from the town into the castle. And so forth.

If you had shown the slightest bit of intent that you were out to harm the king, you'd be struck down. And any sudden (and weird) movement will arouse suspicion.

"Hang on a second, this person is acting weird. Kick him out, we don't want him here."

Remember when we asked you what the #1 rookie mistake is when it comes to getting deep rapport?

Here goes:

The #1 common mistake almost virtually everyone makes before getting deep rapport is...

Drum roll please

Jumping from "small talk" to "work talk" (we'll get to work talk in Step 4, so keep reading) – without dabbling in "big talk" for a while. You'll get more bang for your buck if you pay extra close attention to your "big talk".

Big talk is where you get the big rapport payoff. If you try to skip big talk, you're trying to force rapport.

In essence, **big talk is when you're having a deeper, more meaningful conversation.**

And the way it differs from small talk is simple. During big talk, there's a greater emphasis on content.

Let's say you're chit chatting with someone on a first date. If they ask you what neighborhood you live in, you're dealing in small talk.

On the other hand, once they ask how you like living in that neighborhood you've been invited to the realm of big talk.

Imagine someone is asking you two different questions. First one is *"Where do you live?"* and the second one is *"What's the most interesting thing about the place you live?"*

How does the second one feel different to you? Which one has more of an emotional kick to it?

The second one of course.

If you respond with all these tales of woe of how terrible it is (or how amazing it is) you've let the person one step closer to the castle walls.

Big talk is still doing work. Big talk is delivering on your promise you made with your ritual greeting.

You see how many layers are required for rapport to occur? You're still the horse whisperer. Small talk is really just you approaching the horse.

You haven't ridden the horse yet. That's what big talk begins to do.

Big talk is getting the horse used to your touch. Small talk gets the horse to accept you in its environment. Big talk allows you to step into someone's personal bubble so to speak. They're letting you step into their

inner world. You're still not in the king's throne room just yet. You're just in the main hallway of the castle.

One of the mistakes of big talk is staying in it too long and having too many emotions going on. People need a rest. They'll get overloaded and look for a way out.

Have you ever had a deep conversation with a friend that achieved nothing in the outer world, yet you were glad you had this conversation?

It's as if you felt energized by having this conversation?

That's the power of big talk. It helps to open the doorway even further. You're one step closer to the king.

To recap: the **ritual greeting** gets you inside the medieval town. **Small talk** primes the pump of what can be expected in big talk and the next phase. **Big talk** (combined with the other phases) gets you rapport with the townspeople. As well as the guards.

And big talk also gets you closer to the 4th phase. We can call this phase work talk for a lack of better words.

4. Work Talk

Work talk is like big talk – where **information has value – but it's also where change work can take place**. This can be a therapeutic change, an exchange of ideas, and so on.

But now the conversation is actually doing work beyond merely building rapport. The greeting ritual, small talk and big talk are what creates rapport. The work talk is the result of this rapport.

You can see work talk as the actual meeting with the king. This is where the real magic takes place.

5. Exit

So now you're at the point where you've had the conversation. You've applied your best conversational hypnosis techniques and have shared some thought-provoking discussions, which have put the wheels in motion for therapeutic change work to take place.

Well done.

But what's next? How do you end the discussion in a way that makes the person feel like they want to meet with you again?

Did we just hear you say: *"Use your H+?"*

Or was that a figment of our imagination?

In the event that it was the latter, by ending your conversation on an upbeat, enthusiastic note, you're setting the right intention for the next meeting to take place.

Bearing in mind that it can take several meetings to develop a long lasting relationship, it's important to always end the conversation using the same tone that you want to begin the next one with.

Be sure to also let them know how much you've enjoyed your conversation – and if appropriate, set a date for the next meeting.

So now that we've gone through the 5-Step Conversation Formula, let's push on.

"But I'm ready to learn the Instant Rapport Technique!"

Be patient young grasshopper. We're almost there. First, we need to uncover...

The 7 Rookie Rapport Mistakes Hypnotists Make (And How To Avoid Them!)

Mistake #1: Bypassing "Big Talk"

As discussed earlier, the #1 common mistake that nearly everyone makes is jumping from small talk to work talk, while bypassing big talk altogether.

And unfortunately, the list of rookie mistakes does not end there. There are 7 common mistakes people make... but don't fret, because as always, knowledge is power. So once you know what to avoid them, building rapport will become that much easier.

Mistake #2: Being Too Nice

What? You can be too nice? You can bet your bottom dollar on this. If you're too nice, you'll be taken advantage of. Plain and simple.

Imagine you're a teacher. You want your students to respect you. It's only natural. You don't want to be walked all over.

"How can I be too nice as a hypnotist?"

Here's how:

If you're the kind of hypnotist who lets people walk all over them... you'll be swamped with no shows and cancelled sessions left and right. You'll respond to messages and calls from your clients at all hours, because you haven't set appropriate boundaries outlining when they can contact you.

On the other hand, if your clients know you mean business, they're less likely to stand you up. Or call you at 10pm on Saturday night to ask your advice on something, or schedule their next appointment.

If you're inclined to be "too nice" because you don't want to hurt their feelings, or because you want to always be there for your clients, stop and reassess your boundaries. Realize the value in maintaining a professional relationship... and that they've come to you because you're the expert.

Mistake #3: Trying Too Hard

If you're trying too hard it comes off as desperate. Rapport happens on the unconscious level.

If you're a salesperson people will smell your commission breath.

You'll come across like a sad puppy that follows everyone around. **Neediness will destroy any rapport that you may have had.**

The solution? Pump the brakes and take a step back. Put the other person first, always.

Mistake #4: Being Too Pushy

Some folks can sell ice to Eskimos.

You know the type. Before you know it you've got a

brand spanking new car that you didn't need.

How do they do this? Do they have some magic skills... are they special?

Not in the slightest. How do they do it then?

They build rapport. They **touch a nerve at an unconscious level that makes you want to please them**. Or otherwise put: they take advantage of the rapport that's been built.

Mistake #5: Being Disinterested

We've all been here before. We're trying to talk to someone and they seem a million miles away from the conversation.

They look like they're mentally hatching their escape. You can see their eyes glossing over and they can't be bothered to keep their attention on you.

They're starting to fidget, looking at their watch over and over again. You've got a sneaking suspicion they're not listening to what you're saying...

And this comes to light when they've gotta keep asking you to repeat yourself. They'll stop talking or give only brief or one-word answers. Maybe they'll just nod or grunt.

The solution? Either capture their attention or leave the conversation. They're clearly not interested at this time, so stop talking.

Mistake #6: Being Inflexible

Don't be a stick in the mud. You have to be willing to try new things out. If you keep on getting the same result – **STOP DOING WHAT YOU'RE DOING** – and try doing something – or anything – else.

Who better to learn this from than Bruce Lee?

“You must be shapeless, formless, like water. When you pour water in a cup, it becomes the cup. When you pour water in a bottle, it becomes the bottle. When you pour water in a teapot, it becomes the teapot. Water can drip and it can crash. Become like water my friend.”

The solution is to enter their world, rather than trying to force them into yours.

In other words...



Mistake #7: Narrowing Your Scope

Ever have rapport with someone in certain times and places, but find yourself with nothing to say to them during other times?

You're not alone.

Most importantly, why does this happen?

Your **frame of reference is gone**. Apart from the topic that you share an interest in, you know very little about each other.

You can talk for hours about your mutual interest in the classroom or lecture hall for example, but outside that setting you both feel like a fish out of water.

The solution is to always have a good selection of questions in the back of your mind. **Questions are what open up potentials for great conversation.**

If you're having difficulty thinking of good questions to ask to get a conversation flowing, get a copy of books like *The Book Of Questions*, or *4,000 Questions*.

Introducing... Igor Ledochowski's Instant Rapport Technique

This technique was discovered many years ago.

It was a dark and stormy night. No no, wait. Wrong story ;)

As you might know, Igor was a lawyer many years ago. And one day, he went to the house of a little old lady that he was trying to take on as a client.

In fact, two lawyers went into her house. Igor and some hotshot senior partner in the company.

Once they walked in, two things happened.

As soon as Igor laid eyes on her, she reminded him so much of his grandmother.

You know what it's like when someone reminds you of someone you care deeply for?

You get this rush of happy chemicals in your body. And it's like you just can't shake the feeling that they're like this person you know.

Hold onto that thought for a second.

So the senior partner jumps head first into his sales pitch. He's throwing everything at her but the kitchen sink. You know, all the typical salesman stuff.

You could tell she didn't like him much at all. She was very closed off. You could tell that this elderly woman felt like she was being **taken advantage** of by this slick lawyer type.

And here's where it gets weird.

Nothing he said to her was going to change her mind. So this salesman handed the reins over.

And guess what?

This lady responded to Igor as if they were long lost friends.

Did this senior partner not give her the best answers?

Nope. They gave her pretty much identical answers. She was much warmer with Igor because he was giving off signals that said: *“Hey, you’re just like my grandmother, I’ll care for you like I’d care for her. You’re in safe hands.”*

And there we go again about demonstrating safety to people!

So how do you actually use the **Instant Rapport Technique**? As you’ve already learned in this article, rapport is a fine art that can take time to nurture, build and maintain.

Which is why when working with a client in the confines of a hypnosis session, it helps to have a way to fast track the rapport process so you can get down to the nitty gritty and change their lives through the power of hypnosis. In a nutshell... kick serious hypnosis ass!

And you’ll be relieved to know... that doing this is actually incredibly easy.

With a bit of finesse and concentration on your behalf, you’ll be able to put this tool to use even in the most challenging of circumstances, just like Igor did when he was a lawyer and came across the old lady who reminded him of his grandmother.

1) Think of a person that you are close to, but not romantically attached to – someone that you have those good feelings with, a friend or relative, even a pet. Recall the sensation in your body of really liking someone.

2) When you've got this feeling, focus on it and allow it to grow. Let it spread over your chest, shoulders, arms, etc.

3) If this feeling had a color, what color would it be? Imagine this color spreading throughout your body, as if you're being filled with this color.

4) Allow this feeling to flow out of you, surrounding yourself in a ball of this energy.

5) Imagine sending a beam of this energy towards the person you're talking to. Picture what it would look like if it were to wrap around them and even fill them up from the inside out.

6) Once you've got this feeling of being truly connected with this person, let this simply drift to the back of your mind while you focus on your interaction.

"Will I have to do this every single time?"

At first yes. Before long your unconscious will recognize this, and will do this all on its own.

Until then, practice practice practice.

But, here's an extra bonus for you.

We've got **3 rapport accelerators** that will deepen your rapport.

Rapport Accelerator #1: To get trust, go first

If you have much exposure to NLP (or hypnosis) you're probably familiar with this.

The concept that you need to...

Demonstrate the emotional state you want someone to engage in.

Think of rapport like a fine dance. You've got to lead the dance. If you've got two left feet, how can you teach someone to dance?

Rapport Accelerator #2: Put all your cards on the table

Think of an outgoing sales person that makes it obvious that he's a sales person.

"Hey Look, I'm a salesperson."

This catches your attention. Most sales people almost try to hide the fact that they're trying to sell you something.

"You might not like me at first because I'm a salesperson... but I'll grow on you," they say with a playful grin on their face.

"If you think I'm trying to sell you something, I won't let you down!"

Does this mean they'll sell you? Maybe. Maybe not. There's a good chance they've caused you to relax a bit. **The problem isn't having an agenda; the problem is having a secret agenda.**

As soon your agenda's on the table, they'll go, "Oh, all right. Now I have all the facts in place, I know what to expect."

Rapport Accelerator #3: Matching and mirroring

Yes, we know, we kind of knocked matching and mirroring earlier. Matching and mirroring happens naturally when two or more people are in rapport with one another.

Their body stances, hand gestures, tilt of the head, leaning forward – match. So they are “mirroring” each other.

You can subtly do a bit of mirroring when you've already got a little bit of rapport to deepen it.

But for God's sake...don't mimic them. As a general rule of thumb **wait 3 to 9 seconds before you match their movements.**

So there you have it.

You've learned about the essential and wonderful component in communication called Rapport. Including how to build it up through safety and trust, the 5-Step Conversation Formula, 7 rookie mistakes people make when building rapport – in addition to Igor's Instant Rapport Technique to help you fast-track the rapport process.

And as an added bonus, you even learned 3 rapport accelerators to help deepen rapport so you can get down to doing what you love the most... changing lives and being a force for good in the world through the power of hypnosis.

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