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# Table of Contents

Foreword .................................................................................................................. 7
Introduction: Why Study Conversational Hypnosis? ........... 21
Defining Hypnosis .................................................................................................... 27
How Hypnosis Works ............................................................................................... 39
Beginning Hypnosis ................................................................................................. 53
  Step # 1: Drawing attention .................................................................................. 55
  Step # 2: Sidestep the critical factor ..................................................................... 56
  Step # 3: Trigger subconscious responses ......................................................... 58
  Step # 4: Lead by hand ......................................................................................... 59
General Applications of Conversational Hypnosis .......... 60
  Example One ....................................................................................................... 61
  Analysis ............................................................................................................. 64
  Example Two ..................................................................................................... 72
  Analysis ............................................................................................................. 82
Hypnotic Exercises ................................................................................................. 92
Rapport (And Why You Need It) ................................................................. 102
Match & Mirror .................................................................................................... 110
6 Common Errors in Establishing Rapport .............................. 116
  Fatal Error Number 1 ..................................................................................... 117
  Fatal Error Number 2 ..................................................................................... 120
  Fatal Error Number 3 ..................................................................................... 124
  Fatal Error Number 4 ..................................................................................... 129
<table>
<thead>
<tr>
<th>Topic</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fatal Error Number 5</td>
<td>138</td>
</tr>
<tr>
<td>Fatal Error Number 6</td>
<td>142</td>
</tr>
<tr>
<td>The Hypnotic Vortex</td>
<td>147</td>
</tr>
<tr>
<td>Perfecting Your Skill in Detecting Signals</td>
<td>156</td>
</tr>
<tr>
<td>Introduction To Trance Signal Recognition</td>
<td>164</td>
</tr>
<tr>
<td>1st Trance Signal</td>
<td>166</td>
</tr>
<tr>
<td>2nd Trance Signal</td>
<td>168</td>
</tr>
<tr>
<td>3rd Trance Signal</td>
<td>172</td>
</tr>
<tr>
<td>4th Trance Signal</td>
<td>176</td>
</tr>
<tr>
<td>5th Trance Signal</td>
<td>179</td>
</tr>
<tr>
<td>6th Trance Signal</td>
<td>181</td>
</tr>
<tr>
<td>7th Trance Signal</td>
<td>183</td>
</tr>
<tr>
<td>8th Trance Signal</td>
<td>185</td>
</tr>
<tr>
<td>9th Trance Signal</td>
<td>187</td>
</tr>
<tr>
<td>10th Trance Signal</td>
<td>188</td>
</tr>
<tr>
<td>11th Trance Signal</td>
<td>190</td>
</tr>
<tr>
<td>The Stealth Magnetism Protocol</td>
<td>191</td>
</tr>
<tr>
<td>Rapport Exercise Number 1</td>
<td>191</td>
</tr>
<tr>
<td>Rapport Exercise Number 2</td>
<td>196</td>
</tr>
<tr>
<td>Rapport Exercise Number 3</td>
<td>199</td>
</tr>
<tr>
<td>Rapport Exercise Number 4</td>
<td>203</td>
</tr>
<tr>
<td>Rapport Exercise Number 5</td>
<td>205</td>
</tr>
<tr>
<td>Rapport Exercise Number 6</td>
<td>211</td>
</tr>
</tbody>
</table>
Rapport Exercise Number 7 ........................................... 214

Travelling to the World of Hypnotic Language .......... 220

The Hypnotic Lexicon .................................................. 222
  Principle Number 1 .................................................. 225
  Principle Number 2 .................................................. 227
  Principle Number 3 .................................................. 230
  Principle Number 4 .................................................. 231

Guiding Principles of Hypnotic Language .............. 235
  Principle Number 1 .................................................. 237
  Principle Number 2 .................................................. 238
  Principle Number 3 .................................................. 239
  Principle Number 4 .................................................. 240
  Principle Number 5 .................................................. 241

The Shrouded Subject: The Art of Post-Hypnosis .... 243

Five Star Linguistic Patterns ........................................ 259

Representational Systems ........................................... 267

Refining Your Hypnotic Performance .................... 286
  Principle Number 1 .................................................. 293
  Principle Number 2 .................................................. 297
  Tonality Exercise Number 1 ................................. 302
  Tonality Exercise Number 2 ................................. 307
  Principle Number 3 .................................................. 309
  Principle Number 4 .................................................. 314
  Rhythm Exercise ................................................... 317

Copyright © Influence Mastery Inc.
Technique Number 2 ................................................................. 502
Technique Number 3 ................................................................. 509
Technique Number 4 ................................................................. 524
The Advanced Code of the Haruspex ........................................ 528
The Hypnotic Swarm ................................................................. 547
  Tactic Number 1 ................................................................. 548
  Tactic Number 2 ................................................................. 562
  Tactic Number 3 ................................................................. 568
The Art of the Unspoken ........................................................... 580
The Spirit of Covert Hypnosis .................................................... 601
Adopting the Master Hypnotist’s Mind Set ............................... 621
Psychology of Covert Control .................................................. 641
Mastering Appearances and Mental Illusions ......................... 660

Foreword
I will tell you first that the foreword you read in this program will be the same one you see or hear in all of my programs.

It’s not because I’m too lazy to create one for every program (well maybe a little).

No seriously, the reason you will see this same message (and I encourage you to read it every time you see it) is because it’s the same message I want to relay every single time we connect.

While the programs I create may be different from one other, my overall strategic goal will always be the same; to get you to think a little differently about the science, art and dynamic of human communication
and how it can change your life when done right.

The “when done right” part has to do with both creating an influential mindset and then actually being able to execute what you learn with confidence and precision.

By the way, here’s my email address and cell phone number if you need me:

paul@influentialmind.com

(646) 306 - 7997

So let’s get to it.
First and foremost I want to say thank you for investing your time, money and energy in this program.

I realize that there are a million other things you could be giving your attention to right now but instead you’re choosing to spend it here with me.

Now I made you a few promises when I first introduced this program to you. And I intend to do whatever it takes to keep those promises.

How am going to do that?

By incorporating the five elements that (in my opinion) are missing from just about every other product or
resource on the market related to what I teach.

Without a clear understanding of these elements, everything you read, listen to or study is essentially done for entertainment purposes at best. At worst, it’s time wasted never to be regained.

With a clear understanding of them and their importance, this information will come alive from the book or the speakers and become a part of your identity equipping you with powers and abilities that will seem almost supernatural in terms of human communication.

You will feel completely relaxed and confident in social situations.
You will look forward to meeting new people and figuring out how you can form relationships with them that will serve both of you physically, emotionally, financially, spiritually and mentally.

You will begin to see yourself as a powerful figure capable of commanding complete control over any interaction with another human being but consciously knowing how strong your power is, will instill a sense of responsibility in you to use it with good will to help people rather than manipulate them.

Truth is, you won’t have to manipulate them. You won’t have to coerce or force them.
They will trust you and listen to you because you are the most credible and influential source of whatever it is that you represent and stand for and because there is an influential, inviting positive energy that surrounds you. They will truly enjoy being in your presence.

You will gain a new sense of predictability in your life and start to realize that everything you desire is within your control. It’s not luck, chance or external factors that create your success; it’s you and your ability to effectively connect with others.

You will feel a greater sense of pride and self worth knowing that you can not only use your abilities to
positively impact your life but you can do the same for others by helping them see opportunities that are surrounding them more clearly.

You will have a greater understanding of human behavior and what drives it. You will feel at ease with the fact that you will now have a new thought process that opens the doors to many different ways to utilize the power of positioning and repositioning yourself and your products, services and opinions to that you get a “yes” faster, easier and more often.

So what are these five elements? They make up what I call the UARMS model.
They include:

**U** - Understandability

**A** - Acceptability

**R** - Relate-ability

**M** - Manageability

**S** - Sustainability

Now realize first that while I am the person creating the awareness of these elements, it’s going to require a joint effort from the both of us to actually make them come alive and positively serve our relationship.
In other words, they will require contribution from the both of us with respect to our roles in the relationship. Let me explain.

**Understandability** - The information that I’m sharing with you has to be delivered in a way that is very easy for you to understand. If I gave you a note with the directions to find a million dollars that was right under your bed that simply said “Hey, take a look under your bed. There’s something waiting for you there” but I wrote it in a language that you couldn’t understand, it wouldn’t serve you. The same applies here and with just about every other piece of information that comes your way.
This one is clearly on me and I’m going to use everything I’ve learned about writing and speaking to accomplish this goal.

**Acceptability** - Ok this one is on you. You have to be willing to accept your role as an influential person. This is true in cases where you already feel you own this role and in cases where this is all brand new to you. The information that I’m going to share with you is time tested and driven by science. It’s not magic. The key to making it work is your acceptance of it in your life. Accountability also ties into this on both our ends. You have to be accountable for following through with what you agree to do.
and I have to be accountable in delivering on what I say I will do for you.

Relate-ability - This one requires a little from the both of us. The information has to be relatable to your personal circumstances and life. If it’s not, you will lose interest and move onto something that is more relatable. I will cover this by giving you examples and analogies. You will contribute by always keeping your level of awareness open and using your imagination to think about how you can apply what I teach you to your particular life.

Manageability - Again, this one will require work from the both of us. The
information needs to be managed effectively meaning you have to feel comfortable and trusting in the fact that you can actually perform the techniques that you’re learning. This is a big one because a lot of times, people read this stuff, are amazed by it but then can't actually use it in real life to get results either because they forget it or they’re too scared that they will mess up or get caught. I will solve this problem by giving you step by step action plans to memorize, become comfortable with and execute. You will solve this problem by taking the action that I ask you to take and following the plan exactly as I’ve laid it out.
Sustainability - Again this will be a joint effort. You have to know and feel confident in your ability to sustain your ability to execute what you learn. That happens by circling back to the first four elements. The better you understand, are able to accept, relate and manage the information, the more sustainable it will become.

You’ll realize that it’s not going to get old or lose its potency. You’ll understand that what you learn is something you can use for the rest of your life because it will become a part of your new identity.

I look forward to unlocking the potential
residing in the both of us so we can in turn create a long lasting, trusting, equally beneficial relationship.

-Paul Mascetta

Introduction: Why Study Conversational Hypnosis?

For many decades academics from many disciplines have sought the elusive answers to one of man’s most puzzling questions: what makes humans tick? The answers to this
question are often puzzling too, because people often debate as to how to approach the problem in the first place.

Do we look at culture and sociology? Do we analyze the economic brackets that define large groups of people? Do we look at people’s fashion statements, first?

There are so many different avenues and not a single avenue provides a direct and usable answer to people who want to be more influential and persuasive in life – except one: conversational hypnosis.
Conversational hypnosis combines the best of various disciplines to provide actual solutions to common problems associated with social interactions.

I designed this course to aid people from all walks of life, so whether you are a marketer, steward, writer or teacher, the information available in this course will help make your life a lot easier by eliminating the obstacles to clear communication and by showing you how to establish complete harmony with people that you want to interact with.

Imagine being able to reinvent yourself internally with the best hypnotic strategies. All your former
weaknesses that manifest when you are talking to people will slowly dissipate until a truly new you emerges from the woodwork.

Visualize the successes that you will be able to enjoy once you are able to greatly boost your self-confidence. Now take all of those good feelings and combine them. You have the sum total of what conversational hypnosis is all about.

True conversational hypnosis will allow you to create a completely different experience when you are with other people. If you used to be shy and uncomfortable talking to
other people (especially people of authority), you will soon discover that there are specific strategies that you can employ to take control of any situation so that the cards will always be in your favor.

No more guesswork and leaving things to chance; you can use one, two or even three different strategies in the same conversation if you have to just to get the beneficial result that you want. And the more you practice the techniques, the better the results.

Why? Because conversational hypnosis is a skill, like riding a bike or driving a truck. At first you are going to feel like you will never be
able to master it. But after a few successful attempts the whole process becomes familiar to you.

You gain basic mastery of different strategies and soon enough, you are hungry for more. And that’s when you start learning the more advanced techniques, which is available in the Advanced Tier of this course.
Defining Hypnosis

You may have seen or heard of hypnosis from television or perhaps even a paperback novel; some people even learn about hypnosis from comic books when they were young.

Because popular culture loves the idea of being able to ‘hypnotize’ another person so that he would do something against his will, hundreds of stories and TV shows have used the theme to entertain people.
The problem is that the version of hypnosis/hypnotism present in popular culture is inaccurate. In fact, it’s almost always 90% incorrect. The hypnosis we see in movies often has nothing to do with the discipline of clinical hypnosis and its sub-branches, like conversational hypnosis. In short, hypnosis on TV is \textit{fake hypnosis} and should never be used as basis for \textit{anything} when you are studying actual hypnosis.

Some of you might be thinking: what about those hypnotists who make people dance around in front of others on stage? Are they doing real hypnosis or not?
Well, let me put it this way: stage hypnotists may be well versed with the principles of hypnosis. However, they dress up hypnosis so that it would be entertaining to people. They use grand gestures to make people believe that they have power over anyone who steps on stage.

Their bodily movements and even their tone of voice are part of the package. They need to do it because they are professional show people and without their usual ‘tricks’ on stage, people won’t believe a thing they’re saying. What about the people who act as if they would do anything they are told?
That is another element of stage hypnosis that people do not fully understand. When a person steps on stage to be hypnotized, he is usually halfway there already. What I mean to say is that a person who actually volunteers to become a hypnotist’s subject is often already hypnotized by the very person onstage.

A person volunteers because he believes in the ability of the hypnotist and deep down, he really wants to be hypnotized. From a hypnotist’s point of view, very little is left to be done when someone steps onstage with this type of mental trance. A hypnotic volunteer is already ‘in trance’ and is
only waiting for the right cues to be fully influenced by the hypnotist.

What does this tell us about hypnosis? Several things, actually:

1. There are always tools that can be used to achieve specific results.
2. People can engage in self-hypnosis even without realizing it.
3. People can do a lot of things for you if they believe and trust you.
4. Hypnosis can be applied to people who want to be hypnotized in the first place. If there is too much resistance or if something is
blocking the hypnosis, it won’t work.

If a person truly believes in what a hypnotist is doing, he would have no trouble following the hypnotist’s instructions. In fact, a person would happily place himself under a deep hypnotic trance just to show that he is a good hypnotic subject. Does this mean that a hypnotic subject would have no limitations? The answer is: not really.

Here’s a good example: even the most seasoned hypnotist won’t be able to convince another person to go on a shooting spree. That’s just not going to happen because most people have a
deeply ingrained moral code concerning killing and death. So if that was suggested to a hypnotic subject, the subject would simply step out of the trance just to disagree with the suggestion.

So you have to always keep this in mind when formulating your hypnotic suggestions. Your suggestions must not go against the ethics and/or morality of your subject. It doesn’t matter if your own brand of morality is dissonant with your subject’s morality.

What matters is you acknowledge the other person’s deeply-held beliefs and use that information to create an
atmosphere of mutual trust. There has to be trust before any real hypnosis can take place.

Another important element of effective hypnosis is *mutual benefit*. In order to truly influence someone hypnotically, you need to devise a setup where both of you will get something positive from the interaction. I’m going to share with you a story of two highly skilled (and loony) hypnotists who actually used a person to convey personalized messages to each other.

Now normally we use things like email, text messages and the trusty old phone to send messages to each
other. These two hypnotists decided that they would have a bit of fun.

They had a common patient (we’ll call him Jim) and this hypnotic subject was used to send questions and queries to each other. Whenever one hypnotist would hypnotize the patient, the patient would actually respond using the voice and mannerisms of the other hypnotist. This went on for quite a while and the two loony hypnotists had a blast sending and receiving messages this way.

Now the big question now is why did the patient agree to do it? Why did Jim (the unwitting messenger) speak
and act out the replies of the hypnotists? Simple – he got free therapy from both hypnotists!

The two hypnotists never charged Jim a dime whenever he came for a visit and he received hypnotic therapy from two skilled professionals. Sure, he became a hypnotic phone line of sorts but at the same time, he gained insight and was able to resolve troubling personal issues through hypnotherapy.

If Jim didn’t receive any kind of mutual benefit from his interaction with the two hypnotherapists, he probably would have ignored the hypnotic suggestion to send messages
to the other hypnotherapist (complete with proper voice and gestures). This shows just how important mutual benefit is to hypnosis. Without it, no amount of hypnotic suggestions will ever bring you your desired outcome.

So if you are still thinking that it is somehow possible to completely control another person’s mind with your words, think again: you can only do so much to influence another person.

And a person can still say no to you after all is said and done. Does this mean that hypnosis doesn’t work? If you think this way, I invite you to
review what I just said in the preceding section.

Hypnosis *works* but only if there is mutual benefit or a win-win situation. A win-win situation is not inherent in all social interactions. Often, a social interaction is initiated because there is a one-sided or ‘selfish’ benefit/goal in mind.

This is alright because that is how humans were designed to think and act. We put ourselves first because it is our way of surviving a harsh and often unpredictable world. But then again, you need to re-evaluate things if you need someone to do something really important for you.
How Hypnosis Works

In the previous section, you gained some insight as to how a hypnotist can convince a person to do an action repeatedly, with little or no nudging. Jim, the hypnotic messenger, performed his duty for the two hypnotists who thoroughly enjoyed
receiving animated messages whenever Jim was deep in a hypnotic trance. Would Jim do such things if he a hypnotic trance was not induced? Probably not.

And so we use this as a jumping point to answer the most common question: what is hypnosis? The long and short of it is hypnosis is an altered mindset or way of thinking. Imagine your thoughts as a never-ending train that’s headed toward a set direction. When another person hypnotizes you, the direction and the content of that train of thoughts will change.

The next question is why do we need to hypnotize, in the first place? People
are most likely to agree with another person when they are in a hypnotic trance. Although people are universally focused on preserving their personal resources, it is still a fact that 9 times out 10, people make ‘rational’ decisions based on irrational premises.

Of course, people will most likely disagree with this statement. A lot of people might actually become annoyed at the idea that they make irrational decisions all the time. But it’s true and here’s why: humans were designed to preserve their cognitive resources along with all other material resources at their disposal. We don’t
think deeply of the things that we say or do (at least, not all the time).

If we did that (as the theory goes) we would be exhausted from all the thinking that we have to do and we won’t have any cognitive resources left when we really need to sit down and think about something really important.

This is the reason why a lot of people have “knee jerk” responses to people and situations. For example, when we see someone in an orange jumpsuit, we automatically think that he’s an escaped convict.
Why? Because we cross-reference ideas and information when we receive them. We don’t think hard unless our train of thought is altered by an external force. In the case of persuasion and influence, that external force is hypnosis.

Does this mean that hypnosis is somewhat artificial? Is hypnosis foreign to the human mind? Not at all. Hypnosis won’t work for thousands of people around the world if it were completely foreign to the human mind.

It would be very difficult to translate and transcode hypnotic techniques if
we did not have access to universal characteristics that are common to the general populace. Hypnosis works because it is a *natural state of mind*. It happens all the time, whether you like it or not.

If hypnosis happened to people all the time, why would anyone need a course like this one to use hypnosis in day-to-day interactions?

Hypnosis transpires *naturally* but it also *takes place by accident* depending on what a person is doing. For example, if a person was to drive about 50 miles, he probably would have little recollection of the first 20
miles because he was so entranced in the act of driving.

That’s one example of self-hypnosis (and all forms of hypnosis are subsumed under the rubric of self-hypnosis). Hypnosis is a state of mind where you focus on something so intently that you forget to take notice of other things. There is no magic or trickery here; just plain old hypnosis at work.

Hypnosis takes place when you watch your favorite football games and when you read someone’s feed from
Twitter or any other social network. In order to truly appreciate and absorb something, the human mind creates a specific trance to accommodate the experience.

When a charismatic speaker goes up on stage, people usually become so absorbed with what he is doing and saying that they find it hard to do anything else. They become engrossed in the message and people rarely stop to say things like “why are we listening in the first place? What is he really trying to say?”.

People act this way because they understand what’s being said and what’s happening and by virtue of this
awareness, they are able to enter a trance that gives them full access to the signs and meanings contained within a specific experience. We’ll call the different experiences “realities”. But the big difference is what is real and completely understandable to you might make zero sense to your subject.

Think of hypnosis this way: when you walk in on a conversation and everyone’s just giggling and laughing their hearts out, the whole situation or event won’t make sense to you… yet. But when you sit down and you integrate yourself to the situation, it will begin to make sense. And soon enough, you will be engrossed in the
topic and you just might be laughing silly, too.

Part of successful conversational hypnosis is knowing what others know and being aware of how specific emotions are triggered. Because we all know now that emotions play a big part in how people actually respond to different stimuli.

When a person’s emotions change during a conversation, his response to you might be affected (depending on other circumstances, of course) but generally, a change in a person’s emotional makeup can spell the difference between complete agreement and violent disagreement.
We also have to take into account the fact that changes in a person’s emotions are \textit{unconscious} for the most part. People don’t say “I’m going to be angry in 3…2…1…BOOM!” They just feel angry when something comes up that displeases them.

So when you are talking to another person, you as the hypnotist must be able to place a pulse not only on what the other person is hearing and believing, but what he is feeling at the same time. Because if the other person begins to experience negative emotions, those emotions can completely negate what you’ve done so far.
Before we go in-depth into how you can use hypnosis to gain an advantage during conversations, I want you to take a step back first to examine how the world is presented to us by common channels of information.

I am not going to support any particular cause at this moment; I’m not even going to bring up the media or what not. What I do want to point out is that at any given moment, there’s something that is trying to influence you.

Even a simple sign on the street may be trying to influence you into doing something or thinking in a particular
manner. When you read a print magazine and you turn the pages casually, you can be sure that everything in there was put there with a purpose. It may be to do something (like buy a product) or to think in a particular manner (e.g. the magazine is the best).

As a master hypnotist in the making, I want you to start breaking free from the unconscious trances that these things are generating. Of course, not all trances are harmful... In fact, many trances are quite harmless (e.g. when you’re watching a movie). But then again, if you want to be really good at hypnosis, you need to start controlling how you are influenced by
external stimuli. It is actually quite easy to break free from a trance.

All you need to do is to think critically. I’m not saying that you should try to break down everything that you come across. I’m not asking you to think negatively of everything that you hear or read. Quite the opposite – what I’m asking you is to simply formulate your own beliefs using your own knowledge and experiences.

Do not take suggestions and adopt them as your own beliefs without at least analyzing what they’re really about. Because too often, people
become so entranced in carefully crafted messages that they forget to think for themselves. As a hypnotist, you need to shield yourself from such trances because you might end up being hypnotized yourself when you are trying to influence another person.

Beginning Hypnosis

We spent a lot of time preparing ourselves for hypnosis. It’s not a joke or a magic trick. Hypnosis also isn’t about making people ‘bend down to your will’ because there is no such thing. What we do know now is hypnosis is a natural state of mind that you can use to make people agree with you.
It’s something that you can employ every time you need harmony and agreement with other people. So when you are out there talking to people who have an impact on your life or career, you are in a prime position to always get what you want and what you need.

Now, there are actually four essential steps that you should be aware of if you want to make the most of your conversational hypnosis sessions.
Step # 1: Drawing attention

This is really the most vital step of all because at the center of hypnosis/self-hypnosis is a person’s conscious attention. Without this conscious attention, you would have a tough time conveying anything to your subject. Drawing another person’s attention is more than just making quips and using funny lines to make the subject titter.

It’s more of magnetizing the other person’s waking consciousness so that he would willingly adapt your own train of thought. He must see what you see in your mind’s eye. His
thoughts should be parallel if not identical to yours. Do this and you will see a significant change in how a person will interact with you in any given social situation.

Step # 2: Sidestep the critical factor

The human mind has two halves – the conscious mind and the unconscious mind. These two halves protect, nurture and generally complement each other every moment. The unconscious mind is the endless spring of creativity and desires. The conscious mind is the wall that protects the vulnerable and trusting unconscious mind from opportunistic and potentially harmful stimuli.
In order to be a truly effective hypnotist, you must develop a knack for sidestepping the critical component of the mind. Because if you don’t, everything that you will say will be met with skepticism and resistance.

Resistance in another person means you are not fully in harmony with the subject and he’s not really following your train of thought. It is possible that your subject is not following your train of thought because he doesn’t fully trust you and his conscious mind is being very picky and critical of what you are saying.
Step # 3: Trigger subconscious responses

A true master hypnotist knows how to responses from the other person’s subconscious mind. We’re not talking about verbal responses like “yes” or “no”. A person can say “no” but can still be quietly amazed at what you’re saying. The more important thing is to influence that part of the brain that has the bigger say when it’s time to decide: the subconscious mind.

And while it is true the subconscious mind can generate dozens of different responses during day to day interactions, the most important
response that you can *ever generate* is an emotional response. Because when a person’s emotions have already been influenced, you’re in deep and you are in a great position to begin asking the person to do something for you.

**Step # 4: Lead by hand**

When a hypnotic subject is fully engrossed in what you have to say and he trusts you fully, you can begin leading him to the result that you want to emerge from the interaction.

This can be a sale, a romantic night out or even just a friendship. As long as your requirement is reasonable and is understandable within the context
of the interaction, there is a big chance that the other person will say yes to what you want to happen.

General Applications of Conversational Hypnosis

In this part of the course I’m going to share with you some examples so you can see how you can subtly lead a person to think and behave in a particular manner without appearing
to do so. Effective hypnosis is always subtle yet powerful; it is also attention-grabbing without appearing to do so.

Example One

So in the first scenario let us say that you are the manager of a small department and two of your staffs are bickering over some issues in the office. The two are going at it so much that there are frequent verbal wars inside your office. You decide that it’s time to do something to end the bickering once and for all.

Hello Jim, please take a seat. You and I both know that there has been a row
between you and Jake for a couple of months now. I am also aware that you love working for this company and with the exception of Jake, everything would be perfect around here. However, this kind of behavior is not acceptable and you should not feel happy at all when you fight Jake like that in the office.

You are a model employee, we both know that. You have been producing exceptional work for the company and you have been getting good reviews from the other managers. I wouldn’t be surprised if the bosses take notice of your great work here. Now what I really want to happen is for you to start feeling happy that you are
working here in this company, with us.

I know that you stand for some principles and Jake has his own say on certain matters. But what is more important than this is the kind of working environment that you two expose us all.

As reasonable adults, we want a work environment that is quiet and people are happy to be working with each other. I know that you are intelligent enough to understand that whenever Jake reacts negatively to what you say, he is doing it because of some small thing like his hurt ego.
I’ve heard that you like working with animals and you have pets at home. I’m sure you’ve come across some animal that appears to be very defensive. How would you deal with someone who was defensive? What would be your approach? I’m sure you already know the best course of action from now on.

Analysis

To understand what just happened in the scenario, let’s talk about the various elements I used to formulate the monologue.

The whole monologue was actually based on the assumption that you can
get someone to agree easily with you if you can get them to say yes to something that is not necessarily directly connected with the issue at hand. Why are we concerned with such things?

Well, it’s really quite simple: people tend to think and say “no” more frequently than they think and say “yes”. Humans are naturally pessimistic so if you want someone to agree with you, you will need to figure out a way for him to say yes (one way or another) so you can pull him out of his negating trance.

People who are naturally charismatic have a great talent in drawing out the
“yeses” from people around them. Deep down, these folks know that in order for someone to agree with another person, he needs to agree to something so that his mindset would be less resistant to the main argument/offer.

In the context of hypnotic influence, what we are really trying to create during a social interaction is a “yes set”. Creating a “yes set” will allow you to gradually push another person into a more positive and agreeing mindset. No one can force a person to say yes through hypnosis.
The agreement has to be given willingly and the only way that’s going to happen is if the subject trusts you and trusts what you are saying. If we go back to the example, you will see that at certain points the subject is actually forced to agree with the speaker. He might be agreeing with another issue altogether but he’s still saying yes - and this is usually sufficient to draw more agreement from the subject.

Another element that you should definitely include in your repertoire of hypnotic tools is embedded commands. If you look at the example I’ve given you will notice phrases like “feel good doing that”. The beauty of
embedded commands is that you can say something directly while implying something else indirectly.

As you may already know, the most essential underlying principle of hypnotic influence is influencing the subconscious. Embedded commands give us access to the subconscious mind. When you say something to another person, the content of the message is processed mainly by the conscious mind.

If there is any undercurrent to your message, that is processed by the subconscious mind. The undercurrent of any message is often more powerful than the obvious message.
That’s what we are banking on – we are banking on the fact that the subconscious mind is often the real decision-maker.

Notice also that I used several intertwining issues or topics in the monologue. Normally people in administration just go into the heart of the problem. Why didn’t I use this route? Well, think about it – if I focused completely on the problem, the subject would have probably spent the whole time thinking of how to negate what I was saying in the first place.

If you focus on just one thing during an interaction, conscious analysis (or
over-analysis) is very possible. Since the main goal of the interaction is agreement, we need to distract the subject as often as possible so that his mental resistance is tapered and it doesn’t gain any momentum.

Frequent distractions are also important if you want your implanted suggestions to remain in the subject’s mind. You see, the conscious mind is an expert in ‘cleaning out’ inputs and suggestions.

The conscious mind can uproot any new suggestions coming in so that the subconscious mind would not be able to act upon these suggestions. This whole process is largely automatic; it
happens in the background and the subject isn’t really aware that it’s happening in the first place.

In the final part of the example, I mentioned something about “working with animals”. This part of the monologue has several functions. The first function is of course distraction. You have to continually distract the subject as you give implanted suggestions so that over-analysis may be avoided.

The second function is to drop yet another hypnotic suggestion through a metaphor. Metaphors are excellent hypnotic devices because the conscious mind isn’t too keen in
deciphering them. The hidden message remains intact and the subconscious mind is then able to ‘unpack’ the message as it bypasses the conscious mind.

Example Two

Before we head over to a new lesson, I’m going to share with you another example of conversational hypnosis in
action. In the previous example, I showed you how easy it is to use several hypnotic patterns in a single interaction so that the subject will continue agreeing with you even if he doesn’t realize that he is saying yes in the first place.

In my second example, I’m going to show you how you can sell something to someone. Many people don’t realize that the true champions of hypnotic influence all have one thing in common – they can sell anything to anyone at any time. As an aspiring hypnotic master yourself, you should also start developing your ability to sell ideas (not just products and services) to people. Master this one
skill and you will be miles ahead of everyone else.

We can learn many things from expert salespeople. A salesperson can make another person realize that he *needs* something even if he hasn’t really thought about the product before.

An expert salesperson can also convince another person to take action immediately. It’s one thing to make another person agree with you – it is a completely different proposition to convince another person to *take action*. A subject can say yes without really meaning it – what we need in most cases is *action* not half-hearted agreement.
The example that I’m about to share with you can be used as a template for any industry. Focus on the word patterns and linguistic strategies so you can use them in any situation where you need to sell an idea/product/service to another person or group.

I would like to thank you for the time and energy that you’ve spent discussing with us. From our discussion I have been able to understand what your exact needs are but just to make sure, let me just recap what I have learned from you so far.
You mentioned that you needed a company that could easily handle international contracts for you. You also mentioned that you preferred a company that focuses quality customer care and is generally friendly and easy to work with.

You also want to be able to work with people who are experts at what they do and these people should also be relatively easy to work with. Your business is highly specialized so right now you need to understand that it would take more than just great accountants to make your business flourish. Your business needs to stand out and people need to understand how special your business is.
We have already sent a core team of accountants to your office and they have been able to work well with your existing staff. This rapport can easily be seen in how our people work with your people and how we were able to track down a chronic problem in one of your offices. We were also able to resolve this problem in a short period of time. If the problem has been around for years, it’s gone now.

So you like the core group that we have sent to your office and you appreciate the hard work that they’ve put in to solve some common problems that are plaguing your business. We truly understand what’s
going on in your business right now and we can tie that up easily with our expertise in handling international contracts.

You spoke highly of our core group and for that we would like to extend our appreciation for your kind words. The last thing that I want you to do is to **make a decision to work with us until you are very sure that this is the best option for you and your business.**

I guess in the final analysis what you would really have to think about is what would happen if we do start working with your company full time. It might also be helpful if you
visualized your company a few years from now when our staffs begin working for your business for the long haul. You also would want to see how our staffs get along with your employees and how open and happy they are when you ask them very important questions about the business and the nature of their work. But the most important thing here is considering how our company will be there for your business even when things get tough. You have seen our core group working tirelessly to get things done. They don’t rest until an assignment is completed and they work hard to meet reasonable deadlines. I am not sure how all of this has impressed you so far. When
they were working hard in your office it appeared that you did like their work but at the same time it would be better if you evaluated if this is the kind of output that you would like to see in the long term.

What I am fully certain of at this point in time is that if you choose to engage us for the long term, your business is in the hands of the best. You should feel relieved that your business will thrive and there would be no more problems – just goals being accomplished and sales being made on a daily basis.

In order to make a good decision, I think you should start asking me
things about how this would work out for your business. Do you have any more questions that you would like me to answer? Or are you completely happy with all of the things that we have reviewed so far so you can make the best possible choice for your business?
Analysis

If you look at the paragraphs of the example closely, it is easy to spot that yes set pattern. The yes set is one linguistic pattern that can be used again and again in almost any situation to break down resistance. The more you use a yes set, the more natural the pattern becomes for you and your confidence level will definitely soar after a period of time.

As you can see, you don’t have to ask a question directly to gain agreement.
You just have to state something that can be easily verified by the senses or by the other person’s memory.

Of course, you can ask questions like “you are feeling comfortable right now?” – that would work, too. But for the purpose of making the whole process easier for everyone, I would prefer it if you focused on positive and verifiable statements so you won’t have to formulate a string of questions when you are talking to someone important.

In addition to the yes set pattern, the previous example also featured decision criteria. What are decision criteria? Before a person can make a
solid decision about something, he has a hidden index of criteria that needs to be satisfied. When you are trying to persuade someone to do something for you, you have to make sure that all of the criteria in the person’s mind are checked off one by one.

Of course, there is no single method of knowing all of these criteria instantly. That’s why you should learn to draw out these criteria one by one so you can formulate a more convincing offer. If you don’t know what the subject is thinking, you won’t be able to access this criteria index.
In addition to checking off items in the subject’s criteria index, notice also that we are not forcing any connections in the example. Normally, people would say “we can give you this so buy what we’re selling”. When direct connections like that are made, there is a higher risk for resistance and over analysis. We don’t want that to happen so instead of making direct connections or associations, what I did in the example was to simply state a series of benefits and positive points about the subject’s engagement with the company.

This was done in a casual manner so the information itself will be able to
bypass the critical filters set forth by the conscious mind. Since there are no direct associations involved, the conscious mind will process the information as if it were neutral input. Neutral input has a higher chance of reaching and influencing the subconscious mind than information with direct associations.

Another principle that I used to bolster my position in the interaction was the **consistency rule**. The consistency rule is actually quite simple – people want to be consistent with their own thoughts and words. This is the reason why there is a lot of ‘recapping’ involved in the monologue. You need to remind the
other person that he has indeed spoken about certain positive things about the product or offer.

The subject will then be forced to live up to his own words via the consistency rule. Is this approach ethical or moral? Of course it is. So do not be afraid to try it because it is extremely effective and you are just technically reminding the other person of what he has said before.

It might look like you are setting up a trap of sorts but in the end; your words were not fabricated to force a decision. You are merely taking the subject’s own words so that he could
focus on the target action which is to buy what you are offering.

You will also find a lot of embedded suggestions in the second example. These embedded suggestions were put in place to make the subject think about the great time that he has had working with the company. We want to create that positive atmosphere in the subject’s mind so that he would find few or no reasons at all to say no to what is being offered in the first place.

When the subject finds everything that you say to be true (e.g. he agrees most of the time) and he is able to experience positive emotions as you
are interacting with him, you come one step closer to the clinching a sale because you are not only satisfying the subject’s criteria index but you are also directly influencing the seat of his decision making process.

The final element that I used in the example is future pacing or future memories. In addition to reminding the other person that he has to be consistent with his words and actions, you should also be able to lead the person to a future time where he is reaping the benefits of a decision that he can make right now.

It’s like showing the subject the fruits of his labor even before he has begun
working. Remember those old cartoons where the main character is looking for a pot of gold (e.g. X marks the spot in the map)? That is exactly what you will be doing when you use future pacing. You will be showing the subject a treasure map and all he has to do is to walk the path to get to the treasure.

After creating anticipation and excitement about the future, I tone down the argument once again. I do not want to pressure the subject into making a decision that he might regret afterward.

“Buyer remorse” is so universally common that it is always a good idea
to avoid it as much as possible. To avoid buyer remorse, it would be best to suddenly shift conversation to “take away” mode. It’s like tantalizing the subject and then putting away the offer so he can think in peace.

Your subject will appreciate the “take away” because it immediately relieves the pressure of having to decide right now. This step might not sound attractive to some hypnotic practitioners because it appears to cut decision making process short.

But in reality, we are not really preventing anyone from making a
decision. We are simply releasing some steam so the subject can breathe a little. If the subject can feel relaxed just before the vital decision is made, there is a bigger chance of actually getting a sale as opposed to just spending a lot of energy convincing the other person and having the other person walk away because he feels like he is being rushed into making a decision.

Hypnotic Exercises

As a new practitioner of conversational hypnosis it is important that you know how to read people around you. Sure, we pay attention to some details when we are
talking to people. But do you have that natural attention to body language, too?

Do you routinely combine information from all three channels of communication (verbal, vocal and nonverbal)? If your answer is no, don’t worry about it. I will be sharing with you some exercises throughout this book that will help develop key hypnotic skills. These are genuine skills that will assist anyone who wishes to become more efficient in influencing others.

The first exercise that I want you to try will develop your ability to detect the natural hypnotic state in people.
As we have discussed before, hypnosis is a natural mental state. People engage in self-hypnosis every single day. But what does hypnosis actually look like? That’s what you are about to find out.

Your first exercise is easy: I want you to locate people who are really focused on what they are doing at the present time. It doesn’t matter what the other person is doing.

As long as he is really focused, he is a good subject. Now just observe the focused person. Write down the things that make him different from a person who is not focusing on anything. What makes this person special at this
point in time? The special details might not be immediately apparent so just keep observing the subject.

To further expand your awareness of the hypnotic state, I want you to think about *what makes the person different* in the eyes of the people who are not in the same mental state.

So from one perspective I want you to shift your perspective to that of another person who is not formally studying hypnosis but is just observing the subject through a layman’s eyes. The differences in body language and speech will be most apparent when you shift your subjective position.
Now that you are more aware of what a hypnotic state actually looks like, I’d like to develop your attention-grabbing skill. No amount of hypnosis will work if your subject isn’t even interested in what you have to say.

So for your second exercise I want you to focus on getting other people to pay attention to you. The place and time is entirely up to you. You can sit in a park for a few hours and chat with strangers. You can also go to a bar and just socialize with guys and girls. You decide where this exercise will take place.
However, I have to emphasize that I don’t want you to just catch other people’s attention for a few seconds. I want you to grab hold of a subject’s attention and sustain that interest in you for as long as humanly possible. Some of you might be a little hesitant at the idea; some of you might even be a little leery of the exercise itself. Don’t be afraid to try these exercises!

As a hypnotic conversationalist, you need to develop a specific set of skills that will aid you in establishing rapport, etc. Don’t worry – the worst that could happen to you when you try the second exercise is that people will not pay any attention to you.
That’s it – you might be ignored by a handful of people. You may not be that effective in the first few attempts. But that’s not important – the important thing here is that you will have firsthand knowledge of what works and what does not work. No reliable book on hypnosis can say that “X group of actions will work” while “Y group of actions won’t work”.

We can only talk about specific actions, not whole patterns of thought and behavior. This is virtually impossible because each individual has his own peculiar set of preferences and behaviors and these
factors are affected by age, social grouping, politics, culture, gender, etc.

In short – the only way to learn about what makes people tick is by going out there and experiencing it yourself. When you have finally experienced it, that is the time that you can make conclusive observations about what can work and what might not work in specific social situations.

Now, some of you might be wondering – can you do outrageous things just to get other people to pay attention? My answer is yes, you can resort to that if your usual methods of catching other people’s attention fail.
I want you to step out of your comfort zone in this exercise because there will be moments in your life where conventional methods will fail. And when that happens, I want you to be able to transition from your comfort zone into a completely uncharted territory with ease. I want you to be able to do this with your bearings and social strategies intact, too.

However, it is also important to remember that attention is always a subjective thing and you have to adjust what you are doing or saying based on the immediate feedback of your subject. Feedback is so important because the main challenge
of the second exercise is to sustain the interest in you for as long as possible.

If you leave your comfort zone in order to impress someone, you also run the risk of losing the subject’s interest because you appear to be too different or too strange for the subject’s taste. Since this might be your first time in attempting something like this, I am going to share with you an expert tip that will really help you capture another person’s attention: eye contact.

It is so simple and yet a lot of people forget that this strategy actually works. When you talk to someone
about anything, I want you to create and sustain eye contact.

Many people do not perform eye contact because it feels too personal. Some feel a little embarrassed because they feel that they might be sending out the wrong signal if they do make eye contact. Forget about all those apprehensions you have about this nonverbal expression. Just do it and see just how effective it is in sustaining interest and capturing other people’s attention.

Rapport (And Why You Need It)

Rapport is really the cornerstone of hypnosis and influence in general. No
program on hypnosis and influence will be complete without rapport. The same goes for *conversational hypnosis*. If you want the simplest words to have the biggest impact on your subject/s, you need to establish rapport first. But what is rapport? And more importantly, why is it so essential to conversational hypnosis?

The simplest definition of rapport is *harmony*. When there is absence of conflict, there is rapport. When a group of people are working together seamlessly, there is also rapport. Rapport is a state wherein two or more people are able communicate with each other clearly and there is mutual understanding between all the
parties involved. It should be noted that there is nothing special about rapport itself.

It is not a technique that lies exclusively in the domain of hypnosis. If you have friends and a loving family, chances are you already know how to establish rapport. There would be no peace and happiness in a person’s life if he did not know how to create rapport between himself and others. There would only be utter conflict and negativity if rapport did not exist at all in a person’s social skill set.
Since rapport is a socially necessary skill, there are certain things that people say and do in order to achieve this state of harmony. For example, a person might say “you have a nice tie” to a colleague just to set the mood for the day. A student who needs a favor from a teacher might say “your lecture was amazing” just to show that he was paying attention in class.

Each person actually has his own toolbox of rapport-building techniques that he uses whenever he needs to establish rapport during an interaction. Many of these techniques actually work; there is no doubt about that. A person who has never been aware of hypnosis and influence can
still be influential and his words and actions may still produce a hypnotic effect on other people.

If these techniques work, what’s the problem here? Why devote an entire section to rapport if people have at least a little knowledge of rapport-building?

Well, the problem lies in the fact that 99% of the time, people are not aware why their techniques are working in the first place. The problem can be likened to those old movies where a guy would bang on an old TV set to get it to work again. A few bangs on the TV and the reception improves; the guy is happy again.
This is a problem because when a person is not fully aware why something is working in the first place; there is a big chance that he will apply the technique in all situations that require rapport. No single rapport-building skill is appropriate for each and every situation, remember that.

Now, if you want a baseline or rule of thumb for rapport, it would be this: humans prefer others who are similar to themselves. Remember the old adage “birds of a feather flock together”? It has survived this long because it’s true.
People tend to seek out and agree with people who are similar to themselves. How does this help a hypnotic practitioner such as yourself? Easy – whenever you need to interact with a subject, you need to establish that there are similarities between you and your subject. You don’t have to copy your subject per se but it would be helpful if you can hint at your commonalities.

When you are able to showcase your similarities with the other person, the subject becomes more comfortable with the idea of relating ideas and thoughts to you. You will no longer be perceived as a potential threat or someone who might be out to reduce
the subject’s resources. You will be seen as a potential ally or perhaps even a friend. When this happens, your subject will become more open to your ideas and he will begin to unconditionally trust you.
Match & Mirror

Matching and mirroring is one of the oldest ‘tricks in the book’. It has been effectively applied for so long that people tend to think that it’s like an “on and off” switch that can be applied haphazardly whenever they need to establish rapport. This is actually a formula for disaster because rapport-building should always be taken seriously.

Off the bat, matching and mirroring appears to be very simple and every easy. It is very easy. In fact, matching
and mirroring may be two of the easiest skills that you will ever encounter in the world of hypnosis. But because it is so easy it is also very easy to commit serious mistakes along the way.

When you match and mirror another person, you will actually be copying the other person’s body language and verbal style. You will be copying these things to establish immediately commonality between you and your subject. But here’s where things can get really sticky. The matching and mirroring has to be done in such a way that the subject will not be consciously aware of what you are doing.
He must be able to see but *he must not notice* what you are doing. If this doesn’t make sense, let me put it this way: no one likes being copied during an interaction. We associate copying with mimicking and mimicking in itself is associated with mockery. So if your subject notices that you are consciously copying how he talks and how he moves during the conversation, it is very likely that he will become offended.

So remember: whenever you employ matching and mirroring to establish a baseline of commonality between yourself and your subject, keep it simple and keep it very subtle. Also,
you need to avoid copying things like facial tics, speech slurs and other uncontrollable mannerisms. Trust me; a person with a facial tic will not appreciate it if you copy his facial tic!

Now, many people often ask me: just how effective is matching and mirroring in persuading or influencing other people? There was actually a study that endeavored to discover the answer to this question.

And what’s interesting about this particular study was that the researchers actually removed the usual human element from the equation. Instead of using a person to communicate to the respondents, the
researchers actually opted for a moving and talking robot.

The robot in the study was designed to do only two things: present information and copy body language. A time delay was added to the robot’s programming so that it would only copy changes in the subject’s body language after a few seconds. The mimicking was performed a few seconds after each change in the subject’s head position, body position, etc.

Two-thirds of the respondents were actually persuaded by the robot and these people were never aware that the robot was copying their every
move. Because of the time delay, the movements of the robot appeared to be ‘completely natural’.

Trust was established between the robot and the subject and the subject was actually *persuaded by the robot*. One third of the respondents noticed that the robot was mimicking them – and these folks became less impressed with the information and with what the robot was trying to do.
6 Common Errors in Establishing Rapport

As with any hypnotic or persuasive technique, rapport-building has its own set of fatal errors. You need to be aware of these fatal errors because at the outset they don’t look like mistakes but they can really reduce your effectiveness as a communicator and conversational hypnotist. Mark these six common errors so they don’t ruin your chances of persuading or influencing someone to do what is beneficial for both parties.
Fatal Error Number 1

The first mistake is being too pleasant to the subject. Now I’m not saying that you should be brash and rude to your subjects. If you do that, no one would want to even speak with you and people would probably avoid talking to you in the future.

No, what I’m saying is that you should avoid being too nice or pleasant to the subject if this will prevent you from being an effective communicator. Because in the end, the core of true of hypnosis is still effective human communication.
There is no substitute for being able to communicate well with other people. You can forget all about hypnosis if you think communication in itself does not have the ability to help you get what you want from social interactions. Some of you might be wondering: how in the world can ‘being pleasant’ obstruct the process of communication?

Well, think about it: when we try to be too nice to other people, we often sacrifice our own ideas and emotions so we do not even marginally offend the other person.

A person who is overly nice will focus too much on the idea that the
subject has to find the whole interaction pleasant, fun and stress-free. While this in itself is a plausible goal, it doesn’t necessarily mean that all effective social interactions have to fit into this mold.

For example, if you are a mentor and you need to train someone so that he could become an effective employee, being overly nice will reduce your effectiveness because you will hold back most of the time. You won’t want to challenge the subject in any way so his progress will be very slow and the whole teaching process will be ineffective.

So always remember: never be so pleasant to the point that you can no
longer express yourself effectively to the other person. This is the antidote to the problem; it may not appear to be the sweetest medicine, but trust me, it works.

**Fatal Error Number 2**

The second fatal mistake is trying too hard to achieve an outcome. Now, we all want to produce specific outcomes in different situations.

If you are on a romantic date you would of course want the other person to find you pleasant and attractive. If you are being interviewed for a rewarding new job, you would want
the HR manager to think that you are the best candidate for the job.

Each social situation has its ideal outcomes and there is nothing wrong with working hard to achieve an outcome that will bring the most benefit to you.

So when does ‘working hard’ become ‘trying too hard’? Simple: your efforts become less effective when desperation and anxiety become part of your formula.

When you are desperate for something, the subconscious thought processes that help strengthen your ability to communicate to the subject
are impeded. Not only that – the desperation and anxiety also show up in your voice, speech and actions.

We are talking about three distinct communication channels, not just the verbal channel or speech channel. Very few people can tolerate desperate people so if you are talking to a group of people, those folks will most likely feel that you are not confident at all and your words should not be completely trusted.

There is also the principle of reversed effect. The principle of reversed effect centers on the fact that when you feel aversive towards a particular situation
(e.g. you are anxious about getting a result) the *opposite* often takes place. So instead of impressing that HR manager, you end up fumbling during the interview and missing your chance at getting that dream job. So the more desperate you become, the lower your chances of actually getting what you want.

The same applies to rapport. When a person becomes desperate in establishing rapport he misses the unconscious cues emanating from the subject. He becomes preoccupied with his own mood and emotions. His energy and focus becomes divided.
As a hypnotist, you must learn how to fall into a natural rhythm with your subject. This natural rhythm cannot be effectively taught. It is learned as you apply the principle of rapport-building. You will feel it in your gut when you talk to another person and things just click into place.

Fatal Error Number 3

The third fatal mistake is expecting something from another person too much. Almost everyone has been in a situation where the other person becomes almost unbearably pushy because he wants something from you. For example, a car salesman may become too eager to get a sale from
you so he tries to be extremely nice and extremely accommodating.

He doesn’t understand that being too pushy actually reduces his chances of getting the target result because the other person will eventually tire of what he’s doing. Some folks might see this as simply determination or passion but in the world of hypnosis, it is a fatal error that destroys the continuity and potency of human communication. Instead of being able to fully communicate what’s in your mind, this particular attitude will actually disrupt the harmony between the speaker and the subject.
If you come on to your subject too quickly and too strongly, chances are he will back off because he feels like you’re getting into his personal space and he’s not comfortable with what you’re doing at all. If your subject backs off, the trust level goes down quickly and you will lose your influence over the other person.

If you don’t want this to happen to you when you are eager to impress your boss or when you’re trying to land a date, you need to utilize the principle of fractionated rapport. Fractionated rapport is actually very easy to do and you don’t have to be an expert hypnotist in order to use it in day-to-day interactions.
“Fractionation” is defined as “separating (as a mixture) into different portions”.

You can think of rapport a special solution that will speed up the hypnotic process. If you pour all of the solution at once you are not going to get that magical reaction that will allow you to influence or persuade the other person more easily. But if you pour the solution little by little, you are going to get a much better response from your subject.

So remember: don’t try to hasten rapport beyond what is deemed reasonable for the current situation. You have to gauge the interaction so
you can determine how you can safely establish rapport without scaring your subject away. Again, this is something that can only be learned through direct application.

Don’t worry - you can easily gauge an interaction by paying attention to the small feedbacks from your subject. For example, if you gave your subject a compliment and he warms up to you after the compliment then you are probably headed down the right path. Inversely, if you gave your subject a compliment and his forehead suddenly creases, you are probably coming on too strongly and you should slowly back off so you won’t irritate or annoy the other person.
Fatal Error Number 4

The fourth fatal mistake is **not having sufficient, genuine interest in your subject.** As the speaker *and* the conversational hypnotist, it is your job to build your interest in the subject *no matter what* because at the end of the day, your subject and his reaction to what you’re doing is all that matters. *You* are not at the center of the interaction, the other person is.

This is the setup because you are the one who wants to produce a specific outcome from engagement. If you put yourself at the center of the interaction, there is a big possibility
that you will end up alienating the subject. You will become preoccupied with pleasing yourself instead of listening carefully to what the other person is saying.

Now, what happens when the speaker is not genuinely interested in what the subject has to say? The speaker can feign interest; he can pretend that he’s interested by mimicking the body language and speech pattern of someone who is interested. And sometimes, this might work especially if the subject is not particularly perceptive.

But what happens when you are interacting with a subject who is
naturally critical of other people in social interactions? What happens if your subject is naturally perceptive and can smell a disinterested person a mile away? Obviously, the interaction will not be very productive at all.

A person who tries to project the opposite of what he truly feels and thinks will eventually fail because the human body itself sends out signals to the world that you cannot fully control. These micro signals can be picked up by anyone who can see and hear you. Unless you are a “pro” at deceiving people, these signals of boredom and disinterest will reach your subject eventually and you will be found out.
Is there actually a solution to this big problem? Can disinterest be solved during a live interaction with another person? Fortunately, the answer is yes. You can do something about it. And you can perform damage control in an instant by utilizing one or both of the following solutions:

1. By having an unconditional respect for the subject

2. By performing a “track back” during the whole conversation

The first solution is having unconditional respect for the subject. You will visualize that the
other person is someone who is very important to you so that your verbal, vocal and nonverbal language channels will respond immediately. Yes, it is essentially pretending.

But it is a powerful way of utilizing the imagination to create a strong impact on another person in real life. The goal of the first solution is to communicate to the other person that you are not a threat and that his input is important. We cannot force ourselves to really love what the other person is saying but we can communicate effectively that we are there to actively listen to the subject’s input.
The second solution is performing a “track back” during the whole conversation. A “track back” is strategic verbal repetition.

It should be used hand in hand with other principles of active listening. I would like to emphasize that a track back is actually more effective than plain paraphrasing. Let me explain: when a person paraphrases another person’s words, the emotional content and tone often changes. Here’s an example:

Person A: “I was happily walking down the street hugging my new puppy so tightly”
**Person B:** “Oh, so you were holding your puppy while you were walking?”

A facile reading will reveal that Person B was just saying out loud what he had heard and technically, there’s nothing wrong with what he said. But if you read aloud the words you will see immediately that the two statements are not completely congruent with each other.

To increase the effectiveness of a track back in any conversation, the language *has to be the same*. If the language is changed too much, the impact is reduced and the words that you will be using will become distracting to the subject. The subject
will end up silently disagreeing with you because your words do not reflect the thoughts and emotions that the other person is trying to convey to you.

Here’s a better way of repeating what your subject is saying to you:

**Person A:** I was driving down the highway one night and this deer suddenly appeared out of nowhere and scared me so badly!

**Person B:** Oh! So you were driving one night and this deer just jumped out of nowhere and scared you? How awful!
You don’t have to copy the other person’s words verbatim but you must remember to stick to the key phrases/key words that were used so you don’t veer away from the general direction that the subject has taken.

This way, your subject won’t have any reason to resist your own input because you have been so good in showing how receptive you are to his own ideas and inputs.

If you don’t like the idea of copying most of the words used by the other person, you need to establish a track back frame before paraphrasing. You need to say something like “Let me
see if I got this correctly, you said ”.

In a way you are informing the other person that you are flexing your mental muscles and you will be showing just how well you were listening to what the other person was saying. The effect on the subject will be just as effective so long as you establish the frame first before repeating the input you have just received.

**Fatal Error Number 5**

The fifth fatal mistake is **playing the wrong role during a social engagement.** It’s no secret that
modern human society perpetuates social statuses. We thrive (or suffer) in society because of the statuses that are bestowed upon us by institutions and groups that we belong to.

A person rarely creates a status for himself; you can say that we are ‘thrown’ into particular statuses before we can do anything about it. Social statuses become painfully obvious during social engagements.

Some people like to live up to their status and reputation and they would not willingly change their status during an interaction because they are afraid that people would actually look down on them.
Social statuses are very real and you should always take them into full consideration especially when you are talking to someone that you have just met. But here’s the thing – social status alone does not make a person great or influential. A person’s social status is just one component that can either contribute or reduce a person’s public projection.

There will be times when you will be forced to lower your own social status because the other person is inflexible and he has to play the role of the “big man” or the “boss” during the conversation. If you are always forced to a lower social status when you are
talking to people, you will always take a back seat and you will not be able to effectively influence your subject.

You can solve this problem through pacing and leading. Essentially, you will be matching the other person’s communication style at the beginning of the conversation so you can modify it later on. So if the other person is acting high and mighty, you will match him by playing the underdog for a short period of time. This will allow you to gain the other person’s trust.

When he begins to trust you, you will gently adjust your own
communication method so you can take either become an equal or a leader in the conversation. A person’s social status will take a back seat in the hands of a skilled hypnotist, remember that.

Fatal Error Number 6

The sixth fatal mistake is focusing solely on deep, contextual rapport. When I ask people about rapport I usually hear things like “rapport is getting into the heart of the other person so you can think and talk like him”. This type of rapport is actually called deep rapport and it’s what most people want to achieve when they
want to make a genuine connection with other people.

There’s nothing wrong with deep rapport. In fact, people who have best friends all have deep rapport with their closest buddies. But does this mean that it’s the best rapport for someone who is out to influence or persuade different people?

Here’s an example to put things into perspective:

Let’s say you have a professor in college who has a very big influence in the graduate program of the university. Now you know this person will probably have a big impact on
your education later on in life so you do everything to impress him.

You talk to him after class and you discuss great, academic-related stuff with the person. Your professor enjoys your diligence at school and reciprocates your efforts at reaching out to him. You are able to connect with the professor at a level that few other students can match. You are a genius student in the eyes of the professor.

And then you meet your professor at a local bar. It’s early evening and your professor is genuinely happy to see a familiar face in such a relaxed atmosphere.
Obviously, your professor wouldn’t want to talk about academics because the location/environment calls for something else. However, you feel awkward talking to your professor in an environment that is different from what you are used to. You begin to fumble and eventually, you two run out of things to talk about.

If you look at our example carefully, the bar situation is actually a prime opportunity for a person to establish deeper and more personal bonds with the subject.

And yet this type of interaction wasn’t very effective because the speaker
only had deep, contextual rapport with the subject. The speaker did not know how to relate to the subject in a different environment and thus, failure became inevitable.

The problem with deep rapport is that it directly limits your ability to relate to another person in a variety of situations. If you want to become a true master of conversational hypnosis, you have to be *an effective conversationalist* first. And this can only be truly possible if you have *wide rapport*.

There are two ways to establish wide rapport with another person. The first method is to simply meet and interact
with your subject in different situations so that the other person would be able to develop a well-rounded image of what you are really about.

The second method is utilizing effective storytelling. If you cannot meet and interact with your subject in different situations and environments, you can just share different kinds of stories with your subject so he will have a better appreciation of your personality and your attitude towards different issues and life experiences.

**The Hypnotic Vortex**
The classical method of establishing rapport is talking to the other person and actively listening so that he begins to share more of what he’s thinking and feeling at the moment.

The ultimate goal of rapport is to create this instant bond between the speaker and the subject. We are going to enhance that process right now with a potent technique called rapport hooks through the hypnotic vortex.

Rapport hooks are actually subconscious cues placed strategically throughout a conversation to generate interest in what you are saying so that the subject will feel that he needs to know more about what you’re saying.
Too often people make the fatal mistake of laying down everything they have to offer at once.

When you do this your subject will feel that you are somewhat desperate to please him/her and this will reduce the authoritative image that you want to project. Remember – desperation and anxiety have no place in hypnosis, influence or persuasion.

So as someone who wants to master conversational hypnosis, you have to exert a lot of continuous effort to ensure that these negative elements will never take the fore when you are trying to express yourself effectively in front of other people.
How can you use rapport hooks to engage other people in an instant? Here’s an example to show you just how easy it is to use rapport hooks in any situation:

“I arrived in the building because I was supposed to meet with my broker. I was welcomed by a bunch of guys in dark suits and they asked me if they could talk to me for a few minutes. I didn’t want to disappoint them so I said “alright, let’s talk”. To cut the story short I was still able to leave the building in one piece but I missed my meeting with my broker”
Did you notice anything about how I relayed information in the example? There was indeed a story there and I did give out *some important stuff* related to my story.

But in the end, the story was incomplete. It was missing a lot of important details and that is really what hooks in the subject. By removing some important details from what you are saying, you will be able to create a natural interest in your story. People will become *hungry for more*.

*Rapport hooks are extremely convenient tools because you don’t have to be a brilliant speaker in order*
to use them. So even if you have a very simple story to tell you can create and sustain rapport throughout a social engagement by using hooks throughout the conversation.

When you feel that you are slowly losing your subject or audience you just have to tweak your inputs so that your subject’s mind will automatically be alerted that there’s something missing from what you are saying.

Of course, you will still provide the necessary details. But you are going to make your subject work for it. You are going to wait until the full effect of the hooks begins to manifest. The number one sign that we are looking
for is *questions*. When your subject begins to ask questions out of the blue, you can be *assured* that rapport is being created as you continue to engage the subject.

Rapport hooks can also be used for the effective fractionation of rapport. Remember our short lesson on fractionating rapport? You can regulate rapport by allowing the subject to set the pace of the conversation. You give a little information, gain the interest of the subject and wait a bit for the questions.
When a subject is able to comfortably formulate questions, that means the speaker is not pressuring the subject at all. You are not breathing down the other person’s neck and that in itself is a great thing because a comfortable and trusting subject is 90% there already. He’s ‘in the zone’ and he is more likely to say yes to your offer.

Here’s another example of how simple rapport hooks/cues can be used to create an instant buzz about what you want to share to your audience:

“I recently visited a small town in Africa where diabetes, heart diseases and cancers are virtually unheard of.
They grow a strange plant there and they eat it every single day. Wouldn’t it be wonderful if we can grow that simple plant here so we can reap its health benefits, too?”

If you look at the second example, you can see the arc of the story very clearly. There’s context and there are some supporting details. But I have strategically left out the most important detail of all – the name of the plant and what people in the town were using it for. Curiosity is automatically increased because people don’t like it when they hear an incomplete story.
Perfecting Your Skill in Detecting Signals

Signal detection is one of the most essential skills that you will ever
encounter in hypnosis. The ability to read all kinds of signals emanating from other people will set you apart from other would-be hypnotists who are too focused on language patterns and what not.

Many people forget that before you can employ sophisticated language patterns and complicated hypnotic techniques, you have to be a good communicator first. And to be a good communicator you need to relearn how to listen and observe your subject during a conversation.

You also have to reinforce within yourself the new role that you are playing whenever you speak to other
people. You are now the authority, the leader during social engagements. You have to be a leader because people will only be influenced or persuaded if they feel that they are in the presence of a ‘pack leader’ or an authority.

How does one become a good pack leader? How does one become an expert communicator? The answer is not getting a new suit or a shiny pair of Gucci shoes.

The answer is not buying a sports car or spraying new perfume from an insanely expensive brand. Those things may contribute to your physical image or projection but they do
nothing to improve how you actually relate to other people in the first place.

If you want an essential skill that improves how you relate to people in any social engagement, you need to be able to detect and decode signals given off by other people. By reading other people’s signals you will learn things about them even before they’ve spoken. Let me share with you two stories about Milton Erickson, who is one of the founding fathers of hypnosis.

The first story is about a patient who walked in to Milton Erickson’s office and told him that he is but one of
dozens of psychiatrists that the patient has already visited.

Milton Erickson looks at the patient briefly and said “Madame, in a moment I am going to tell you something that will probably shock you. But only after I have told you this will you realize that I will be able to provide the right therapy for you. Madame, how long have you been a woman?”

It turns out that the patient (who appeared to be a woman) was actually a man. The man had studied how women talked and moved… But something still gave away his secret.
Milton Erickson on the other hand, was able to spot a signal that was not congruent with what he associated with women. Erickson had noticed that the patient actually brushed against a breast when the patient moved an arm to emphasize something while speaking.

For Erickson, this was a clear sign that the ‘woman’ was not actually a woman because real women learn from a young age how to move around properly so they won’t hit or brush against their bosoms. It was only natural for a woman to be comfortable and adept in a woman’s body.
Our second story is still about Erickson’s amazing ability to discover truth and fact by just looking at micro signals coming from people around him. The story goes like this: one day Milton Erickson was walking down a hallway in a hospital when he sees a female colleague. As he passes by his colleague, he casually says “congratulations on the new baby”. The female colleague was shocked when she heard this.

She had just visited her doctor and she had just learned she was pregnant a few minutes ago. Milton Erickson on the other hand, was able to see some changes in the colleague that convinced him that she was pregnant.
Perhaps the shape of her pelvic region had changed a little since they last talked. Or perhaps the woman’s hairline had also changed because of her pregnancy.

Erickson’s stories illustrate just how powerful signal detection can be especially if you are a hypnotic practitioner. Often it would be more beneficial for the hypnotist to learn things about the subject even before they start talking about it.

This gives a hypnotist an edge during the social engagement. By decoding important, non-verbal signals from your subject you would be able to
formulate effective responses ahead of time.

For example, if your subject’s nonverbal signals are saying “I’m hungry and bored” you can do something to remedy that problem even without asking your subject about it. You can show your subject just how perceptive you are by using the information you are getting from reading his verbal, non-verbal and vocal channels.

Introduction To Trance Signal Recognition
When you start building rapport with another person, your subject will begin to go into a hypnotic trance. Now, I have to clarify that a person can go into a trance after a long induction or he can go under after a brief, almost instant induction.

However, you have to understand that trance states have varying degrees. If a trance state was induced through an instant induction technique, the trance state would be relatively shallow and you would have to build rapport and work towards deepening the trance state as you speak to your subject.

How would you know if a person was already going into trance? There are
several signals that you must keep in mind.

1st Trance Signal

The first trance signal is the dilation of the pupils. Normally, a person would have relatively contracted pupils when speaking to others. This means the person is awake and his conscious thought processes are in full swing. A critical person would have contracted pupils because he is deep in thought and he is analyzing the inputs of the speaker.

When you establish rapport with another person and he really gets into
what you are telling him, his body and mind begins to relax. This is the reason why the pupils will begin to dilate or open up.

Pupil dilation is a sign that the person is no longer defensive or uncomfortable when talking to you. Now, I have to remind everyone that sometimes, pupil dilation occurs because of other factors. For example, if you are speaking to your subject outdoors and the sun is high in the sky, the eyes won’t dilate too much because there’s too much light in the surroundings.

Inversely, a person’s eyes would dilate naturally in a dim environment
because it’s adjusting to the available lighting. You would have to see if the pupil dilation is occurring within the context of your conversation or if it’s occurring because of external factors.

2nd Trance Signal

The second trance signal is a lower pulse rate. I know – a lot of people are reacting right now because normally, we keep track of the pulse by touching and holding certain points on the arm. I am aware that the pulse is tracked in this manner. However, we are not after an exact pulse rate or pulse count when we are conversing with another person.
What we want to get is a general impression of the other person’s pulse rate. How can you do this? Well, you can check the other person’s neck because there are often large veins there that are very close to the skin and you can actually perceive the pulse rate by watching the movement of the veins under the skin.

By watching the subject’s neck, you will be able to get a good impression of his pulse rate. The intensity of the movement at the side of the neck is sufficient to determine if the other person is relaxed or agitated.
Trust me – once you actually start focusing on this particular aspect of your subject, observing it will begin to feel more natural later on and it will become part of the group of signals that you will be monitoring regularly during social engagements.

When a person enters a relaxed trance state, his pulse rate will go down. This has been proven time and time again in different studies and experiments.

A successful hypnotic induction through any method or technique will cause relaxation and subsequently, a lower pulse rate. Now, a lower pulse rate is a good sign if that was your goal in the first place. For example, if
you are talking to a client that has had a bad experience with your company in the past, you would of course want this person to relax and be comfortable in your company.

Thus, a lower pulse rate is more desirable in this particular situation. However, if you are speaking to a person or to a group of people so as to get them excited over something, the more logical thing to do would be to get their pulse rate up. If you want someone to become excited about something you would know that you are achieving something if you can get your subject’s pulse rate to increase.
3rd Trance Signal

The third trance signal is an altered breathing rate and breathing pattern. It is very important that you are able to compare the breathing rate and pattern of your subject before you started speaking and after you’ve attempted to establish some level of rapport between you and the subject.

If you cannot compare you won’t be able to confirm if what you are doing is actually working. Now, you have to be very careful when checking another person’s breathing because people don’t usually do it. Normally,
we look at another person’s chest to check how he is breathing. This is fine if you are talking to a male subject.

But what happens if you stare long enough at a female subject’s chest? You probably understand what I’m trying to arrive at so I’m not going to elaborate anymore. How do you solve this problem? How do you check another person’s breathing pattern and breathing rate without staring at his/her chest?

The solution is quite simple: use your peripheral vision. If you drive a car, you probably know how useful your peripheral vision is when you are out on the road. Your peripheral vision
allows you to scrutinize your surroundings without necessitating a full head turn. You are able to see your left side and right side without having to move your head or stare directly at those sides.

I want you to use your peripheral vision to see if you are having an effect on your subject. When a person enters a hypnotic trance state his breathing rate will begin to change. It will begin to slow down like his pulse rate. As for the breathing pattern, this too will change as you continue to establish rapport.

For example, most people who have just arrived in a meeting have very
erratic breathing patterns because they’ve rushed from the elevator or the car just to get to the meeting on time. As they begin to relax in your presence, their breathing pattern will begin to normalize as a result of your rapport-building skills.

You can also check this signal to see if you are having the appropriate effect on your subject. For example, if you want your subject to become excited about something, again, the breathing rate needs to change because a person’s breathing is actually directly linked to his thoughts and emotions.
If the goal is excitement and your subject’s breathing pattern is communicating sleep and boredom, you need to change what you are doing because you obviously aren’t generating the desired effect on the other person.

4th Trance Signal

The fourth trance signal is changes in facial features. Like a person’s pupil size, breathing rate, breathing pattern and pulse rate, the entirety of the human face also reflects a person’s state of mind. This is probably the easiest trance signal to detect and decode because one look will tell you
if your hypnotic techniques are working.

Often we look at the people’s faces and we are able to tell if the other person is angry, happy or sad. I want you to do exactly what you used to do only this time I want you to check if your subject’s facial features are actually smoothening out.

Of course, ‘smoothening out’ is relative to how a person actually looks. If you are talking to someone who is naturally wrinkly, do not expect the wrinkles on his skin to disappear just because he is in a trance state. No, what we are looking
for is *the relaxation of the facial muscles*.

You see, when a person is in a critical mind frame and his mind is trying to find incongruence in what the other person is saying, the whole face will reflect this mindset. So when you see a lot of creases and folds in a person’s face while you are talking, he is still not relaxed and to a certain extent, he still does not fully trust what you are saying.

When a person begins to trust what you are saying, you will probably notice that his face will become more symmetrical than before. The increased symmetry is due to the
relaxation of the facial muscles. When facial muscles relax, they go back to their natural resting areas in the face and the skin is pulled back to its normal appearance.

5th Trance Signal

The fifth trance signal is increased attention. People rarely pay attention to something if they are not truly interested in what the speaker is saying.

Our cognitive resources are naturally limited so we don’t ‘spend’ our cognitive resources haphazardly. We don’t pay attention to something unless we feel that it would have a
bearing on our own reservoir of personal resources (e.g. financial resources, mental resources, etc.) How would you know that what you’re doing is causing the other person to pay more attention and focus to your words?

Check out your subject’s eyes. A person who is paying close attention to something would look slightly glazed over. His eyes will be fixed on you or something in close proximity to you (e.g. a pen clipped to your shirt). The eyes would be fixed on a single point and there will not be a lot movement there, too. It’s as if the person was suddenly shocked into a
statue-like state. This ‘strange’ state is actually hypnosis in action.

6th Trance Signal

The sixth trance signal is changes in a person’s blinking. Unlike a person’s breathing and pulse rate, any change in a person’s blinking pattern and blinking rate is a good thing in the context of rapport-building and hypnosis.
Observe your subject carefully… Did his blinking actually stop at one point while you were telling him something quite captivating? This is very normal and it just shows how well you are handling the social engagement. The “frozen eyelids” signal is actually called catalepsis. It is a natural and temporary state wherein the muscles controlling the eyelids are momentarily stopped because of the triggered trance state.

Another related signal is the fatigued eyelids. A person who has already been hypnotized will feel so relaxed that his eyelids will begin to droop. The subject is not bored; he’s just “in-trance” and that is a good thing.
7th Trance Signal

The seventh trance signal is changes in how a person swallows. People swallow regularly to prevent their saliva from overflowing. Since saliva is produced continuously, we actually swallow several times per minute to avoid making a mess.

Now, did you know that this automatic swallowing mechanism is also affected when a person enters a trance state? When a person enters a trance state, his swallowing rate actually increases. You can easily check if the other person is
swallowing more frequently by watching his Adam’s apple.

This trance signal might be a little more difficult to track if you are conversing with a woman so use your peripheral vision again. I would not recommend staring at a woman’s neck during a conversation because the neck is considered a private space and the subject might become offended or embarrassed that you are staring at her neck. And neck is close to the chest so your actions might be misinterpreted and this might ultimately break your rapport with your subject.
8th Trance Signal

The eight trance signal is reduced mobility. Remember those times when you are watching a really good movie at home and you’re just frozen on your bed or on your couch? You may have not been aware of it but at that exact moment you were in a hypnotic trance state and you had reduced mobility because of the trance state. You can achieve the same impact and effect on another person through rapport.

It is actually very easy to see if your rapport-building efforts are having any effect on your subject. You see,
most people use different kinds of gestures to get their point across during conversations. Some people like using their fingers to enumerate things while talking while some folks even swing their arms around to emphasize the scope of what they are talking about.

These common gestures will be affected when a person is in a trance state. These gestures will begin to slow down and eventually your subject will begin to show signs of temporary immobility. The slower and less frequent your subject’s gestures, the deeper his trance state is.
9th Trance Signal

The ninth trance signal is involuntary movements. Our muscles are governed by both conscious and subconscious drives. In addition, some people have involuntary muscle movements or twitches that only appear when they are in a deep hypnotic trance.

They don’t pay much attention to these twitches and movements but that doesn’t mean that we can’t detect them. When these involuntary movements become more frequent
and the person isn’t moving much as you speak, you can be sure that the person is “in trance” and he is focused intently on what you are saying.

10\textsuperscript{th} Trance Signal

The tenth trance signal is \textit{changes in the color or tone of the skin}. Our skin tone and skin color are determined not only by melanin (natural pigments) but also by \textit{blood flow}. The state of our blood circulation is often revealed by our skin.

There are two distinct changes that you might want to watch out for during a social engagement. The first
change is the darkening of the skin. This signals an increase in the blood flow in a given area. If a person is extremely engaged in what you are saying and his pulse rate is up, it is common for the skin around the face to become flushed with red.

The second signal is the opposite of darkening. When a person’s skin becomes a little pale that is a sign that blood flow is being restricted. Both paling and darkening are signs that you are creating a big impact on your subject.
11th Trance Signal

The eleventh trance signal that you should watch out for is an **increase in subconscious responses or feedback.** Humans have two kinds of responses: conscious feedback and unconscious feedback. If a person has to formulate a response before expressing it, that is called conscious feedback.

But if a person expresses agreement or disagreement almost instantaneously and without much thought, then that is called unconscious or **passive feedback.**

Passive feedback is the type of response that is associated with
hypnotic trance states. Because when a person enters a trance state, the conscious mind becomes extremely focused on what is taking place. It doesn’t pay attention anymore to less important things like nonverbal responses to the speaker.

The Stealth Magnetism Protocol

Rapport Exercise Number 1

Establishing rapport is not a difficult undertaking. In fact, a lot of people have a natural skill for building rapport and they don’t even know that it’s called rapport. As a hypnotist, rapport-building should come
naturally to you because it will always be the foundation of a good social engagement.

No other hypnotic foundation will give you the same benefits of good old rapport. To improve your rapport-building skills, I want you to try these four basic steps whenever you have to meet and converse with someone. Do not be afraid to try these steps even if you are speaking with someone that you have just met.

1. Step one is to just smile. When you arrive at the meeting place and you see your subject, smile as happily as you can. Smile while thinking of something that really
makes you happy so that you will be able to create a genuine and uplifting smile.

The human brain is hardwired to respond to and mirror smiling. When your subject sees your smile, he/she will automatically reciprocate and that will really set the tone for the rest of the conversation.

2. Step two is to maintain eye contact with your subject. Eye contact alone will not ensure a successful engagement though. You have to time the eye contact strategically and your eyes should also be
‘smiling’ when you maintain eye contact.

How can you make the eyes ‘smile’? The simplest way is to smile during your in-breath (inhalation phase). When you smile during the in-breathe, the eyes open up and the face smoothens out automatically.

Now, it is very important that you maintain eye contact with your subject without appearing desperate, aggressive or anxious. These emotions must not be communicated to your subject so you have to exercise extra willpower to keep these negative
elements out while you are talking to your subject.

3. The third step is to gain agreement from other people. If you are conversing with just one person, try to find some common ground with your subject. Agree with what he’s saying so that he would find it easier to reciprocate the agreement.

If you are talking to a small group of people, catch the attention of other members of the audience and gain their agreement, too. When a many people agree with your ideas, you become more influential
and persuasive. You become an effective “pack leader”, too.

4. The fourth step is to motivate your subject or audience. You need to stimulate your subject so that his attention does not waver and he becomes more open to being paced and led to the direction that you want.

Rapport Exercise Number 2

To become an efficient conversational hypnotist, you need to have a “shortcut” of sorts when you need to establish rapport with another person. The following steps will allow you to
build rapport with anyone in any situation.

1. Remember an event, experience or person that really makes you feel happy and warm inside. Focus on the feeling of happiness that this memory creates and let it glow in your mind. Hold the feeling and make it grow so that it begins to envelope you.

2. Does your special memory have a color? If it does, let this color spread throughout your body. Let it cover you from head to toe.

3. When your whole body is covered with the positive emotions
generated by your special memory, allow the color to glow outside your body. Let it spread a little to your immediate space.

4. When you are thoroughly enveloped in the great feeling that you have, I want you to visualize the color travelling towards your subject. Let the color touch the other person on the outside and slowly let it enter the person so that you become directly connected.

5. As you visualize the connection between you and your subject, do not forget to express enjoyment and happiness. Let all those
positive feelings reach your subject and make sure that he’s feeling your energy.

6. When a firm and positive connection has been made, allow yourself to fall into a natural rhythm with the other person. Do not try to force rapport unto the other person. Just remember to match and mirror whenever you have to and when the person becomes more comfortable with you, pace and lead him to your desired direction.

Rapport Exercise Number 3
To become a master of rapport, you need to have heightened awareness at all times. Heightened awareness will allow you to observe your subject’s behavior and trance signals.

The following exercise will aid you in developing heightened awareness in a short period of time. Remember to use these exercises as often as possible so that you become accustomed to the target effects of these exercises.

1. Find a spot above your head that is beyond your normal field of vision.

2. Focus on that spot and force yourself to distinguish the smallest
details. If you are looking at some wallpaper, try to differentiate the smallest shades and shapes in front of you.

3. As you attempt to distinguish the smallest details above your normal field of vision, your eyes will feel strained. When strain is achieved, slowly relax your eyes so that your peripheral vision will begin to take over.

4. When your peripheral vision becomes more dominant I want you to take that vision and allow it to become your sole method of seeing your surroundings. Let it completely take over your vision.
5. Once your peripheral vision becomes more dominant you will begin to see more details from your environment. Perform the same exercise with your hearing. Focus on a particular sound, relax and then allow that feeling to dominate your sense of hearing.

6. Perform the exercise once again with your sense of touch. Allow your sense of touch to come to the fore. Visualize this particular sense as a single ball of energy. Let it manifest and expand throughout your body.
7. Combine all three visualizations and create a universal connection with your environment.

Rapport Exercise Number 4

Our fourth exercise concerns matching and mirroring. We all know that matching and mirroring is exceptionally effective when a hypnotist is building rapport with his subject. In order to increase your understanding of how matching and mirroring works in real life, you have to examine it up close.

You will be able to do this by exposing yourself to different environments where people usually...
come to interact with each other. Examples of these places are the park, mall, bars, etc. You can even perform this exercise when you bring your child to dance practice or hockey practice.

When you are in the target environment, try to find clusters of people like couples, best friends, business colleagues, etc. When you find these clusters, ask yourself these questions:

1. What are the similarities between the people in the cluster?
2. What kind of rhythm do people have as they are conversing with each other?

3. Is there a silent dance involved as the people in the clusters speak to each other? How do their body languages complement each other?

Rapport Exercise Number 5

Our fifth exercise revolves around discerning whether another person is actually agreeing or disagreeing with you. Now, why should we bother with this kind of exercise?

Here’s a little background: people communicate with more than just
words. Verbal language is important; however, it has been found that when a person speaks, he actually uses three different channels of communication.

These three channels are verbal communication, nonverbal communication and vocal communication. These three channels are activated whenever you and I talk to other people. Now, did you know that 60% to 70% of what is actually being communicated is routed through the nonverbal channel?

That means the most important part of message is not conveyed through the verbal or spoken channel. It is
conveyed through body language (nonverbal channel).

In short, you have to start reading other people’s body language if you really want to understand what they are trying to say to you. Of course, you would still be paying attention to what is being said but you also have to be more perceptive of what is unsaid because there lies the key to hypnotic influence. You can read other people’s minds by paying attention to their gestures, facial expressions, etc.
Are you ready to perfect your ability to detect genuine agreement and disagreement? Here is an easy exercise that you can perform every day and I assure you, the benefits will be excellent.

1. Find someone that you feel comfortable talking to. This person can be a family member, a colleague, your best friend, your partner or even a kindly man you met at a bar. You can even try this exercise with complete strangers.
(if you like chatting with strangers, that is).

2. Talk to the other person so that he becomes relaxed and comfortable. Ask him stuff that you know he will agree with. And then ask him stuff that you know he will disagree with.

So you have two groups of input: one group will draw agreement (e.g. do you like relaxing?) while the other group will elicit disagreement (e.g. do you like higher taxes?).

3. Now here’s the tricky part of the exercise. I don’t want you to focus
on the verbal responses of the people that you will be talking to. What I want you to focus on is what they do right before they answer you. You see, people convey micro signals to other people right before they speak.

These micro signals are often sent out unconsciously so any signals that you will be picking up from your subject will be purely passive/automatic signals. You have to pay close attention to these signals because if you keep missing them, you won’t learn a thing from your engagements.
4. What do your subjects do when they wholeheartedly agree to something? What do they do when they disagree with what you are saying? What are their facial expressions and gestures? What minute changes do you spot in their body language?

Rapport Exercise Number 6

Our sixth exercise is a “booster” exercise for heightened awareness. In the previous exercise I taught you how you can instantly increase your
overall awareness through creative visualization.

Now it’s time to test how much your awareness has improved through that exercise. This exercise is very simple and would only require a friend or family member who would be willing to stay with you for at least half a day.

This exercise would be performed like a game. If you want to add more players to this game, feel free to do so as long as they can stay with you for a while. Here are the mechanics:

1. Spend the day with the other player as you normally would. Talk to the other player, do stuff
with him, go to the mall, play video games, read poetry, etc.

Act as if you are spending a day with a good friend and act as naturally as possible, as if you were not playing a game at all. Be relaxed and comfortable at all times.

2. The goal of this game is to be able to touch the other person on the head without being detected. If the other player is detected, the target person would only have to raise his hand to counter the other player. When a hand is raised just before his head has been touched, the other player has to stop.
3. When approaching the other player, one has to be as stealthy and quiet as possible. Roughhousing and horse play are not allowed in this game.

Because this game requires a vast amount of attention to your environment, you will further develop your sense of heightened awareness.

Rapport Exercise Number 7
In a previous lesson we discussed signal detection and how reading signals from other people can help you understand what they are really feeling at the moment as opposed to just listening to what they are saying verbally.

This exercise is actually very similar to one of the exercises that we have already discussed. The only difference is that you will be performing an additional step when you start observing people interact with each other.

Now, in addition to finding people who have partners, friends and family to talk to you will also be paying
attention to lone individuals who are doing something unique. For example, you can observe a man who is buying a hotdog from a stand or a teenager who is learning how to skate for the first time.

Choose your subjects and start observing their body language and how they perform their silent dance as they interact with other people. If your subject does not have company, simply observe what he is doing at the moment.

Here’s the difference between this exercise and the exercise we did before. You are going to create a story about the person based purely on what
he is doing and what his body language is conveying. Add as much detail as possible to your story by focusing mainly on the subject’s body language.

You can also perform this exercise in the comfort of your home. Watch a DVD at home and mute your television set. Try to understand what is happening in the movie by just watching.

Observe the body language of the characters and try to figure out what they are talking about. Form conclusions about the characters based purely on what you see onscreen.
After performing this exercise a few times, it’s time to test if your skills in reading people’s body language have improved your ability to gauge people’s personalities based purely on what they convey through the nonverbal channel.

You can try approaching a subject with a statement like “hey, you strike me as someone who likes __________ and does __________ on a regular basis”. You can create your own templates and experiment with different kinds of people in different environments.
Now, I have to remind everyone that you won’t always be correct. In fact, there will be many times when people would just disagree with what you have said.

But that doesn’t matter at all, because as you interact with people and use your newfound observation skills you will be able to refine your talent in reading other people’s nonverbal signals. And in the end, that is all that truly matters.
Travelling to the World of Hypnotic Language

When people think of hypnosis they often think of mind masters who speak an arcane and magical language. The truth is actually the opposite – real experts in hypnosis speak regular, everyday language just like everybody else.

There is nothing extremely special about the words, phrases and
statements used by hypnotists. In fact, a person who has never heard of hypnosis would probably be unable to differentiate a charismatic speaker from a practicing hypnotist. Because the rules and strategies of genuine hypnosis are the same with the principles of refined and strategic human communication.

The only difference between a hypnotist and an effective speaker in a different setting is intention and choice of linguistic strategies. Hypnotists are usually more effective and more flexible because they have a wide assortment of tools that they can use in different situations.
I want you to have this advantage over everyone else because you are more than just an effective communicator at this point – you are training yourself to become the best conversational hypnotist you can be.

The Hypnotic Lexicon

After establishing rapport with your subject, a window of opportunity presents itself to the hypnotist – the
subject is now more open to your ideas and he is more willing to listen to what you have to say.

You must not waste this window of opportunity. You must be able to utilize any kind of leverage that presents itself to you. And the first step to leveraging any small opportunity is through the effective expression of your ideas.

To give you an idea as to how seamless and effortless communication should be when you are talking to someone, imagine yourself riding a slide at a water park. When you climb up to the top of the
slide and you sit down to ride the slide, gravity takes care of everything.

There is no effort at all – gravity pulls you down the straight regions and allows you to pass through the exciting curves, too. It’s as if nothing in the world can stop your enjoyment and after all that sliding, you will end up enjoying a big splash at the pool.

That is how a hypnotic conversation should be. It should be able to hook in your subject quickly so that he enters an unstoppable slide and he can’t do anything but listen to what you have to say. The experience is enjoyable and the subject is happy that he’s
there with you, listening to all the things that you have to say.

Let’s start exploring the different principles that will help you express any idea with ease and confidence.

Principle Number 1

The first thing you have to keep in mind if you want to have a great time communicating your ideas is to
maintain agreement between yourself and the subject.

Now, a lot of people think that the subject has to say yes to everything in order for the hypnotic trance to work. It doesn’t work that way. Your subject will say no at one point, that’s only natural. But what you can do is to gain the subject’s agreement at some level to maintain the vital connection between your ideas.

For example, if you are offering a product to a client and the client says no to your first offer, you can say something like “You feel that you don’t need my product yet but can we agree that you need a solution to your
problem regarding the effective tracking of your inventory?"

In such a context, the subject would not be able to disagree with you and you will have an opportunity to move on to your next idea or offer without breaking the cadence of your dialog.

**Principle Number 2**

The next principle that you have to remember when you are relaying your ideas to another person is **plausibility**. The rule of thumb when it comes to plausibility is very easy to remember: the deeper the trance, the less plausible your statements can be.
When a person is deep in trance he becomes more comfortable with the idea of listening to your input. So within this time period you can start giving hypnotic suggestions that are not completely plausible or verifiable.

Here’s an example:

“The sun is up in the sky and it is very warm and comfortable right now. This is the time of the year when children just want to play all day long. And as you sit there feeling the warmth of the day you are becoming more relaxed and happy that you are speaking with me. Your eyes are becoming heavy
with relaxation and sleep is coming closer and closer.”

This is just a short example of how you can convey verifiable ideas in one part of your statement and then follow it up with ideas that cannot be verified immediately but can be legitimizied or accepted by the subject. When an idea becomes legitimate or acceptable in the mind of the subject, it becomes part of the subject’s reality. The mind adjusts to the information because it is so focused on what is being said by the speaker.

Now, it is very important that you stick to ideas that are close to plausible so you won’t alert the
subject’s conscious mind. Do not propose any idea that is too extreme or untrue. If you do, the subject’s mental filters will probably come to the fore to analyze what you are saying and this will cause the hypnotic trance to become less effective.

**Principle Number 3**

The third principle is seamlessly connecting ideas. We will be talking about this more in the succeeding sections. In a nutshell, this principle centers on linking ideas in such a way that the subject would not be able to detect any dissonance in what you are saying. So your subject will feel that
he is riding a slippery slide when he is listening to you – he just can’t stop listening to what you have to say.

Principle Number 4

The fourth principle is the effective use of linguistic bonds. There are four linguistic bonds that you can use repeatedly in every social engagement to connect ideas in such a way that Idea A will logically lead to Idea B even if under normal circumstances, the two ideas are not normally associated with each other.
As you can already see from the principles we have discussed, hypnosis is more than just creating rapport and inducing trances in people. Those steps are important but if you do not have mastery of language you will not be able to express yourself fully and you will have a difficult time persuading anyone to agree with you.

Now, here are the linguistic bonds that I mentioned early in this section: “as”, “and”, “because” and “which means”. These four words are notable because when you use them to connect ideas, ideas become logically linked by virtue of the linguistic bonds. When ideas are logically linked, the
conscious mental filters that your subject has will not block or resist your input. Here’s an example to get you started:

“As you are sitting there and you are beginning to relax more and more, you will find it very easy to let go of all the stress in your mind so that your relaxation becomes deeper and deeper. And the more you let go of all the tension in your mind and body, the better you will feel. Because the body itself was designed in such a way that makes relaxation a truly pleasurable experience.”

Did you notice anything special about the ideas that were presented in the
example? In reality, the example is a collection of unrelated phrases. On their own, they won’t make much sense.

But because we used powerful linguistic bonds like “as” and “because”, the mind perceives the fragments to be logically linked to each other. The subject’s mind will readily accept the associations that you have made because linguistically, the words are logically connected.
Guiding Principles of Hypnotic Language

When you read or listen to hypnosis recordings or hypnotic scripts from other authors or practitioners, you will notice that although hypnotists use ordinary language, they manipulate common language to trigger trances and to achieve other hypnotic goals when they are interacting with their subjects.

They are able to do these things because they are knowledgeable about the guiding principles of hypnotic language. Now, these principles are not strict rules that you must follow every time you speak to someone.
They are merely tools that you can use at will if you think the principles would work in your situation.

Bear in mind however, that these principles are time-tested techniques that have been around for many years. Many experts have used these principles successfully in hypnotherapy and they do work if they are wielded properly during interactions.
Principle Number 1

The first guiding principle is repetition. Effective hypnotic language is always repetitive because you need to condition the subject’s mind to focus on your message and its intended effect. Repetition can be performed easily by using linguistic bonds (as, and, means, because, etc.). Linguistic bonds can also be used to create logical ties between somewhat dissonant ideas and themes.
Principle Number 2

The second guiding principle is to train the subject to respond in a particular way. This can be achieved by elaborating a little on what you want the subject to experience as you are speaking to him. For example, if you want to encourage someone to adopt a dog, it’s not enough to say that dogs are cute.

You have to prime the subject’s response to your input by saying things like “dogs have soft and warm fur and they love being around people”. The subject has to adapt the experience itself. Once the experience has been passed on to the subject, the
subject would be in a much better position to respond affirmatively to what you are saying.

**Principle Number 3**

The third guiding principle is having the right tone and rhythm when speaking. People tend to respond more favorably to a speaker who has a strong and deep voice.

Your voice has to have authority and power; it has to have that element that will catch and hold your subject’s attention while you are speaking. The same applies to rhythm; there has to be a powerful cadence to how you speak because that also helps deepen
the hypnotic trance that you have induced in the subject.

Principle Number 4

The fourth guiding principle is creating a series of suggestions, one on top of each other. This principle is similar to using linguistic bonds to connect ideas. Only this time, you will be linking whole phrases and statements to each other so that the legitimacy of one phrase will flow to the next connected phrase.

A good example of this would be the oft-used phrase “As you are relaxing right now you will feel even sleepier than before”. The first part of the
statement is can easily be verified by the senses. If the subject is seated, he will feel relaxed because he will feel the cushion underneath. This verifiable experience will lend legitimacy to the next part of the statement which is “...you will feel even sleepier than before”.

**Principle Number 5**

The fifth guiding principle is the agreement frame. An agreement frame is a linguistic style that forces the subject to mentally or verbally agree with everything that you are saying.

Again, it’s like creating a slippery slide that your subject cannot resist.
Agreement frames are used to reduce resistance so that when you are ready to say something really important, the subject has already been primed or conditioned to agree with you.

Here’s an example: “As you are sitting there feeling very comfortable and relaxed you will begin feeling a sense of adventure and you will feel as if you want to travel to distant lands”. Notice how easily I was able to transition to different ideas by using phrases/inputs that can easily be verified by the subject’s senses.
The Shrouded Subject: The Art of Post-Hypnosis

So far we have focused on strategies that made use of the classical model of hypnosis; this simply means that the suggestions to *do something* are framed in such a way that the subject will perform the desired action or change in behavior *as soon as possible*. But what if you want to create a particular mental state that will allow you influence the subject at a later time, *after* the hypnotic conversation?

How can you achieve the same degree of hypnotic control (or even more) with your subjects? The simplest
solution to this conundrum is also the most powerful solution – post-hypnotic suggestions. As the name implies, post-hypnotic suggestions were meant to work after a hypnotic conversation. There are many possible uses for this strategy.

The most basic use of this technique is to create a hypnotic shortcut so that the hypnotist would be able to bring the subject in-trance more quickly at a later time.

You can also use this approach so that the subject will think or behave in a particular way at a later time. So this technique is really appropriate for situations where you want the subject
to do something for you after the interaction.

For example, let’s say you want your subject to treat his wife/husband/partner more gently in the future. Post-hypnotic suggestions can be used to implant vital reminders for the subject so that he would know how to succeed in treating his partner in a gentler manner.

It is important to note that in order for this technique to work, you have to implant the post-hypnotic directives while the subject is still deep in trance. It logically follows that you still have to follow the basic model of
a hypnotic conversation (rapport, induction, etc.)

The framing of the actual suggestion is of utmost importance when you are using post-hypnosis. Normally a hypnotist in his office would have no trouble at all using this technique because he has all the time in the world.

The same cannot be said if you are in the office or in a café. Do not let this stop you from applying this technique in real life. There is a formula for post-hypnotic suggestions that works each and every time. Here is the basic formula:
1. Invite the subject to imagine or visualize a hypnotic trigger for the future behavior.

2. Describe the thoughts, emotions or behavior that will occur when the hypnotic trigger is seen or heard.

3. Enhance the subject’s ability to instantly recall the trigger by expanding the first set of descriptions.

4. Re-orient the subject so that selective amnesia will occur.

Let’s talk about the four phases of the post-hypnosis formula so you will have a better understanding *why* there
is a definite sequence involved when you want to create a future trigger for a hypnotic subject.

The first phase is the *invitation to visualize*. As we have already discussed in the previous sections, one of the fastest ways to bypass the critical factor or the conscious mind is by appealing to the subject’s creative unconscious.

The subconscious mind is a fertile field of image, sound and tactile sensations. When you give a hypnotic directive like “I want you to imagine yourself feeling lighter and lighter as I speak the words ‘you are floating’”, you are bypassing the conscious mind.
because the conscious mind is not responsible for imagining things. Its main job is to filter incoming information to protect itself and the subconscious mind from potentially harmful stimuli.

When you invite someone to visualize something, you are flipping switches inside the subject’s mind and the conscious mind or critical factor won’t be able to do anything about it.

The effectiveness of this particular step can be seen plainly when someone relates a very graphic and unpleasant detail like “I saw a car crash yesterday it was so horrible, there was blood and carnage.
everywhere, I even saw this sliced hand on the side of the road, it was so pale but it was so bloody at the same time!”.

The receiver of the information might not want to think about severed hands and carnage but because the speaker used specific cue words to activate the subject’s imagination, the listener can’t help but imagine what the car crash looked like.

The second and third phases are directly linked to the first step which is to invite the person to imagine something for you. Before you begin describing what would occur after a trigger has been seen or heard, you
have to create a trigger first. Hypnotic triggers can take the form of almost anything that can be seen, heard or felt. Here are some examples of hypnotic triggers:

- Sound of raindrops
- Snapping of fingers
- Click of a heel on a wooden floor
- A feeling of anxiety
- A feeling of low self-confidence
- A feeling of being pursued by someone
- Cold weather
- Hot weather

The list of possible hypnotic triggers is endless. You are limited solely by your imagination. I know that you
might be overwhelmed by the prospect of having to select from a wide variety of hypnotic triggers so what I would suggest is that you associated a hypnotic trigger that can easily be recalled and experienced by the subject at a future time. Unless you are a practicing hypnotherapist there is a chance that you won’t be able to hypnotize the subject again in the future so it would be best to pick a trigger that will continue working for you even if you are not there physically with your subject.

Once the trigger has been set, I want you to just keep describing the effects of the trigger itself to the subject. How you relate this information is of
utmost importance. Do not make it appear that you are setting a trigger! Here’s an example:

“Hey, so I want you to do something very special for me. I want you to imagine a cool and bright day for me. Feels good right? The sun is streaming down and everything just feels light and happy. Whenever you have a day like that I want you to feel good about yourself because you deserve a better career and better relationships with girls. You deserve to be happy 24/7 and that cool sun is going to remind you that you are a good person and that’s what really matters.”
In the example I just gave you I made it a point to remove the rigid linguistic structures associated with some hypnotic techniques. You would only be able to master conversational hypnosis if you can use different techniques without appearing to do so. The flow of your speech should be as natural as possible.

The technique itself should not hinder you from creating the perfect mental environment for your subject. If your speech suddenly shifts to a strange form that you don’t quite master yet, the subject might not respond to you that well. So always remember: your effectiveness as a conversational hypnotist is also measured by your
ability to be flexible and adaptive when you are interacting with other people.

The final phase of the formula is selective amnesia. Just to recap, selective amnesia is utilized in hypnosis to ensure that the critical factor does not come after your implanted suggestions.

There is a big chance that the critical factor will tear apart your hypnotic suggestions because that is what it was designed to do in the first place. In order to prevent this from happening, you have to distract the subject so that amnesia will occur.
In the context of conversational hypnosis, selective amnesia can easily occur when you shift the line of conversation to something else. For example, you can ask the subject about something that matters to him but is completely unrelated to what you were talking about before.

At the beginning of our discussion I mentioned that post-hypnotic suggestions can also be used to bring a person back into a trance state with little or no resistance.

How can this be done? Easy – just follow the formula that I have outlined earlier, only this time you will be setting a trigger for a trance
state. Essentially you will still be associating a stimulus to encourage specific change in the person’s behavior.

Some of you might be wondering: if a hypnotist was using covert tactics to avoid being detected, why would he use post-hypnotic suggestions at all? Well, think about it – covert hypnotists still operate on the basis of hypnotic trances.

The only difference is when a covert hypnotist sets out to influence someone; he performs the hypnosis out in the open, without the aid of a furnished hypnotherapist’s office. The
same basic principles of hypnosis still apply to covert hypnosis.

Let’s say you tried planting a post-hypnotic suggestion so that your subject would be in-trance much more quickly the next time you meet. When you do meet your subject again, you tried using the trigger you implanted before and nothing happens. What should you do? Most people would just give up… But we’re nothing like ordinary people.

To remedy a failed post-hypnotic suggestion, I recommend that you use an instant induction to bring your subject in-trance more quickly.
Instant inductions can work extremely well when in covert hypnosis because all you will need to do is to ask the subject to focus on something like an imaginary crystal ball or even a spot on the wall. By asking the subject to refocus his attention on something else you will be able to open a window of opportunity for a hypnotic trance to take place.

**Five Star Linguistic Patterns**

By now you are probably curious about hypnotic language patterns and how they can be used in everyday conversations. Again, there is nothing special about the words that are used
by hypnotists. You do not have to be a super educated individual in order to become a great hypnotist.

However, you do need the drive and passion to learn so that your hypnotic toolset would be able to expand as you learn more and more about how hypnosis in the real world works. To speed up your learning process, I am going to reveal to you some expert linguistic patterns that many hypnotists use in their own scripts and seminars to gain compliance from other people.

These linguistic patterns may not look much at first reading, but trust me, they work like gangbusters and they
can be used to gain compliance from anyone. In hypnosis, there is an overarching theme of influence/persuasion/compliance. The reason for this is quite simple: when people agree with you, you will get what you want – plain and simple.

And so the ultimate goal of any conversational hypnotist is to gain agreement/compliance from their subjects. Because once that is taken care of, everything else will just click into place. The details will take care of themselves once the subject has been conditioned to just agree with what you are asking of him.

Here are the linguistic patterns:
1. I wonder if you have realized yet how easy it would be to ______________.

2. Now, you must allow yourself to _________ so that you __________.

3. And there is no need to ______________ until you ____________________.

4. And anyone can ______________ to the point where you are ready to ______________.
5. And you don’t have to _______________ until you finally ________________.

6. Have you ever allowed yourself to _______________ so that you just experience _______________? Because every time I experience ________________, I feel like ________________.

7. And I want you to _______________ so you can finally ________________.

8. And how will you know that ________________?
9. I know that right now you feel a strong urge __________________ which will allow you to ____________________.

10. And you might have already understood that doing __________________ will allow you to ____________________.

11. I know you are thinking of how quickly you will be able to ______________ once you have ________________.

12. Can you imagine yourself experiencing ______________ as you ________________?
13. And the good thing about this situation is that you are ____________.

14. Remember that ________________ will always give you ________________.

15. Consciously you are thinking of ________________ but deep down you are realizing that you will get ________________ from ________________.

16. You might find yourself thinking of ________________ when you are talking to someone about ________________.
17. And you really should try to discover how easy it is for you to ________________.

18. As soon as you learn and apply ______________ you will find out that ________________.

19. Sooner or later you will begin to feel that ______________ is no longer satisfactory… That would be the time that you can ______________ so that you will continue to enjoy ______________.
Representational Systems

What if I told you that there was a way to understand *how* a person was thinking and feeling by just listening to his own words or feedback?

It might sound like a tall order because people tend to mask *how* they think and feel when they are interacting with others; this is done primarily to protect the self from
unwanted intrusions from other people.

As a conversational hypnotist however, it would be extremely advantageous for you to understand how a person thinks and communicates so you can match and mirror your subject more effectively.

This can be done by studying representational systems. Representational systems were first used by proponents of NLP or neuro linguistic programming.

You may have already heard of NLP but just to recap what this discipline is all about, NLP is primarily concerned
with resolving individual or systemic problems through a feedback-centered approach.

So everything you do through NLP is guided by the subject’s feedback. This is probably the reason why NLP and hypnosis go hand in hand pretty easily. Hypnosis also works on the basis of subject feedback because without feedback, the hypnotist would have nothing to work with at all.

Representational systems are actually very easy to remember and apply to cover hypnosis. In a nutshell, this theory simply states that people recall and process information in a definite manner and you can easily discern
how a person is recalling information through *eye accessing cues*. In NLP there are seven representational systems that you must remember. The first one is auditory external remembered (AER).

This means the subject is thinking of something that he has actually heard in real life. The second representational system is auditory external constructed (AEC). This represents sounds that are constructed or imagined by the subject himself. The third system is auditory internal (AI).

This system represents the silent dialog that we engage in when we talk
to ourselves. This system is exemplified when a person is reading something and he repeats and expounds words and statements to better understand what he is reading. The subject is addressing *himself* while he speaks in his mind.

The fourth representational system is visual constructed (VC). This system includes images that we create in our minds even if we have not seen any preceding model in physical reality.

For example, if someone says “I saw a fire”, the receiver of this information will construct an image in his mind even if he has not seen a fire in his life before. The fifth
A representational system is visual remember (VR).

This represents visual memories of objects, events, people and places that a person has already seen in physical reality. When a person reconstructs the images in his mind, he is able to do so because he has already been able to see such things before.

There is still a degree of imagining involved but at the same time the imagination is simply working off information that has already been stored in the brain’s memory banks. So there is a big difference between systems that are constructed and remembered.
The outcome of constructed systems is heavily influenced by current stimuli and information. The outcome of remembered system is always limited by the information that has already been stored by the subject in his memory at the time that the experience occurred in his life. The sixth and final representational system is kinaesthetic (K). Kinaesthetic refers to anything that involves the sense of touch.

Before we head over to the main discussion of how representational systems can help you understand your subjects better, let’s discuss the various systems in detail first. So let’s
begin with auditory representational systems.

There are three auditory systems used by people around the world: external remembered, external constructed and internal. If a person heard a huge explosion a block away, he would be using the AER system because there was an actual event which triggered the formation of the auditory memory.

So when a person remembers the sound, he won’t be trying to make sense of the sound by imagining what it might possibly sound like. He will be able to recall the sound by simply retrieving an existing memory of the sound.
The AEC (auditory external constructed) system on the other hand, is used by people when they have to invent what a sound might be because they have never encountered it before.

For example, if I asked you something like “what does a dragonfly with helicopter wings sound like?” you would have to really dig deep to determine what that might sound like.

You may have seen a dragonfly and a helicopter taking off before so you will be combining the two memories in your mind to create a plausible
sound to attach to the image of a dragonfly with helicopter wings.

The AI (auditory internal) system is special because it indicates that a person is discussing something within himself. So a person is not merely creating random noises in his imagination, he is engaged in a full dialog within his own mind.

When a person is trying to really understand something that is in front of him, he will most likely use the AI or auditory internal system because that’s how the human mind works.

It likes to repeat and savor the individual details it encounters when
it is really engaged. If not internal
dialog is used by a person and he is
trying to understand something, he
would probably have a huge problem
trying to make sense of the details
because his mind will not have any
chance to properly encode the new
information.

The same line of reasoning applies to
visual constructed and visual
remembered systems. When you
remember something that you have
seen before, you are using the latter
(visual remembered).

But if you are simply trying to conjure
and imagine in your mind because
you have never encountered the
person, place or event that is being presented to you, then you will resort to the visual constructed system.

Finally, we have the kinaesthetic representational system. This particular system is activated when a person feels something on any part of his body.

So it doesn’t matter what kind of sensation it is; if the sensation exists and the subject is able to recall the sensation even if it happened ten years ago, then the information is being processed using the kinaesthetic representational system.
Now that you have a better idea as to what representational systems entail, it’s time to discuss how these systems can help you as a covert hypnotist. There are two ways that these systems can actually aid you in creating a more compelling and persuasive message.

First, representational systems reveal *what a subject is thinking of* at the present time. So when you ask your subject something, you will be able to see immediately what kind of stimuli he is recalling through eye-accessing cues, which we will be studying shortly.
The second way that representational systems can help you as a hypnotist is by showing you how people see and process their life experiences. Some people are auditory; they thrive on the basis of what they hear.

Some people are very visual – they prefer seeing rather than hearing information. And still some people prefer the kinaesthetic representational system. They make sense of the world by assigning tactile experiences to what they encounter on a daily basis.

You can determine what kind of representational system is being used by the person even before he begins
**talking** by checking out how his eyes move during the interaction.

These special eye movements are called eye accessing cues and they are extremely helpful in gauging what particular representational systems are preferred by a person. Here are some guidelines to help you understand your subjects’ eye-accessing cues:

1. When a person looks *up*, that usually means he is thinking of something that he has seen and therefore he is using the *visual representational system*.

   a. **Upper right – visual constructed**
2. When a person looks at his left side or right side while interacting with others, he is attempting to recall or construct a sound or a group of sounds.

   a. Right – auditory constructed
   b. Left – auditory remembered

3. When a person looks at his lower right side, he is accessing his kinaesthetic representational system.

4. When a person looks at his lower left side, he is holding an internal dialog.
What makes this even more interesting is that eye-accessing cues are not the same for every person. There are similarities but it’s possible for a person to express something else with the same eye movements.

So just to make sure you can observe your subjects’ own eye movements when you are mentioning stuff to them during a conversation.

For example, you can say “can you imagine what it would feel like if you jumped into an icy lake?”. By simply observing the eye movements of your subject when you describe very specific scenarios that involve the
senses, you can make sense of your subject’s own eye-accessing cues.

Now, you are by no means limited to simple eye-accessing cues. Representational systems are always used by people even if they are not aware of it. These systems are expressed unconsciously through people’s speech patterns. Take a look at these examples:

“I heard that global warming is causing polar ice caps to melt”

“I see that you are very distressed right now”
“I felt so encouraged by the prospect of meeting my future in-laws”

“The flames embraced the house after a few hours”

As you can plainly see a person’s preferred representational systems are revealed when you pay attention to how people express themselves during conversations. Take not however that a person can use several representational systems at once so it would be best not to limit yourself to just one system.

Try to match the subject even if he is visual-kinaesthetic or visual-internal dialog. It can be challenging but trust
me – it will help you express your message more efficiently and you will create a bigger impact on your subject.

**Refining Your Hypnotic Performance**

No matter how one looks at it, the application of hypnotic principles in real life really results in a special performance. I’m not saying that you will become a stage hypnotist or street hypnotist (although I am not discouraging you from trying those avenues, if you feel the urge to do so).

No, what I’m pointing out is whenever you apply hypnotic
techniques; you need to bring the ‘whole package’ to the social engagement in order to become truly effective. You will bring with you not only your knowledge of the hypnotic trance but also your linguistic toolset and of course, your knowledge of how to speak hypnotically.

Forget about the crazy movies that you’ve seen where hypnotists are carrying around swirling pendulums – that is just pure fiction. Trust me, the people who wrote for those movies probably have never met a genuine hypnotist in their lifetime.

Now, what would you need to become a masterful hypnotist? You need to
have the whole package. And the only way you can have the whole package is if you master all three channels of communication – verbal, nonverbal and vocal. So far we have been discussing the verbal and nonverbal channels extensively.

We have already explored subconscious signals, signal detection, linguistic patterns and a couple of other techniques that help build the hypnotic theme in a conversation. We have also discussed how you can easily establish deep/wide rapport with someone to ensure that you will be in the best position to gain compliance from your subject.
But what about the third communication channel – the vocal channel? Is the vocal channel as important as the nonverbal and verbal channels? Should you exert effort to ensure that your vocal channel is also working hard to hypnotize your subject? The answer, quite simply, is yes.

According to one well known study (the Birdwhistell study to be exact), the vocal channel is actually responsible for conveying 38% of the entire message. So when you are talking to your subject, more than half of what you are saying is being transmitted through the nonverbal channel and almost 40% of your
message is carried by your vocal channel.

What’s the vocal channel all about? Well, we have verbal language (words, phrases, sentences) and then we also have vocal language. Vocal language is older than verbal language. We learn how to vocalize our needs and desires before we learn how to speak a common language. Vocal language is universal; verbal language isn’t.

If you are an American and you speak with someone from the Middle East, you might not be able to understand the subject’s native language but you will be able to understand the tonality
of his words and his nonverbal expressions (body language).

Vocal language to a certain extent can bridge cultural differences. But then again, it does have its limitations. For one, it would be very difficult to convey complex ideas through vocalizations alone. So you really need all three channels in order to become an effective communicator and hypnotist.

Let us talk about tonality because this is really the core of the performance component of hypnosis. Tonality is defined as “the organization of all the tones and harmonies of sound”. You see, whenever you talk, your speech
has certain qualities that make it effective/ineffective in conveying ideas and emotions.

The tonality of your voice is also responsible for modifying the implied meaning of your words. To illustrate this, let us explore the phrase “I hate you”. These three words can be used to convey a literal meaning (as in “I hate you”) or the same words can be used to express something else. The implied meaning of words is changed whenever a person modifies his vocal channel.

For example, two friends can routinely say “I hate you” in a playful manner. They are using fairly
straightforward words but at the same time, they do not really hate each other. When best friends say “I hate you” what they usually mean is: “I don’t like what you did. But it’s really alright, I don’t really hate you”.

Now that you have a better understanding of how the implied meaning of a message can be changed by modifying the tonality of one’s speech, let us move on to the essential principles of hypnotic performance.

**Principle Number 1**

The first performance principle is to experience what you want to express to your subject. The body
and mind connection is so strong that whatever the mind conceives the body can easily express through nonverbal signals.

But in order for the body to be accurate in its expression of what you want to say, you have to refocus your mental energies so that you will be able to ‘perform’ what you are thinking.

Here’s an example: let’s say you have a friend that is very stressed from work and also has some anger management issues. You want this person to unlearn his bad habits related to his management of stress and other negativities in his life. And
the first thing that you want to happen is to be able to get this person to truly relax.

To a person who doesn’t know how to relax, it’s not enough for you to say “you feel relaxed”. You have to project relaxation to your subject. But in order to do that, you have to retrieve your own experiences in relaxation. As you retrieve these past experiences related to relaxation, you are going to allow those memories to dominate your mind.

Your state of mind should match the kind of experience that you want to
project. So if the theme of your dialog is relaxation you have to feel relaxed yourself.

In addition to changing your mindset so that it begins to transmit relaxation you must also stop yourself from thinking about what doesn’t cause relaxation – mainly negative emotions, stress, work problems, family problems, etc.

*Be* the experience that you want to convey. Visualize yourself as a powerful being of limitless energy and you have the ability to transmit images and experiences directly to your subject.
Principle Number 2

The second performance principle is to **vocally emphasize the meaning of your words.** You can vocally emphasize the meaning of your words by **expressing emotions and experiences** through different tones of voice. As we have explored in a previous section, the entirety of a person’s message is 38% dependent on the vocal channel.

So that leaves a very small percentage for the verbal channel or the actual words used. Believe it or not, the tone of voice is more important when you are trying to be really clear and precise when communicating with
your subject. To show you just how important tonality is when you are trying to hypnotize someone, consider the following hypnotic script:

“I want you to relax right now! Not like that, you are way too stressed. Relax! Feel the relaxation flow through you. Let the stress leave you. Relax! Be comfortable now! Go deeply into the trance. Deep, I say. Go deeply into the trance.”

This hypnotic script was actually used by another practitioner on a client. Now, I’m not here to pass any value judgments on the hypnotist himself. But what we can do is examine how tried to convey the idea of relaxation
to his subject. As you can plainly see from the exclamation points and how the phrases had been structured, the hypnotist was clearly using the wrong tonality during the hypnosis session.

It is one thing to repeat the hypnotic suggestions and prime the subject to give you a good response. But it is a completely different thing when you say it like you are a drill sergeant. There is a big difference also between being authoritative and being downright bossy during a hypnosis session.

Some books on hypnosis promote instant induction techniques where the hypnotist *shocks* the subject into a
hypnotic trance. While these techniques are valid I have to remind everyone that these techniques are often taught in the context of stage hypnosis or street hypnosis.

In short, they are used for their entertainment value because it is entertaining to see someone go under so quickly. But if you want to induce a deep hypnotic trance to gain something important, I suggest that you steer clear from such techniques for now. You can start using them when you already have a more solid foundation of hypnosis. Until then, stick to our time-tested methods.
Now, how can we improve the script that I have just shared with you? Is there a way to improve how it is conveyed to a hypnotic subject? Of course. Let me show you the example again but this time, with a couple of changes:

“I want you to reeeelaaax right now... You are feeling more and more relaaaxed... Feel the relaxaaation flow through you. Let the stress leeeeave you. You are becoming more and more comfortable... Go deeply into the trance... Deeeeeeep-per and deeeeeeenee-pper into the trance.”
Notice that I have altered several words and phrases in the original script to modify the problematic areas. You really don’t have to be an expert hypnotist in order to produce *expert results*.

Read the example aloud in a deep tone of voice and focus on the idea of sending someone into a deep trance state. Compare this example with the first example. Which example do you think will work the best?

**Tonality Exercise Number 1**

Now that you are more aware of how tonality affects the quality and
meaning of your message, it is time once again to practice what we have learned. This tonality exercise is very easy and all you will need is a dictionary (printed or otherwise). Here’s what I want you to do:

1. Open the dictionary and find words like “happy” and “excited”. Focus on descriptive words. Just explore the dictionary and find words that you think would
sound great in a hypnotic conversation.

Write down the words on your journal or notebook. If you don’t have one yet, now would be a good time to invest in a small notebook that you can use to take down notes.
3. When you have completed a list of ten to twenty different words, close the dictionary and focus on the list of words that you have.

4. Read each word in your list aloud but I want you to really emphasize the meaning or experience that the each word represents by
changing the tonality of your voice. For example, if your word is “anger”, it would sound something like “ang-ggerrr” with emphasis on the rolling sound at the end of the word.

Do not be afraid to experiment with ways of expressing a single word. Repeat each
word until you find the *perfect tonality* for that word and then move on to the next word.

**Tonality Exercise Number 2**

Now that you have a list of different words and you have been able to practice expressing them with different tonalities, it’s time to expand your skillset a bit.

1. Get your list of words once again. Practice the words if you
wish; if not, move on to step 2.

Create a story or script where all of the words in your list will be used. Write down the story and when it’s done, read it out loud. Be sure to emphasize the meaning/experience of the key words that you have added.
Principle Number 3

The third performance principle centers on the importance of **strategic emphasis of words**. Some of you might be asking – we have read so much about tonality, linguistic bonds and the like; aren’t those things forms of emphasis?

Well, they are. The thing about hypnosis is at any one time, you could be emphasizing several linguistic elements in different ways. So do not be surprised if there are several *levels* of emphasis possible when you want to say something.
I want you to have the best possible experience when hypnotizing your subjects so I am holding nothing back with these techniques. You should not feel overwhelmed or afraid of these techniques because the purpose of these extensive discussions is to open your mind to the possibilities of human communication.

You should be aware of all these principles but it would be impossible to employ each and every one of them in a single conversation. That’s like using your whole toolbox to change a tire. It just doesn’t happen in real life. What you must do however, is to have the right tools so you can pick them up when you need them.
Now, let us talk about emphasis and how it affects the meaning of your statements. Consider the sentence “Why did you give me flowers?” If you read it off the page, it looks like any other question. But what if we change the emphasis of the statement? Take a look at the following list:

**Why** did you give me flowers?

**Why did** you give me flowers?

**Why did** you give me flowers?

**Why did you** give me flowers?

**Why did you give** me flowers?
Why did you give me flowers?

What I just shared are different versions of the same sentence. I merely emphasized a different word whenever I repeated the sentence.

Try reading the sentences yourself and see how the implied meanings of the sentences change whenever the emphasis changes. By changing the tonality of different words in the sentence we are able to access multiple levels of meaning and this will give you an edge when you are trying to nudge a person to the right direction during a conversation.
Many people are not aware of the implications of emphasis whenever they speak. A lot of people believe that “words are words” and they mean the same thing whatever the tonality. We know now that this is not true and if you ignore the essential qualities of your speech you are going to miss out on a lot of opportunities to influence other people.

Now that you are more aware of the power of emphasis, I want you to try different forms of emphasis when talking to people. Experiment with this concept and see how people react to how you talk to them.
Principle Number 4

The fourth performance principle is the proper use of rhythm and tone during a conversation. The best guide that you could possibly have for rhythm and tone is your favorite singer or band. So I want you to get your cellphone or portable music player and just listen to your favorite song.

Enjoy the music but also focus on how the singer belts out those lyrics. It might be a little difficult to discern the rhythm of the words but just keep listening until you find the regular pattern used by the singer. When you
find the pattern, try to see if the singer
uses it throughout the song or if he
uses different patterns to achieve a
certain effect.

You will notice that at certain parts of
a song, a singer may change the
rhythm of his words to elicit a
particular emotion or experience.
Because music is a purely auditory
experience singers have to work hard
to be expressive and meaningful when
they sing.

Why is rhythm important to hypnosis
and day to day conversation? The
main reason is that a person’s
perspective often changes when the
speaker’s rhythm is altered. So in a
nutshell, rhythm and tone will allow a hypnotist instant access to a person’s thought process and emotions.

This is a great advantage because often, people have to work hard to bypass the conscious filters before they can elicit any form of emotional response in another person. But with rhythm and tonality, it’s a completely different playing field. Although a person can become analytical of another person’s vocal qualities, people don’t usually spend a lot of cognitive resources doing that.

People tend to focus on body language and verbal language when their minds are in critical/analytical
mode. But as for the vocal channel? People usually just let the input from this channel into their minds with little or no resistance.

You will rarely hear someone say “I don’t like the way he said the word ‘information’”. That just doesn’t happen unless the speaker has committed a glaring error (e.g. mispronouncing common words).

**Rhythm Exercise**

Everyone has rhythm when they speak... But not everyone has conscious control of that rhythm. As a hypnotist, you would be better off if you had full control of your speech’s
rhythm so you can adjust it if you have. The first step in controlling rhythm is to be aware of it first. You have to know what rhythm feels like when you are consciously observing and testing how it works.

So what I would like you to do is to take a seat and just start tapping your left and right things with your hands. I want you to perform alternate taps on your thighs but do it so that there’s a reasonable gap in between taps.

Silently count one to four as you tap. Do this for a few minutes and just get used to the movement and the inner rhythm that it gives you. Feel the rhythm throughout your body. Let
your body and mind move and sway with this new rhythm.

When you feel that you have become so used to the four-count rhythm, start speaking as you continue tapping your thighs. You can say random stuff or you can start reading something off your computer. It is up to you. Continue speaking/reading as you tap your things. Try changing the speed of the tapping, too.

There are two simple rhythms that have proven to be most effective during hypnosis sessions. The first one is the slow rhythm. Use a slow speech rhythm if you want the other
person to quiet down and really focus on your words.

The second one is the *fast rhythm*. A fast speech rhythm can be used if you want to raise the energy of a conversation. It can also be used if you want to elicit a strong emotional response in your subject, such as excitement or anger.

**Principle Number 5**

The fifth performance principle is **creating your own trance-inducing vocal style**. Remember when I asked you to listen to your favorite singer? Why do we love our favorite bands and singers so much?
Is it because of the message of the songs or *how they sing*? Many people would say ‘both’ because the message of a song won’t be too appealing if the vocal style doesn’t appeal to people.

Now before you get any ideas about voices that make people cluck like chickens, let me explain briefly what a trance-inducing vocal style *isn’t*. First of all, there is no vocal style in existence that can just shut down the conscious thinking of another person.
The human mind is just too powerful to be controlled at will by another person through his voice and words. Since we cannot do a lot at this level to influence the conscious mind what we can do is to *educate the subconscious mind*. To those of you who are not aware of the two halves of the mind, let us do a short review.

The conscious mind is responsible for filtering and processing information that comes to us through the senses. If potentially dangerous information comes in, the conscious mind comes to the fore to protect the mind from such dangerous information. Now, the subconscious mind is the conscious mind’s partner.
Unlike the conscious mind, the subconscious mind isn’t very analytical. If it were alive, it would be a being of pure desire and impulse.

Our subconscious minds are the seats of our emotions and who we are as private individuals. If you have been ignoring who you are and who you want to become, you can always retrieve those vital bits of yourself by communicating with your subconscious mind.

Many of you might be wondering: if the conscious mind is responsible for analyzing stuff, does it mean that the conscious mind is more important
than the subconscious? In the context of hypnosis, the answer to this question is no.

Hypnosis thrives because we are able to plant hypnotic suggestions into the subject’s subconscious mind. We don’t like the idea of battling the conscious mind to gain compliance. Rather, we prefer the subtle art of influencing or educating the subconscious mind so that the subject would naturally comply with what we want.

And contrary to what many people believe, the subconscious mind can be as powerful or can even become more powerful than the conscious mind.
The reason for this is that the subconscious mind has a complex relationship with the conscious mind. The conscious mind is there to protect it because the subconscious can influence the conscious mind. When a piece of information is accepted and legitimized by the subconscious mind, the conscious mind begins to change how it processes that information. It will begin to accept the information as a truth or a fact and it will rationalize why it has accepted it. Here’s a good example – why do people choose Coke over Pepsi, or Pepsi over Coke?

These two products are essentially the same things (carbonated sugar water)
but because of brand loyalty and many other factors, a person can rationalize why he picks one brand over the other. But if we were to adapt an objective viewpoint of the matter, there is no logic involved in choosing one brand of pop over the other.

Let’s go back to the fifth performance principle. Now that you have been able to review the dichotomy between the conscious mind and the subconscious mind, let’s examine the concept of the hypnotic vocal style.

Now, everyone has the ability to change their conversational voice. I can change my voice in an instant; I have several vocal styles that I use
depending on the situation. The qualities of my voice change depending on what I want to achieve. If I am talking to some naughty kids my voice changes. If I am talking to a business client my voice also changes.

In order to develop your very own hypnotic vocal style, you need to be very observant. Here’s what I want you to do. I want you to talk to people and during every interaction I want you to change your voice. Make your voice a pitch higher or bring it down a notch.

Make your voice deeper. Make your voice a little louder and more authoritative. As you make the
changes in your voice, observe how your subjects react to you. Which voice allows you to communicate more effectively? Which voice allows you to gain compliance more quickly? And which voice induces a hypnotic trance more efficiently?

It is common for hypnotists to have as many as five different voices that they use regularly for different social engagements. Some have a different voice for their hypnosis sessions, outdoor engagements, etc. Of course, these voices are different from their plain or normal voice. In time, they are able to switch to their different voices with little difficulty.
You will be able to do this, too! Just give yourself time and if you are having trouble remembering what a particular voice sounds like, do not forget to write down notes on your journal. That is why it is so important to have a journal handy when you are studying hypnosis. One never knows you will need to record something!

Now, one of the most useful tips that I can give you regarding hypnotic vocal styles is this: keep your hypnotic vocal style clear, crisp and pleasant to listen to. Radio disc jockeys are great models when it comes to developing a new voice. Listen to how these people relay information to their audience.
You would be able to listen to their voice when you’re driving and you won’t get distracted (unless the DJ starts shouting on purpose). Refine this new voice that you have but make sure that you do not use it all the time.

There has to be a clear distinction between the moments where you are practicing hypnosis and when you are *not* trying to induce hypnotic trances. If you use your new voice all the time then you won’t be able to make that distinction anymore.
Principle Number 6

The sixth performance principle is **strategic use of the three basic tonalities**. Since we are speaking a common language (English) I’m going to focus on the basic tonalities that are regularly used with this language. The tonalities in question are: upward, straight and downward.

Each tonality has its own special impact or effect on listeners and it is up to you to determine when it should be used during your hypnotic conversations. Let’s talk about the
basic effects of each of these tonalities when they are used in regular speech.

The **upward inflection** is used when you want to turn a statement into a question. For example, if you are giving an important presentation and you want to plant doubt into your audience’s mind about your competition, your speech would be like “*Competition? We don’t have any competition. Quality? That is not what they stand for. We created the idea of quality in this business.*”

The upward lilt of your voice will emphasize that you are asking your audience a question. Now, here’s a
little insight when you ask your subject questions.

Some questions require an immediate answer. If you ask your subject “are you hungry?” he has to respond because it is only polite to answer such a basic question.

Some questions don’t require an immediate answer. These questions are called “open ended questions” and they are used to trigger reflection in your audience. If you want your audience to really dwell on what you have just said, use open ended questions or questions that don’t have any fixed answers.
A good example of an open ended question would be “what is life?”. If you are an inspirational speaker and you want to teach people about the meaning of life, this would be a great way to get people to start thinking about what life means to them. There is no fixed answer and you don’t really expect people to raise their hands and say things like “life is like water, it flows”.

Let’s talk about some other important uses for the upward inflection. Since the upward inflection produces a questioning effect on people’s words it
can also be used when you are using an agreement frame or a yes set in your dialog.

Just to recap, a yes set is a technique where you prime your subject to agree with everything that you are saying by relaying information that can easily be verified by the senses.

What happens when you use an upward inflection regularly when using a yes set? Here’s a sample hypnotic script that has been modified just a little to include the upward inflection.

“As you are comfortably sitting there? Relaxing and feeling even more
relaxed? You will fall deeper into a trance? Deeper and deeper into a trance?”

Before you laugh at my strange example, try to determine what kind of subconscious or passive responses you will be getting if you do use upward inflections in this manner. Naturally, you will get a passive/subconscious agreement from the other person whenever you end a phrase with an upward inflection.

Because the upward inflection changes the very nature of your statements and the subject is forced to respond in his subconscious mind.
The only way that a person would be able to stop responding to upward inflections would be if he decided to completely ignore what you are saying. But as long as you are heard by your subject you will be able to create a favorable impact. Let’s practice the upward inflection with the following example:

“So you are here right now. You want to learn more about hypnosis. You want to be able to gain compliance from people more easily. You want to be happier and more fulfilled in your career. You want to have more confidence whenever you speak to other people.”
Read the preceding paragraph using your normal intonation first. When you’re done, use the upward inflection at the end of each sentence. The upward inflection doesn’t have to be exaggerated or loud.

A slight upward inflection is usually enough to create a good impact on people. Try it yourself and see how easy it is to change the subconscious feedback of your subject by simply altering how your words sound!

Here’s another way to plant doubt in your subject’s mind. If someone is accusing you of having done something really bad, you can say
something like “I? Forgot to lock the front door? Last night?”

Because of the inflection that you have used, the subject will unwittingly fall into the trap of thinking hard about who did what (even if you did forget to lock the front door last night).

This neat technique is used by a lot of lawyers who want to reduce the credibility of witnesses. Simple vocal techniques can cause immediate and often lasting changes in how a person thinks – and that is why you should exercise your own vocal techniques as often as possible to get the most benefit from them.
Yet another use for the downward inflection is to encourage your subject to continue giving you feedback. You see, conversational hypnosis can only become truly effective if the subject is actively exchanging ideas with you. Without real feedback from your subject, you will have no way to determine what he is really thinking at the present time.

Sure, you can detect sadness or boredom by watching the other person’s body language. But what about ideas and internal objections to what you are saying? You need the subject to reveal those things to you personally. By using a downward
inflection, continuous feedback becomes possible.

If you relate your ideas to your subject in a way that you are merely informing him of what he you want him to know, continuous feedback may stop. Why would the subject give feedback if it is not being encouraged by the speaker?

But when you strategically use the downward inflection, the subject will continuously respond to you even if he doesn’t do so verbally. Here’s a scenario: let’s say you want to buy some used furniture from a garage sale.
You stand near a cluster of furniture and the owner walks up to you and says “$400 for the lot”. You reply to the owner with a simple statement: “$400?”. At this point in time the owner will continue talking to you just because your reply sounded like a question – and questions need answers.

The next tonality is the **straight intonation**. This tonality is used when you wish to convey pure facts or information to your subject. If you want to appear informative and knowledgeable about something, the straight intonation is the perfect choice for you because it naturally
helps clarify and de-clutter the subject’s mind.

The third tonality is the **downward inflection**. The downward inflection is often used to add an air of authority to people’s statements. You would often hear this inflection when your boss is asking you to do something. He makes sure that his voice is commanding and he’s not *asking* you to do something, he is ordering you to do so.

A downward inflection can also be used if you are instructing someone to do something correctly. For example,
if you are over the phone and you are troubleshooting a friend’s personal computer, it would be much better if you use the downward inflection a few times to emphasize that he needs to do something exactly as you have described it so the problem will be fixed.

Some of you might be thinking – isn’t the downward tonality a little bossy and undesirable if you were trying to establishing rapport with another person?

First of all, you definitely have the choice of using or not using this particular tonality when establishing rapport with another person. If your
subject is not comfortable talking to you yet, you must use other techniques and tonalities to get his trust.

Once rapport has been established and the person is in-trance that would be the perfect time to use a more commanding tonality. Why?

Well, if we examine how the human mind distributes different functions, we would discover that there is actually an area that is most responsible for our behavior. This special area allows us to do things that we have accepted as reasonable behaviors.
Why are we talking about this behavior area of the mind? Surprisingly, this complex area that we are talking about can be influenced by a speaker’s tone of voice.

Though the exact cause of this passive response is still debated, what’s clear is that if a person hears a statement that is concluded with a downward tonality, he understands the statement as a command that he must carry out no matter what.

The mental response itself can be categorized as a subconscious response but at the same time, it transpires in an area of the mind that
deals with *action and behavior*. And so this passive response has a higher chance of influencing the final action of the subject.

If you want your subject to start doing things for you, your message has to convey intent but in a very subtle way. Because if you start bossing around your subject the results may become unpredictable.

In some cases, directly bossing around another person may work because of social status or obligations. But what if you don’t have the luxury of having a higher social status or being a position where the subject has to comply with what you want?
Again, the best way to see results is to try the technique yourself. If you need someone to act urgently upon your request, make sure that you use the downward tonality.

But don’t overdo it; the tonality shouldn’t be so strong that it becomes the highlight of your message. The tonality should only serve as a behavioral marker for the subject – a subconscious nudge in the right direction.
The Code of the Haruspex

The haruspex was a fortune-teller or oracle during the Roman era and like those who followed in the path of this oracle, the haruspex had a fine understanding of how to influence and persuade others purely through words. This is the reason why we will be focusing on some strategies...
commonly used by oracles and psychics in this part of the book.

The goal is not to deceive people or feed them wrong information about the future but rather to extract the expert strategies used by oracles so you can apply the same strategies when interacting with your subjects.

There is nothing wrong about stepping out of the formal bounds of covert hypnosis to integrate creative strategies from other sources. If you are ready to add another potent set of techniques to your growing arsenal of covert hypnosis strategies, then let us begin.
One of the key characterizes of famous psychics and oracles is their ability to convince people that what they are saying should be believed and what they are saying will happen in the future.

In hypnosis, practitioners rely primarily on visualization that occurs after the trance state has already set in. A hypnotist might say something like “when I begin counting backwards from five you will begin feeling light and sleepy”.

The problem with this classical approach is that when you are interacting with different people in the real world, you don’t have the luxury
of having a hypnotist’s office or couch. You might not even have the luxury of having a quiet place during a conversation.

You might be a bar talking to someone that you find attractive. Or you might be standing near the water dispenser in your office, talking to your boss who seems to be bent on replacing you. Whatever your situation might be, one thing is certain: unless you are a professional hypnotherapist, you do not have all the amenities available during a formal hypnosis session.

And so you have to adapt to your circumstance to ensure that you will
still be an effective hypnotist even if you are just having a normal conversation with your hypnotic subject.

Alright so let’s talk about the first Haruspex technique which will allow you to create vivid expectations in the subject’s mind to the extent that he will believe in every little detail that you will relay to him. This technique has three distinct phases.

The first phase is to craft a specific expectation in the subject’s mind. The second phase is to provide the materials needed to make the expectation bloom in the subject’s imagination. The third phase is to
provide proof that the expectation has already manifested in physical reality, right then and there, in front of the subject’s very eyes.

Let’s talk about the three phases and how you can employ them when you want someone to absolutely believe what you are saying, one hundred percent. The first phase is to create the expectation that you want your subject to believe in.

This expectation can be very general or it can also be a very specific expectation. The expectation can be grand or as plain as can be. As long as the expectation supports your goal as a covert hypnotist, it can be used.
Now, it is not enough for you to say that something will happen just because you said so. For example, if you want your subject to become attracted to you, you cannot just say “when you look into my eyes you will find me extremely handsome and sexy”.

While this might sound like a shortcut of sorts, it will not work because the subject does not have an adequate amount of information and therefore, he will have no reason to trust you or even believe in what you are saying.

Remember – conversational hypnosis is not magic. It is based on the science
and art of self-hypnosis and if you
don’t apply the foundational
techniques of hypnosis, you will not
succeed (even if we are applying
linguistic strategies from other
sources) because the human mind will
only yield to very specific forms of
information and stimuli.

How can you create an effective
expectation in your subject’s mind?
The first thing you have to do is to
establish rapport with your subject.
Rapport is essentially just harmony
between two or more people.

Ideally, your subject should see you as
a ‘pack leader’. A ‘pack leader’ is a
person who appears to know what he
is doing and is willing to protect the interest of the people that looks up to him. Essentially, a ‘pack leader’ is someone who will not reduce or deplete his subject’s resources (e.g. financial resources).

Once you have shown that you are not out to deplete your subject’s resources, you can begin creating an expectation by sharing a narrative or story. Your story should center solely on the following details:

1. What event will take place
2. Why it will take place
3. Evidence that the event will take place
A good story should capture your subject’s imagination so that he becomes hungry for more information. How do you capture someone’s imagination and curiosity through a story? Easy – relate the most interesting parts of your story and leave out specific details. That way, your subject would still be able to follow your story but he won’t have all of the details.

Once your subject is firmly hooked by your story, it is time to proceed to the second phase which is to expand the details of your story so that your subject’s trance will deepen.
Now this is a very tricky part of the technique because if you commit a misstep, the impact of your description will be dampened greatly. But don’t worry – the key to succeeding with this type interaction is to stick to the primary theme and to just be consistent with your words. You can add and modify a few elements but your line of reasoning should be the same from start to finish.

The final phase is to act as if the expectation has already taken place in physical reality. It doesn’t matter if the expectation hasn’t really taken place yet. By showing the subject that it already has, you will be able to
create an alternate reality in the subject’s mind and that alone will grant you immense personal power over your subject. You will not only be the pack leader but you will also be seen as a source of truth, even if the ‘truth’ is only backed up by your own words.

Anyone can see how powerful this technique can be especially if you have to convince a large group of people that your perspective is more desirable than the existing view of an issue.

Again, it is irrelevant if the expectation has taken place yet or not; what matters is that you will be able
to create the perfect mental state in your subject that will erode all resistance.

It is interesting to note that this technique can be used for a variety of purposes, not just for serious situations. For example, let’s say you want to go out on a date with someone. The logical first step would be to show that you are a pleasant fellow and you’re fun to be with.

After showing the subject that you are someone that he/she can trust, you can then begin creating an expectation. You can say something like “I enjoy dining out after a good movie; it really relaxes me and really brings out
my fun side. How about you? What do you enjoy doing after work?”

There are several lines of expression working here all at once but the final outcome is the same – you are creating an expectation in the subject. You are telling the subject that a date is an inevitable occurrence by telling an engaging story. Once the subject is firmly engaged with the idea of having a date, you don’t have to do any more drastic measures.

You just have to give your subject enough time to fully absorb the expectation and at the final moment, you can ask the subject to go out on a date with you. At that point in time,
the subject would find no reason not
go out with you because all this you
have been building that expectation in
the subject’s mind.

When you finally succeed in getting
what you want from the interaction,
you can then close the interaction
with yet another expectation; perhaps
another date or even more. The point
here is that you can continue using
this strategy to influence the same
person over and over again. Your
success will depend on the following
factors:

1. How well you establish rapport
   with your subject.
2. How vivid and real the expectation is.

3. How well you describe the process of that expectation coming true.

4. How expertly you handle the feedback of your subject to sustain the hypnotic illusion that what you are saying is undeniably true and will take place immediately because you know it will happen.

5. How well you are able to sustain the theme and the brand of logic/reasoning that you employed at the beginning of your conversation.
Now, what should you do in the event that your subject doesn’t want to comply with what you want? The easiest solution would be to simply misdirect the person. Misdirection can be accomplished by shifting the issue while getting the subject to agree with what you are saying.

For example, if you asked someone out on a date even if you have just met the person and the subject refuses to go out on a date with you, you can say “were you ever in a situation where you acted out of pure impulse and you actually enjoyed the fruits of your decision?” 10 times out of 10, your subject will say ‘yes’ to such a question.
You can then follow it up with “sometimes it is better to act upon impulse than to dwell endlessly on the what if’s for years”. The point here is that you are misdirecting the subject to bring him back into your own line of reasoning. The slight misdirection is necessary to defeat the subject’s own line of reasoning.

Reading Techniques

When a person says that he wants to read something, he usually refers to a book or some other material with discernible symbols like letters or
numbers. The act of reading is usually not associated with people; but this doesn’t mean that you cannot apply this principle to conversational hypnosis or human communication in general.

Psychics are experts at conducting readings of people because this is how they create the perfect mental state that will allow them to convince their clients or subjects that they are genuine and that they know a thing or two about the future.

Again, the focus is not to deceive anyone but rather to gather the right kind of feedback so that you will be able to persuade people more easily.
So the first type of reading that I would like to discuss with you is *cold reading*.

Cold reading works because it keeps the subject interested and at the same time, you would be able to gain great insights about the subject without him knowing it. The key to cold reading is the statements themselves.

The beauty of conversational hypnosis or covert hypnosis is the fact that you can use unusual language patterns that are not easily detectible or discernible by common folk.

The outcome is quite impressive – you will be able to gather information
without appearing that you are trying
to determine what makes your subject
ticks.

Here is a sample dialog that utilizes
cold reading:

Person A: *I see that you are a happy person. You seem to be content about a lot of things in your life; not all, but a significant portion of your life brings you happiness does it not?*

Person B: *Yes I’m happy right now but there are some things in my life that are causing a lot of distress.*

Person A: *I thought about that which is why I said that not everything in*
your life is causing happiness. Do you feel happy about your relationships?

Person B: *Yes because I am in a very equal relationship.*

Person A: *I thought so, which is why you appear confident about yourself and I also see that you are a person with strong willpower.*

And the dialog goes on. What did you notice about the dialog? First of all, the first person actually appears to know absolutely nothing about the second person. But after a few exchanges the first person was able to plot a definite map of the subject’s current mind set and life situation.
As the first person affirms his ‘knowledge’ of the subject, the second person becomes even more engrossed in the fact that the first subject is ‘asking the right questions’ and he has ‘all the right ideas’. Eventually, the second starts believing everything that the first person is saying. At this point in time, the cold reading is judged as successful.

To perform a cold reading, you will only need to remember three steps. Step number one is to make a general observation about your subject. Step number two is to receive and evaluate the feedback of your subject. If the subject agrees with your general
statement, you can follow up with another statement supporting your first statement.

If the subject neither agrees nor disagrees with your generalized statement, relate another general observation. If the feedback of your subject is negative, create another generalized statement but this time shift the topic just a little.

The third step is to continue creating statements that will gain a positive feedback from the subject. If you ever receive either a neutral or negative feedback, simply relay a generalized statement once again to renew the process.
The beautiful thing about cold reading is that you can use it to gain actual, verifiable insight and information about people without getting caught.

It’s not so much that you are doing something illegal or evil when you perform a cold reading but you would come across as someone with incredible mind-reading abilities if you gain insight from others using this particular technique.

Cold reading also allows conversational hypnotists to appear competent and extremely knowledgeable. For example, if you performed a cold reading on a client
who might be interested in buying something from you, you can actually learn what the client needs without him realizing that he is actually feeding you the right information. Cold reading, if done properly, can be used on almost anyone as long as you keep it simple and direct.

To ensure that you will always get the best outcomes when performing a cold reading, here are some additional guidelines:

1. Practice making general statements that have at least two components that your subject can either agree or disagree with. These statements must be relayed in such a way that
you can easily say “yes I thought so” or “no I didn’t think so”.

Why must there be components in a single statement? Well, there will be times when some of your general observations will be way of course.

Using multiple components or observations in a single statement will reduce the incidence of being completely wrong so you can sustain the illusion that you do know a lot about your subject.

2. Before making a general statement about anything, it is important to identify your goals during the cold
reading. What do you want to find out about your subject? What type of insight do you want your subject to reveal?

Identify these goals within the interaction and create a theme so that your subject will be primed/preconditioned to answer a specific line of questions from you. If your subject is primed to answer a specific line of questions, the incidence of resistance will be reduced greatly.

3. Feedback is extremely important to cold reading sessions. If you don’t pay attention to the subtle feedbacks of your subject, you will
get lost during the cold reading. Pay attention to both verbal feedback and nonverbal feedback to see how well you are doing.

If you keep getting neutral or negative feedback from your subject, it just means that you haven’t hit upon that general topic that will give you full access to the subject’s vital insights.

Just keep making those generalized statements until the subject gives you a positive feedback or answer. That is all that matters during a cold reading – positive feedback.
4. What should you do if you know absolutely nothing about your subject? Work with what is in front of you – observe how he talks and holds himself during a conversation. You might be surprised how much you can learn by just closely observing a person.

People are usually unaware that they are sending very fine signals to the outside world through their speech and body language. As a conversational hypnotist, it is your job to identify these fine signals so you can use them during a cold reading.
The second type of reading that I would like to discuss with you is *warm reading*. Warm reading, in contrast to cold reading, does not really endeavor to discover any important insight.

When you perform a warm reading of another person, you will simply be focusing on relating general statements that apply to the majority of the general population. Marketers, sales people and other similar professionals are experts at warm reading.

This type of reading might sound mundane and careless but effective warm reading requires immense skill.
because people can still say *no* to any kind of reading. When people start making a lot of negative feedbacks to your general statements, they will begin to think that you don’t really know what you are doing and this can greatly reduce your ability to influence your subject.

Can a warm reading be performed after a cold reading? Yes. A cold reading is recommended to establish the coordinates so you would know what direction to pursue. Once you have a good idea of what makes your subject tick, which would be the time to relate general statements to really hook in your subject.
For example, if you want to sell something to a potential client you can perform a cold reading first to find out why he is interested in your general line of products. Once you find out what he’s really after you can start performing a warm reading.

A warm reading can be fashioned in such a way that the subject will agree with everything that you say; this effectively creates an agreement frame that is fairly difficult to get out of especially if the subject has agreed with you a few times already.

Here’s an example of a warm reading:
“I feel that as a business person you value your time more than anything else and because of this, you want affordable tools and solutions that can be deployed effortlessly at any time. You also want solutions that are not complicated and can easily be renewed or even upgraded when the time comes. I also feel that you are the kind of business person who will not sacrifice quality for price because you know that in the long run, quality pays for itself ten times over”.

The last kind of reading that I would like to share with you is *hot reading*. Hot reading is actually a type of reading that requires *prior information* about the subject in order
to work. So if you want to really impress your subject, you need to start digging and you need to find out more about your subject.

Instead of trying to get a positive feedback with your general statements, all your statements (general or specific) during a hot reading will be centered on actual facts and insights that you have already gotten before the dialog or conversation.

The key to a successful hot reading is accuracy and consistency. Don’t mix facts with fiction and always be selective about the kind of insight that
you are going to share with your subject.

Creating and Sustaining Personal Power

The concept of personal power is often underemphasized in the field of hypnosis because authors and experts tend to become overly focused on the linguistic techniques. Linguistic techniques are important but if the hypnotist does not have full confidence in his ability to gain compliance through hypnotic techniques, he will not fare very well.
Other experts will simply say “you can do it, we did it and so can you”. Encouragements are fine; they are the cornerstone of education and they make students feel good about themselves because they know they are fully supported by their mentors. I would like to do more than just encourage you.

I would like to do more than just say “you can do it”. I know you can do it but from my experience, deep down, many hypnotists feel that they need something more before they can start practicing hypnosis full time.
They need to develop their personal power. They need to experience how to raise their status on their own whenever they need to. And that is what I am going to show you in this section of this book.

Tactic Number 1

As I have mentioned in the introduction to this section, the foremost problem that many hypnotists have is personal power. Personal power is defined as “a person’s current influence over other people which resides within the person and is not vested by any position that he/she has”.

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So from this definition alone you can probably think of individuals you have already met in your lifetime that seemed to have a lot of clout or a lot of influence over other people even if they weren’t particularly rich or smart.

You don’t need to be a rich CEO of a multibillion dollar business to have personal power. It doesn’t work that way. Many people think this way because obviously, wealth has its benefits. It bestows power on people because they can manipulate a lot of things by using their wealth.

But in the final analysis, the people who hold the most personal power are
rarely the wealthiest individuals. They are the people who know how to use their own personal power to their advantage whenever they need to accomplish something.

If you are ready to wield your own personal power over others, then let me share with you the first power tactic that should never be left out by a hypnotist especially if he is in the presence of known power players. The first tactic revolves around becoming an authority and bestowing a high status upon yourself.

Now I know that these concepts have a generally negative connotation.
When people hear the word “authority” they usually think of things like a dictatorial government or despotic and brutal leaders. When “high status” is heard, people often visualize boastful and generally undesirable individuals.

If you think this way too, I don’t blame you at all for having these misconceptions. Popular culture and the media have been tirelessly propagating these stereotypes for the past few decades and people generally don’t look beyond these popular conceptions of what a leader is really like or what genuine authority might be like.
Because people generally have a lot of misconceptions about being an authority on something, you need to start unlearning these ideas. Why? First, they won’t help in building your self-confidence as a hypnotist. Second, they won’t help you increase your personal power or your influence over other people.

Other than being popular ideas, we have no use for these misconceptions. So the best way to deal with them is to simply discard them and replace them with new ideas. New ideas that will help you achieve what you want in life. That is what true personal power is all about.
Now the first thing that you have to know about social status and authority is that these are merely roles that people play in society. People respond differently to what kind of role you are playing during social interactions.

Some people are routinely perceived as having a low social status and they are treated by people according to their projected status. Inversely, some individuals project a high social status and they are treated accordingly by their peers.

Both low and high social statuses have their uses in the field of hypnosis. Sometimes you would have
to lower your social status to make the other person more comfortable talking to you. Other times, a high social status is needed to ensure that those around you will take you seriously and will really listen to what you have to say.

For example, if you have to talk to a new staff member who is struggling with his responsibilities in the office, lowering your social status would allow this staff member to connect with you more effectively since he will not feel intimidated by your position in his place of employment.

A high social status would be necessary if you need to take control
of a situation. Here’s a good example: imagine a young businesswoman giving a presenting to a group of senior male entrepreneurs and investors.

There is a lot gender politics involved in this kind of situation because no matter how hard people try to suppress stereotypes and discriminatory ideas, they come to the fore because these ideas are part of culture and people share culture whether they like it or not.

If the young businesswoman does not appear to be an authority as she speaks to her predominantly male audience, she will not be able to
impress people and her audience will probably attack her presentation.

But if she expands her personal power by *acting out* a higher social status, her detractors would have no reason but to respond to the social status that is being projected to them at that precise moment in time.

You must remember that no matter how much society will try to *equalize* the playing field in all industries, fields and intellectual disciplines, people will always feel the need for structure and hierarchy.

People will always mentally place themselves and those around them in
a hierarchy. So even if there are no formal statuses or roles, there will be an unsaid code and structure involved within large and small groups of people.

With this being said, your edge right now as a hypnotist is you are aware of the nature of personal power and you now know that it can be altered to suit your needs.

This is a very important facet of status and personal power – they can be changed depending on the situation. And you must be flexible because if you do not adapt to the needs of your situation you will eventually suffer from failure because of poor
communication and a lack of favorable responses from your subject.

Here’s an example: let’s say your responsibility was to sell home care products to people. Sometimes, people like being led so it is perfectly logical to project an authoritative status because in doing so, you will appear competent and knowledgeable about the products that you are selling. Other times, customers just want to feel relaxed when they are looking over the products that you are selling.

In such a situation you will need to modify the status you are projecting.
Again, these are roles that you can use and discard at will. Never think that you are stuck with just one role or status your whole life. That has never been true and if that has been holding you back for the longest time, it’s time to change your view of status and personal power.

Now, how can a person actually change the social status that he is projecting to others? How can a shift in an individual’s personal power occur through the modification of his social status? These are the questions that we will be answering at length in the succeeding sections.
Shifting to a High Social Status

Many people think that in order to effectively project a high social one had to be extremely wealthy or extremely influential in business. As I have already mentioned, these factors are really not necessary to increase a person’s social status (or personal power, for that matter). Having a high social status really revolves around specific personal qualities that are separate from how a person dresses or jet-sets around town.

To illustrate this, let me bring you back to a time when you were a child at school. Try to think of the different teachers that you’ve encountered
when you were young. There are generally three kinds of mentors that children meet as they pass through primary schooling. The first kind of mentor was too nice and too kind to children.

Niceness begets niceness, right? Not in primary school. These mentors are the ones who usually have to deal with extremely rowdy kids. Kids feel that these teachers have no ability to become authorities or leaders in class and so the students behave in accordance to the status that the teachers project. As a result, these teachers have little or no control over what happens in the classroom and
more than a handful have left their classes in tears.

The second kind of mentor is the exact opposite of the first type. They are aware of what their position entails and they overuse their power. They are brutally authoritative in class. They have little or no tolerance for mistakes or errors in behavior.

As a result, children quake at their presence. They are universally disliked or even hated because of how they relate to their students. These mentors might be hardworking mothers or fathers but in the classroom, they are representatives of the underworld. Their names bring
tremors of terror in the hearts of old and new students alike.

The third type of mentor is the most balanced among the three archetypes. He is the perfect mix of niceness and authority in the classroom.

He exudes confidence and he doesn’t have to resort to grand gestures (e.g. shouting harshly to get a point across) just to get the students to listen to what he has to say. He is known to be kind but also a powerful authority figure in times of trouble.

The third archetypal teacher is the model of high status that we are looking for. Teachers who fall into
this category may not be aware that they are project a high social status... But they are. And whether they like it or not, people around them are keen to treat them as persons with such a social status because they project it so naturally in the way they behave and communicate with other people.

Why are these people so different from people who fall into the first two categories? Here are the most essential differences: they are kind without being too kind to the point that they are abused by others, they are able to discipline effectively, students willingly submit themselves to the disciplining because they respect these mentors, they are
comfortable with who they are and what they do and finally, they know how to put other people at ease.

I know that this seems like a tall order for folks who have never really thought of these traits as signs of a high social status but trust me, once you start making traits such as these an integral part of who you are, the shift in your projected social status will transpire more easily.

Can this pivotal change in your social status and personal identity happen overnight? Probably not. Can it happen within a week or perhaps a
month? Yes, but like everything else in this world you have to work hard for the change to truly take place.

If you are ready to make the shift, here are the four most important signals that you will need to project a high social status.

**Signal Number 1**

The first signal of high social status is **being calm and behaving purposefully**. People with high social status rarely act like their heads are on fire. If you have ever seen or talked to a person like that, you probably thought that the other person was a
little bit off his rocker because of his behavior.

So if you want to raise your social status you need to start being more calm around people. Calmness begets calmness in most cases. So whether you are at home or at work with colleagues that you don’t get along with, your newfound calmness will create tides of change.

If you are not used to being calm and you prefer being all over the place because that is how you’ve behaved for years then I suggest that you take the baby steps towards change. You do not have to change this particular facet of your personality overnight.
But believe me, baby steps will get you there.

Start by just being more patient with people. Also, learn to listen more than talk. When you learn how to truly listen to people, you will be amazed at how much more you can accomplish by getting more feedback from people compared to just barking orders across the room.

In addition to being calmer around others, you also need to modify your speech a little bit so that you will
begin to exude a sense of purposefulness.

How is this done? Well, a purposeful person has no real reason to act hurried, anxious or harassed. He has his mind set at specific goals and because he is set on accomplishing things, he feels comfortable and relaxed all the time.

You can project this mindset by slowing down your speech rate and really focusing on expressing the meaning of words as you speak them. Also, don’t speak as if a train is after you. Do not forget to add pauses so you can rest a little in preparation for
the next set of statements that you would like to share with your subject.

When you pause regularly during your conversations, both the speaker and subject are able to rest their minds momentarily. This gives both parties a chance to process the information more efficiently and also allows the subject to breathe (which is awesome because this is one of the core principles of fractionated rapport, remember?).

There are also some things that you might want to avoid if you don’t want to project anxiety or nervousness:
1. Jerky and unpredictable movements while talking

2. Attention wavers and changes from time to time (e.g. one moment you’re talking about one idea and then you suddenly jump to another one just because you thought about it)

3. Repeating random movements (e.g. touching your ears/face, drumming on the table, etc.)

4. Using expressions like “uh”, “um” and “ok” to punctuate your speech. These expressions are distracting and they destroy the flow of your speech. If you need to remember
something, don’t say “uh” while you are trying to recall it. Make a full stop and then start again. Also, when people hear a lot of “um” and “uh” they begin to think that the other person does not really know what he is saying in the first place. If you want to gain compliance from someone, it would be difficult to convince that person that you are an authority if you don’t exude the correct signals.

Signal Number 2

The second sign of high status is the comfortable and strategic use of space. Your personal space is not
limited to the *immediate space* that surrounds you.

You can actually expand and reduce the usable space that you have when talking to people. People with low status will try to utilize as little space as possible when interacting with others.

A person with such a status will find a spot or a chair to sit on and will try to be as unobtrusive as possible. In order to project a high status, you need to expand your immediate space a little bit.

When you sit down, you have to exude that you are comfortable in
your own skin and you are definitely happy with what you are doing. When you start talking to others you must not be afraid to invade their own personal space if you have to.

For example, if you are talking to a group of potential customers, you may have to come close to one of them to emphasize a point or to show the customer that you are in charge of the situation. You must also use the right gestures and movements in the right degrees.

Do not try to overcompensate with your body language as this can backfire. What does overcompensation look like in the
context of space usage and body language? Well, our best models for overcompensation would be insecure teenagers.

Insecure teenagers tend to have a lot of angst and are generally sullen. They feel antisocial but deep down they are not very sure of themselves. And so they overcompensate. Most teenagers occupy more than a seat’s worth of space when they sit down in public trains or in the park. When they are with their friends they use grand gestures and are very loud and obnoxious.

To cover up their insecurities, many teenagers overcompensate to project a
high status. Does it work? Sometimes it does work with their fellow teenagers… But oftentimes it doesn’t work with the people that they intend to please or impress (the adults).

Projecting a high status takes time and again it is not going to take place overnight. But all the same, you should start working on it now because the ultimate goal is to exude the social status as naturally as possible.

Because we don’t want people to think that you are just pretending to have a high social status. We want them to think that a high social status is your regular status in life.
Remember: a high social status doesn’t mean that you are out to boss around people and act all great and lofty. A high social status means you have a high degree of control over what is happening in your surroundings (e.g. over people and events).
Signal Number 3

The third sign of high status is exposing your vulnerable regions while interacting with people. The human body has three vulnerable regions – the abdominal cavity, the throat and the groin area. The abdominal cavity is vulnerable because you have a lot of important organs there but no bones to cover them.

The throat has a lot of important arteries and veins that need to be protected. The groin region houses the reproductive organs in both males and
females. So humans have a natural tendency to protect these three regions because that is part of our survival instincts.

Now, our ancestors probably had to really protect these areas because they needed to survive in hostile environments. Most of us no longer live in hostile environments but that does not mean that we have lost the instinct to protect these regions. We ‘protect’ them through our body language. For example, a nervous person might fiddle with his tie or the topmost button of his suit so he can touch and ‘shield’ his throat while talking.
Unless there is a real physical danger, people no longer shield the three vulnerable regions… Well at least not fully. Through a person’s body language you can still see if he feels that he is threatened and he’s about to be attacked. There are certain gestures that subtly ‘protect’ the three vulnerable regions from harm. Here are the gestures:

1. Touching the neck

2. Touching the fabric covering the neck

3. Linking the hands in front of the groin
4. Placing one arm across the abdomen

5. Linking the hands and resting them on top of the abdomen

6. Resting one arm across the abdomen while holding a drink

7. Fixing a button near the center of a suit (near the abdomen)

8. Placing the hands in both coat pockets and positioning the arms in such a way that you are giving yourself a semi-hug.

Always keep in mind that people with high social status have a natural
courage and confidence that removes the need to protect the three vulnerable regions.

Keep your arms and hands away from these areas. Gesture to your audience so that you can express your ideas more effectively. Avoid any gesture that shields or bars any of your vulnerable regions because whether you like it or not your audience will take those gestures as signs of weakness and low social status.

Signal Number 4

The fourth sign of high social status is eye contact. Remember those old movies where the ruggedly handsome
lead man almost always gets the pretty ladies? All these lead characters have one thing in common – they really knew how to create and maintain intense eye contact.

Of course, in real life the impact of eye contact in semi-romantic settings will vary but my point is you need to have to confidence to make eye contact with your audience. The human eyes are very expressive and there are a lot of things that you can express through your eyes.

You can get favorable, passive feedback from your audience through eye contact. You can express emotions and intensity through eye contact, too.
And finally, the eyes are a window to one’s mental state.

A confident person will be able to maintain eye contact because he is set to do something at that moment. A nervous person with little or no self-confidence will look at different spots throughout the room because he is not comfortable with what he is doing in the first place.

Darting eyes never exude confidence. When a person’s eyes begin to dart around the room he is really saying “I would rather be anywhere else in this room but where I am right now”. In short, when you allow your eyes to dart around you are really saying that
you don’t want to talk to your audience!

Your audience will probably not mind the random eye movements but deep down, they are thinking: what’s up with his eyes, why can’t he look at us? Micro signals are so important that they can eventually affect the final action of the subject.

Because after rapport and mental compliance there is still the final step – action. If you cannot convince them to take action, then the mental compliance becomes meaningless.

And in cases where you have to show that you have a high social status, you
won’t be able to impress anyone if your outward projection is dissonant with what you think you are projecting to your audience.

Tactic Number 2

After shifting your social status so that you will be able to project an air of confidence and personal power when talking to your subject, it’s time to move on to the second principle – consistency.

We have briefly touched upon the consistency principle in an earlier part of the book but I’m going to repeat it here just so you can review what it’s all about: when someone says
something they are forced to be consistent with their own pronouncements especially when they are in the presence of others.

Now, here’s the thing about people in general – alone they can ignore their own pronouncements. People can choose not to be accountable with their own words. This changes when a person is in the presence of another individual with a high social status.

When a person is in the presence of some with high social status, he feels obliged to be consistent with his words. Why is it so important to project a high social status when you need someone to do something for you?
Well, the conversation itself should yield the desired outcome which is *action*. But oftentimes people tend to sidestep or back out just before they can say “I will do it”.

We want to avoid this as much as possible. We want people to mentally comply and then follow through with real action. And you can say we are ‘forcing’ people to live up to their verbal compliance through a demonstration of expanded personal power. In short, you will be making the subject *feel that he is obliged to comply with you* even if you don’t say it.
Now remember that in any social setting you can easily demonstrate your status by acting as the “pack leader” or authority. You can do this by subtly drawing attention to yourself by demonstrating that you can communicate well and you can communicate the best ideas. This can easily be seen in the high school or in the university.

There will always be those students who seem to know how to engage everyone with their ideas, no matter how simple those ideas are.

When you communicate with a purpose with no qualms or inhibitions, you take up the role of a
leader. And people around you will respond to your new role immediately even if they do not consciously acknowledge you as a leader.

The Art of Personality Typing

What separates introverts from extroverts? How do you tell them apart? What are the signs that a person is either an introvert or an extrovert? These are the basic questions that we will attempt to answer in this section.

When I talk about introverts and extroverts or personality types in general, people usually ask me: is
there a fixed code that conversational hypnotists can use to determine the exact personality type of a person?

The answer is no, unfortunately. But don’t let this discourage you from attempting to determine whether a person is an introvert or an extrovert.

While it is true that there are no hard and fast rules that will indicate whether a person is an introvert or extrovert, there are some very reliable language-based guidelines that you can use during conversations.

These language-based guidelines are easy to remember and can be applied in most situations so you can just
modify your questions to fit the situation. The best thing about personality typing is that the whole process of creating an insightful profile of your subject can be integrated naturally to your dialog.

So it doesn’t matter if you are talking to a new acquaintance or an old friend. As long as you can accurately enunciate the right questions to your subject, you will get the feedbacks necessary to determine whether your subject is introverted or extroverted.

Why is it important to determine a hypnotic subject’s personality type? The main reason is that people have very specific tendencies and needs
and these factors greatly influence how a person would respond in certain situations.

So if you talk to someone with the intent of getting something out of the interaction you have to know first what type of personality he has so you can structure your dialog in such a way that it will be received well by your subject.

After our discussion of introverts and extroverts we will be talking about other high-level personality types so you would have an even broader knowledge of how people think and perceive the world around them based
on their high-level personality categories.

The first thing you have to remember about introverts and extroverts is that people from both groups can have the exact same opinion about issues but they would have a different way of enunciating their beliefs and opinions.

Introverted individuals for example, are more likely to refer to the ‘self’ when speaking to others. Here are some sample statements that are associated with introverted individuals; notice how the “I” or the self is used frequently in the statements in its various forms. Take notice of the italicized words as well;
these words are also associated with introverted thinkers:

- I *feel* that the world would be better place if there was no war, only peace in every country.

- I like the taste of chocolate shake!

- I want that new handbag *myself*.

- I *personally* believe that the guy was guilty; they let him off too easily.

- I firmly *believe* that what I did was the right thing. I won’t let them stop me from fulfilling my dreams!
- Something *feels* wrong but I can’t quite put a finger on it.

- When I try to *picture* the whole scene I get confused quite a lot.

- *Think* about it!

- *Imagine* all the pain he is going through right now, it really breaks my heart to see him in such a state.

As you may have already noticed, introverted statements often refer to the speaker himself and to the concept of the “I”. An introverted individual will always make it clear that what he is saying is his personal belief and it also logically follows that these
beliefs are extremely important to the subject.

Introverted individuals are known for being very protective about their beliefs so be careful about directly challenging inferences and assumptions from introverts. Introverts are willing to ‘duke it out’ to defend their personal beliefs.

What about extroverts? How do extroverted individuals express themselves? In the next paragraph I will be sharing with you some statements associated with extroverted thinking. Pay attention to the italicized words and how the
statements *sound* when you read them.

Extroverts are more likely to talk about other people and they are generally less defensive about their beliefs than introverts. If an introverted individual is more likely to talk about *himself*, extroverts are more interested in referring to *other people* during conversations even if they are sharing their personal beliefs and opinions. Here are the statements:

1. **You** know for a fact that the world will *not* end on Dec. 21, 2012.
2. **You** can’t be sure that the ginger goes with the soy sauce in this stir-fry recipe.

3. **We** always make it a point to go out at least once a week to unwind, kick back and just enjoy life!

4. Do you **enjoy** going to the movies?

5. I like this dog, it’s **sociable**! *(Notice how an extrovert can use the “I” but still express extroverted thinking by using the term ‘sociable’ to describe an animal)*
6. Bungee jumping is exhilarating... It is the best experience in the world.

By simply studying a person’s choice of linguistic expressions, a hypnotist would be able to determine if a person was leaning towards extroversion or introversion. Here are some additional guidelines to help you determine if your subject is an introvert or extrovert:

1. As with any other interaction, do not forget to establish rapport with your subject first before employing any hypnotic or linguistic technique. Trust is extremely important during personality
typing because you need to get genuine feedback from your subjects.

If your subject does not trust you at all, all you will get from him are very guarded answers. We don’t want that; we want your subject to just open the floodgates so his personality will shine through when he expresses himself.

If you need an example as to how to make someone comfortable during an interaction, watch known personalities like Jay Leno or Conan O’Brien. They have the innate ability to make people comfortable and happy on-set;
emulate how they express themselves and you will see masters of rapport at work.

2. An introverted individual might be very knowledgeable about something but he can’t help but put himself at the very center when he is expressing himself. He will make it clear that he is expressing his personal beliefs and he is not espousing anyone else’s take on the issue.

3. An extroverted individual might be willing to share his personal beliefs with others but unless you are someone that he really trusts or looks up to, an extrovert would be
more comfortable talking about what other people think and feel about a certain issue.

**Extroverts are more knowledgeable** about what is happening outside of themselves. They are not very reflective, generally, because their interest lies in assimilating and expressing what they see and hear.

Another unique tendency of extroverts is that they like creating contrasts between themselves and others. There are always binaries involved. These binaries expressed through terms like “we”, “them”, “us”, etc.
4. Both introverts and extroverts use a variety of words to fully express their thoughts and beliefs. An introvert might refer to other people if he needs to. An extrovert might sound reflective because he can also use “I” more than “we” or “them”. Don’t let this confuse you.

If your subject is code-shifting, simply tally how many times he uses introverted terminology as opposed to extroverted terminology. If your subject is merely ‘sprinkling’ I’s and has a huge tendency to refer to other people when he talks then the usage of the ‘I’ has no bearing on
his personality type; he is still an extrovert based on how he creates contrasts between himself and others.

Now that you have a good idea as to how you can identify introverts and extroverts, let’s make the discussion even more interesting by exploring some high-level personality types. These personality types are used extensively in psychology and as a conversational hypnotist, you will definitely benefit from knowing these personality types as well:

1. The Duty-Bound Individual – The Duty-Bound individual is concerned with his obligations and
responsibilities. He is also preoccupied with making sure that all of his current tasks are accomplished with precision. This person loves stability over all else.

2. The Adventurer – A natural risk-taker, the Adventurer is interested in living life to the fullest. He is also attached to the idea of making things work and taking apart things to see how they operate.

3. The Artist – Has high appreciation for beauty and aesthetics. The Artist tries to avoid any kind of conflict and prefers the peaceful life over adventure and any
potential source of instability and risk.

4. The Doer – The doer does not stay put for long. He is preoccupied with finding solutions to problems and acting upon his meditations to see if something would become better when he acts upon his decisions.

5. The Performer – Similar to the Adventurer. The Performer is concerned with making life vibrant and happy for everyone. Has some appreciation for adventure and risk but is more concerned with being the life of the party.
6. The Scientist – An absolute thinker and doer. The Scientist is interested in learning the various abstractions and theories of life but is not satisfied in just learning these things. Once he masters a theory he sets out to find out if the theory is practical or not.

7. The Leader – Natural pack leaders; they thrive in creating solutions for people. Likes structure and also thrives in creating systems that will serve specific purposes. Outgoing and courageous, the Leader is not afraid to speak his mind even if it means he has to challenge existing beliefs and conventions. People look up to
him for wisdom and guidance. The Leader, because of his tendency to be ‘first in line’ to solve a problem, is also characterized as having very little patience with individuals who are inefficient or clumsy in solving problems.

“Black Ops” Compliance Techniques

The next set of techniques that I am going to share with is centered on the idea of agreement or compliance. Normally people agree or comply if the speaker is talking about something they already know or believe in. Often, people agree if you are able to
give them some compelling proof that what you are saying is true.

But sometimes, even this doesn’t work and so we turn to hypnotic techniques to get people to say yes. Again, you won’t be able to convince another person to do strange or dangerous things like run around with a gun in their hand (unless the subject is mentally imbalanced and has a tendency to perform unstable/dangerous things).

Hypnotic compliance techniques are a little different from the compliance methods we use in non-hypnotic situations. For one, you will not be
appealing to the rational/analytical mind of your subject.

That is usually not very effective because the mental filters that people have are often very selective about what can be deemed as acceptable or true.

So instead of attempting to jive with those mental filters we are going to bypass them so your input can be implanted directly into the subject’s subconscious mind.

We have already explored the essential differences between the conscious and subconscious halves of the human mind in a previous section.
Feel free to review that section first if you feel the need to do so.

Basically what you need to do to gain immediate compliance is to give the subject information in such a way that your input will not be scrutinized too much by the critical factor or the analytical side of the mind.

Because once the critical factor kicks in you will have to deal with internal resistance or objections. Objections are a normal part of any interaction but if you can do something to reduce them, why not do it?

Now, there are many types of feedback that a subject can give you
during an interaction… So why focus on agreement? Truth be told, the conscious half of the mind is always on the alert.

It is so alert that sometimes it forms unnecessary objections to what people say because that’s its main role. It is there to protect the vulnerable subconscious mind from potentially dangerous ideas.

If your subject begins to agree or comply with all of your input, your subject’s conscious mind becomes relaxed and complacent. That’s what we want to happen. We don’t want your subject’s conscious mind to be on the alert and analytical all the time.
We want it to be relaxed at all times so it won’t form so many objections.

So how can you make ensure that your input will be met by agreement by your subject at all times? There are four main techniques that you have to remember:

**Technique Number 1**

In an early section of this book I shared with you one of the key methods of sharing ideas to people – **plausibility**. We are going to expand our discussion of plausibility in this section because it is also one of the biggest factors that affect the likelihood of agreement during
conversations. Now, you have to remember that you can only experiment with this technique when you have already established a degree of rapport with your subject.

That means you have to build rapport first before you start suggesting ideas with varying levels of plausibility. Think of plausibility on a scale of one to ten. Now at any moment, you can move the pointer to “1”, “2”, “5” and so on. However, with each movement you also run the risk of changing the passive or subconscious feedback of your subject.

So in general the safest way to go about things is to stick to statements
that are at least mildly plausible so that you do not alert the mental filters of your subject.

Your subject would still agree with you to maintain the flow of the interaction. This applies most especially to situations where it is difficult to place the subject in trance. I have already discussed the various signs of trance.

You will be able to apply that information right now. The plausibility of your statements should match your subject’s trance level. If your subject is in a very deep, almost sleep-like trance, you can begin expressing ideas and statements that
have almost no plausibility. As long as your statements do not contradict your subject’s ethics and morality, you are going to be fine.

If you need to convince someone to believe in something that is completely radical and new, you need to prime your subject through repetition and other hypnotic techniques.

When the subject has already been primed, that is the time that you can begin expressing your new ideas. Until that point is reached however, hold off on any radical ideas as these can be rejected immediately by the subject’s conscious filters.
Technique Number 2

The second compliance technique is the agreement routine. The agreement routine is centered on the idea that the hypnotist has to believe what he is saying first before he can effectively pull the subject into the mental experience. So this technique concerns you more than it concerns your subject.

Many hypnotists create brilliant mental experiences… But at the end of the day, they don’t have full
conviction and belief in these experiences themselves. Hypnosis is most effective when it is a shared experience and this just won’t take place if you cannot properly express yourself to your subject.

In addition to really feeling and expressing what you are thinking at the moment, you also have to agree with your subject the moment you see him. This vital connection can be made silently, within your mind. Once the mental connection has been created, everything will flow smoothly.

Now, many people ask me about what to do when the subject begins
responding with things that deviate from what you think is correct and agreeable. What can a hypnotist do then? Of course, disagreeing and contradicting with your subject can cause severe repercussions throughout your conversations.

Sometimes, the subject is reasonable and accepts the criticism with a grain of salt and he moves on. But often, the subject goes into “debate mode” and starts fighting the speaker vehemently. When this happens, rapport is instantly broken and you will have to repeat the process (e.g. rapport, inducing a trance, reading the trance signs, introducing different ideas, etc.) So the best approach for
this type of problem would be positive reinforcement.

Positive reinforcement is defined as “a method of rewarding desirable behavior”. It is used in many disciplines and specialty fields in psychology and we are bringing it into the discussion because it works so well in avoiding the trap of directly disagreeing with other people. In the context of conversational hypnosis, positive reinforcement is really easy to do.

Here’s an example. Let us say that you were talking to a friend about
your favorite sport. You ask him to describe your sport and he comes up with a list of six things:

1. It is exciting
2. It fosters group unity
3. It is engaging from start to finish
4. It increases risk of physical injuries
5. It is too rough
6. It is not the best sport for kids

This list has three positive elements and three negative ones, right? Normally, people would say “no you’re wrong” and then they would proceed to enumerate why the other person was wrong. This is not positive reinforcement.
Positive reinforcement is a form of operant conditioning. It is a method of changing another person’s behavior to conform to a behavioral model that you have in mind. Of course, you won’t be telling your subject that you are trying to change how he thinks about certain things. That won’t be necessary at all.

Here’s why: when you hear something that is agreeable, you will be ‘rewarding’ the subject with positive feedback. You will nod your head, say “yes” or even smile when he says something that you agree with. However, when your subject starts saying things that you do not find
agreeable, *you will not do anything at all.* Strange? Not really – because we are conditioning the subject to distinguish between things that are agreeable and which aren’t really that acceptable or desirable.

Deep in the subject’s subconscious mind, the desire for rewards will manifest. The subject will crave for the positive feedback that you give whenever he says something that you like. So as the conversation progresses, the subject will slowly shift his ideas and expressions so that he would only say things that produce a ‘reward’, which is your positive feedback.
Technique Number 3

The third compliance technique is the “yes set”. The yes set is so useful that it can be appropriated for so many situations. And yes, we are using it again here because it obviously can be used to gain compliance from people. Many hypnotists like to think of the yes set as a ladder of sorts.

And this ladder can be expanded to reach greater and greater heights… Until finally, the hypnotist is able to reach his goal. As the agreement ladder grows in height, the hypnotist becomes bolder and more adventurous with his input until finally, he gets the behavioral change
or outcome that he wants to take place.

How can you create an effective yes set when conversing with other people? Here are some of the best tips that I can give you:

**Tip Number 1**

My first tip for you is to listen really closely to what the subject is saying so you can repeat their ideas and words. Repetition is the cornerstone of rapport and consequently, agreement after rapport has been established. Why is it the cornerstone of agreement? Well, think about it: if you repeat what the subject has just
told you, your subject won’t be able to object to your input right?

For example, if you say “so you’ve just come into town and you are looking for a rewarding job with an auditing company?”, your subject can’t refute that because he just said it himself. The principle of consistency kicks in immediately and the subject is forced to live up to what he has just said no matter how zany or incorrect it is.

If the subject has just told a lie, he will either have to live up to the lie (which is extremely difficult at times) or he will suddenly admit the truth. Either way, you are going to win
because you will either gain compliance at the beginning of the conversation or you are going to learn a vital truth about the person that you are talking to.

Of course, you don’t have to repeat everything mindlessly, like you were some circus parrot. Whenever you repeat what your subject is saying, there has to be purpose, too. For example, if you are selling a product to someone and he mentions something about his problems in his business, you can respond with something like:

"You mentioned that your business is floundering because you cannot keep
track of sales properly and you also think that your staffs are not being truthful about the day’s sales whenever you make your computations. Well my product can be integrated into any business system and will keep track of your sales 24 hours a day, 7 days a week. All data is securely stored in the cloud and you will never have to worry about losing your precious database ever again”

Take note of the first part of the monologue. That is what the subject told me (the speaker) about his business. I just repeated it for him. He can’t object to it and since he is a reasonable and logical person, he
agrees with the first part of my statement.

And then I follow it up with the second part, which is a hard pitch for the product I am selling. The customer is thrown into a slippery slide and he can’t stop the flow of ideas because he has already agreed with the first part of my monologue.

Tip Number 2

The second tip that I would like to share with you is say things that are
obvious and can be verified easily by the subject. This step really clinches the deal for the hypnotist because if you keep saying things that are obvious, the subject will definitely agree with you continuously to the point that he would feel that you will always say what is factual and agreeable.

Just make sure that the statements you use are within the context of your conversation. If you can make specific observations that harmonize with what you are talking about at that exact moment, use those observations.

Avoid random verifiable facts like “the sun is really hot today”
especially when you are in the heat of conversation and you are so close to making the “big offer” to your subject.

Tip Number 3

My third tip for building an effective yes set is to use targeted truisms. A truism is defined as “an undoubted or self-evident truth”. Truisms are statements or phrases that tend to be accepted by everyone with a common culture.

There are common truisms that are rooted in local culture; these are sayings like “you can’t win them all” and “birds of a feather flock
together”. And then we have truisms that are field-specific. These are truisms that only make sense within the context of specific human endeavors. For example, entrepreneurs will often talk about profit and repeat business.

These truisms might not matter a lot to someone who is very passionate about baseball. So in order to make a good impact on your subject, you need to make sure that your truisms will make sense to your subject, first and foremost. If it doesn’t make sense, the yes set won’t work because he won’t agree with what you are saying in the first place.
Tip Number 4

My fourth and final tip for creating the perfect agreement ladder is to **piggyback your hypnotic suggestions.** Piggybacking is a relatively simple concept that involves attaching suggestions or instructions to something that people can readily accept.

Your hypnotic suggestion will be ‘carried’ by the preceding statement so that it won’t be cut off or rejected by the subject’s mental filters. So instead of just giving your hypnotic suggestion separately, you are going to link to it a linguistic form that can bypass your subject’s conscious mind.
Here’s an example: “You look very gorgeous today in your red dress; why don’t we go out for dinner later?”. The first part of the statement is a mix of observation and a compliment while the second part is a request that is completely unrelated to the first part of the statement. But because the second segment had ‘piggybacked’ on the first segment, it gained legitimacy. It became a valid part of the statement.
Group Control & Influence

Social psychology has known for many years that people operate with a kind of group of mentality that makes people’s tendencies constant and to a certain degree, predictable.
While it is true that every person has unique drives and needs, this does not mean a person’s thinking patterns are extremely unique from the recognized thinking patterns of the majority.

What does this mean? As a conversational hypnotist you are in a prime position to learn these patterns of thought so you can predict, also to a certain degree, how your subjects will think and behave in certain situations. If you want a good example as to how mass/group control works, take a look at the grandiose assemblies held by politicians during election.
Every element on stage, every gesture and every word that the would-be politicians speak were fine-tuned to please the masses and gain support. We celebrate these grandiose assemblies as ideal manifestations of liberty and suffrage. In reality, these assemblies are hardwired to influence people through grand gestures (verbal or otherwise).

Have you ever thought why would-be politicians *always* require a big audience when they come on stage to speak? The reason for this peculiar requirement is quite simple: people think differently when they (conscious or unconsciously) become part of a group.
A person’s mentality as an individual changes when he becomes part of a group; the dynamics of communication also change. When a person becomes part of a group, he begins to think along with the group. Unwittingly, he ‘watches out’ for others as well as himself. This is just one example of how group mentality changes a person’s priorities and thought patterns.

So how can you influence people when they band together to form a group? Here are some basic guidelines that you should always remember when dealing with groups:
1. When people are crowded together (even if they didn’t want to) a minor bond forms within the new group. This bond can either be weakened or strengthened depending on what the agent (the pack leader, that’s you) says to the group.

However, before you can *influence* the newly formed group, its members have to see you as someone they can trust and rely on. Once the ‘pack’ sees that they can rely on you, you *become* the pack leader until such time that the group decides that you are no longer a fit leader.
2. Groups of people form on the basis of similarity. There are different levels and forms of similarity but the important thing here is that in order for a group to work like a group, there must be some commonality binding together its members. For example, people who are waiting for the bus have a singular commonality – they are waiting for the bus to arrive.

If for some reason these people suddenly find themselves unable to ride public transit, there is a probability that they will band together to find a solution to the problem. Once the problem is solved and the need for the group
no longer exists, the group formation will naturally dissolve.

3. The first thing that you should keep in mind if you want to become part of a group is being accepted by the other members. You can’t just walk into a group and proclaim yourself as a competent pack leader.

You have to be accepted by the group first. How can you facilitate the process of integrating yourself to any group? Just use the basic tools of hypnosis – rapport, matching & mirroring, pacing & leading, etc.
Basically, you will just communicate with the group and show that you have their best interests in mind. Saying something is different from showing people something.

So if you can demonstrate your ability to bring a form of benefit or advantage to your group, do it. This will definitely speed up the process of acceptance.

4. Do people have a natural tendency to want to become part of a group? Yes. And this is not a cultural thing at all; it is instinctual.
It is believed that humans have a natural desire to become part of a group because *there is safety in numbers*. It is not vanity or pure socializing that we are after when we seek out other people that have similarities to us.

We choose to become a part of a group because deep down we are aware that this might improve our chances of survival.

This instinctual drive might not make much sense in our day and age but we can’t suspend our desire to become part of a ‘pack’ or group any more than we can suspend our desire to procreate. It
is inevitable and the drive itself will always be there.

5. What do members of a group look for in a potential pack leader? The first thing that people usually look for is a strong sense of authority. Authority isn’t always viewed as a bad thing by groups. Sure, people don’t like to be told what they should do but let’s face it; without proper leadership we would be lost as well.

So you have to find the right balance between being a leader and being ‘one with the group’. Your messages should always benefit the group that you are
addressing. That is the single most effective way to gain the trust of people that you don’t really know.

6. The principle of hope is extremely important when you are dealing with groups of people. When you are able to integrate hope into the equation, people begin to see you as a potential source of solutions to their problems.

It would be helpful to use the principle of hope to fan the flames of influence and persuasion. You can always frame your statements in such a way that people would want what you can actually
deliver. To promise something that you simply cannot deliver is clearly wrong so don’t do that.

People do not like being deceived. But if you promise something that you can definitely provide and dress up your promise in such a way that a sort of frenzy occurs, you will succeed 100% in what you set out to do in the first place.

Once you have established yourself as a leader of a group or ‘pack’, you must begin setting group standards. Group standards are measurements of normalcy within the group.
For example, if you become a team leader in your department you must inform your group of the new routines that you want to implement. You must inform the group and gain the support of the majority.

This way, the silent few who are secretly resisting your authority will have no choice but to follow suit because no one wants to be rejected simply because they failed to perform something that everyone has agreed to do.

From this angle you can see clearly who easy it is to influence large groups of people without
having to appeal to each member of the group individually. There is no need for that when you are operating under the principles of group control or mass control. You appeal to the group as a unit, not to the individual units that comprise the group.

8. One cannot underestimate the power of human desires when you are dealing with a group of people. The only reason why a group would invest so much effort to follow authority is because it believes wholeheartedly that a benefit will soon emerge from the interaction.
And this is the key that has allowed many political leaders to hold sway over an immense number of people. The most powerful political leaders don’t just promise random things to the masses.

They make very specific promises that correspond to the real needs of their constituency. These promises may never be fulfilled at all but that won’t stop people from pinning their hopes on their leaders.

Because in the end, the attraction of something that might possibly come true is too big to pass up. If
we apply this principle to conversational hypnosis, you would be able to see easily how you can get someone to do what you want.

The first step is to be aware of what the other person needs. If you can’t deliver that at all, try to dig deeper – what else does your subject want? The desire for something doesn’t have to be grand.

But it has to be a genuine desire – something that has been lurking in the subject’s heart for the longest time. When you finally find that one desire that you can easily
fulfill, you can rest easy knowing that your interaction with your subject will soon bring its rewards.

9. If you want your group to continue trusting your words and actions, you have to be very consistent. When a pack leader is very consistent with what he is doing, the members of pack or group find it easy to lower their defenses and just ‘go with the program’. Consistency lulls people into a sense of complacency. As long as you are ethical about your decisions and what you want to do to your own group then I find no reason not to recommend this technique to you.
Consistency in your words and actions also gives rise to expectations. Expectations are quite amazing in the context of mass control because you can actually influence people even before they have seen what you have to offer. Positive expectations are excellent for people who need to sell something to others in order to thrive.

For example, if you sell software online and you have created a great brand for yourself, people will expect excellent software from your brand. The expectations are essentially irrational but that won’t
stop people from pinning their hopes on your brand. They will *expect* that something good will come out of you because you have been consistent with your promises in the past.
Hypnotic Persistence

Persistence is one of the most wonderful human qualities that you will encounter. It is a great quality because it allows a person to eventually excel in what he wants to do in life and also helps people gain compliance from people around him.

Persistence is extremely helpful in hypnosis because it will allow you to break down the mental barriers that
people may have set up to avoid complying with certain things.

For example, some people may have a strong drive to *avoid buying things*. So if you are trying to sell people your product or service, you will have to deal with the fact that some customers just don’t like buying things ‘without a good fight’.

Persistence is the tool that will help you win over even the most resistant of subjects. Because that is how the human mind works: the mind doesn’t have a ‘mind’ of its own. It is influenced by stimuli and information and over a period of time, its own filters and defenses begin to erode in
the face of persistent input or information.

To illustrate this, let me share with you a statement that I read from a known celebrity (who works for MTV). He was talking about his involvement with another well-known group who defended animal rights. This guy became involved in animal rights advocacy and even appeared in some videos that supported the ban on animal fur.

Now this guy posted this statement on a prominent part of his website: “Before I had ignored this group but as soon as I started working with them and I learned more about what
they stand for, I am finding fewer and fewer reasons to disagree with them”.

So right then and there, this celebrity admitted that he didn’t actually believe the stuff that the group was saying before but because he was exposed to the activities and advocacies of the group, he was able to adopt their beliefs as his own. And soon enough, he didn’t know how to resist the group’s ideology anymore.

If you are ready to develop your own skills in hypnotic persistence, here are some expert techniques that you can
use anytime to win over a resistant subject.

Technique Number 1

The first technique is employing hypnotic reinforcement during a conversation. Hypnotic reinforcement is essentially just linguistic repetition but it can be coupled with linguistic structures like yes sets/agreement frames and so forth.

It is also known as the ‘hypnotic triple’ in the field of hypnosis because three is considered a ‘magic number’ when you are trying to break down someone’s mental resistance. Hypnotists often repeat a single idea
three times in a row to achieve a bigger impact on the subject.

Here’s an example of hypnotic reinforcement:

“So you have seen the furniture that you want to buy but before you actually buy the furniture, I want to make sure that this is really what you need for your home. And this is just to say that when you buy the furniture that I showed you, it will be the same furniture that you will be happy to install in your living room and bedroom. I really want you to make the best choice when you buy new furniture so let’s talk about that some more”.

Did you notice that I mentioned “buy furniture”/”buy new furniture” four times in a single cluster of statements? That’s how the hypnotic triple works. You just pound away at a single idea and you integrate it in a series of statements to reinforce the desired behavior. I did not actually tell the customer to buy anything. But that did not stop me from reinforcing the desired action that I want to manifest from the interaction.
As you can plainly see from our discussions, being persuasive can be very fun and easy with conversational hypnosis because you don’t have to break your back trying to get people to say yes to you.

More often than not, people give you the feedback that you want after you have implanted the right ideas in their minds. It’s like you are just pressing buttons and giving the raw material for your subjects to process and after a while, your subjects produce the final product that will benefit both parties.

And the best thing about the hypnotic triple is that you can use this
technique without appearing to be bossy or too desperate to achieve an outcome.

Of course, if you keep saying things like "buy this okay? Buy it because I need sales today. Buy it please!" your statements will produce a completely different outcome because the repetition takes on a very desperate and anxious form. The hypnotic triple will be cancelled out and the subject will probably back off from your offer because you seem too eager to get what you want from the subject.
Technique Number 2

The second persistence technique that you should try to use every time you come across resistant subjects is **hypnotic seeding**. In a very early section of the book I shared with you the idea of implanting hypnotic suggestions within the subject’s subconscious mind.

This is done primarily to avoid the barriers that may have been set up by the person’s conscious mind. Because the conscious mind is often very
resistant and defensive, we need to be able to bypass it to produce the desired outcomes more quickly.

Hypnotic seeding is effective because you do not have to do a lot of hard work in order to reap its benefits. Again, we are going to take advantage of the fact that the mind can make its own conclusions and if it is given the right hypnotic suggestions it will eventually arrive at a conclusion that is favorable for the hypnotist or speaker.

This technique is very useful in situations wherein the subject would have to be pulled out of his comfort
zone in order to realize something very important.

That’s why hypnotic seeding is often used clinical hypnotherapy and other forms of psychotherapy because it is far safer to allow a person to reach his own conclusions than to force him to believe in something that he may not want to accept as factual or truthful.

Here’s an example. There was once a brilliant man name Milton Erickson. This man started practicing hypnosis even before modern medical practitioners were aware of what hypnosis was in the first place.
One day Erickson met a woman who had trouble with the idea of having sex with her partner. She felt anguish and confusion over the subject because her mother always told her that sex was essentially wrong.

She was told this information when she was very young; the patient’s mother died when she was young, too. The woman was 24 years old when she visited Erickson and within that whole time, she carried with her the idea that sex needs to be avoided because it was dirty.

If you look at it, Erickson could have just pulled out a textbook and informed his patient that what she had
been holding on to for the past few years was wrong because of so many reasons.

He could have taken a more direct approach and be done with her. But of course, Erickson knew that this approach will not work. The patient’s problem was not about sex education or scientific facts. The underlying problem was she never gained the approval of her mother when it comes to having sex.

And because her mother was dead, she never really moved on and she never really outgrew what her mother had told her about sex. What did Milton Erickson do to help the
patient? Well, he simply shared with her something that did not occur to her since her mother told her that sex was wrong:

“You learned about sex from your mother when you were very young; the rules and information that are given to children are not the same rules and facts that apply to someone who is 24 years old. You and the young you are no longer the same people. You have changed and therefore the rules of life can also be changed.”

Erickson was simply stating an obvious fact – she was no longer ten years old and if she continued holding
on to beliefs that had been taught to her when she was ten, she would never have a normal life. Erickson also subtly suggested that sex was normal (because if the patient’s mother never did it, the patient would have never existed).

You can use the same technique when you want to accomplish something really important. For example, let’s say that you want a promotion or a raise. How will you use hypnotic seeding to implant the idea when you talk to your boss?

All you have to do is to mention the idea of having a promotion to your boss and then move on quickly to
another topic. Do not allow your subject to dwell on the idea of giving you a raise because you only need to seed the idea in the subject’s mind.

Another subtle way to introduce the idea is to talk about someone in the company who has already received a raise or perhaps a promotion. That way, your boss would be able to think about the possibility of giving you a raise later on.

**Technique Number 3**

The third persistence technique centers on creating a succession of steps for your subject so that he does not become overwhelmed with what
you want him to do. This technique can be likened to placing pieces of salami on a sandwich. You start slowly and soon enough you have a nice, long pile of salamis in a row.

From just one small piece you can create a sandwich that is as long as a tray if you want. Introducing a series of small, achievable steps to your subject will ensure that he will not abandon you because you are asking too much from him. This persistence technique is often used by hypnotists who want to create grand mental experiences for their subjects.

By ‘grand mental experience’ I refer to hypnotic experiences that are so
complete and well-constructed that the subject feels like he has been transported to a realm beyond physical reality and he had been able to inhabit this realm until the hypnotist called him back to the waking world.

If you listen to a good hypnosis recording that focuses on solving specific problems like smoking, you will notice that most hypnotists (after the induction phase) exert a lot of effort in feeding the hypnotic subject bits and pieces of information that eventually lead to the target experience. It’s like playing with construction toys like Lego.
Every magnificent Lego structure begins with a few pieces. You just keep building it with the small pieces until you finally get the outcome that you like. There is no magic – you just have to be persistent at piling the right pieces on top of each other. As long as you keep working on the structure you will eventually get there.

Now, how can this technique be used in day to day situations? To illustrate just how effective and easy this technique can be, let me share with you a true story about a woman who specializes in getting people to involve themselves in genuine charity work.
The woman in question doesn’t just approach people who are already active in charity. No... She specializes in talking to people who are known for avoiding charity events and groups. She has been extremely successful in what she does and a lot of people are curious as to how she does it in the first place.

When asked for her secret in persuading people to engage themselves in charity-related works, she was quite straightforward with her answer.

She said that she usually begins the process by asking the person a very simple and very easy request. For
example, she would ask the person to write a letter for the organization so that they may invite others to join a charity meet.

After a short period of time, the charity worker would ask the person again for something else. Maybe she will ask the subject to modify the letter a little bit to include more details. Of course, the subject will comply to the initial requests because they are easy to do and for a good cause, at that.

Little by little the subject begins to feel a sense of responsibility for the things that he has been doing for charity. And via the law of
consistency, the person would have to live up to his newfound reputation as a supporter of charity. When this happens, the charity worker is able to ask for actual donations… And she has been known to encourage donations that are worth thousands of dollars.

What does this show us? First it illustrates a basic truth about human behavior. Human behavior can be changed by external agents and external forces even if there is resistance to begin with.

This resistance to change and action can be dealt with little by little through a succession of small steps. I have to emphasize that you need to
introduce small steps so as to avoid shocking your subject’s system. If your subject is shocked by what you say, the trance will be broken and the behavioral change that you are after will not manifest.

As you can already visualize, this persistence technique can easily be used alongside other methods. For example, you can use an agreement frame or a yes set to nudge the other person to agree with you verbally before he does something for you.

This in turn strengthens his stake via the principle of consistency. All of the principles and techniques that I have discussed with you are interconnected
with each other. But like a puzzle, you would have to expertly put them together to produce something that you can be proud of.

What are the steps to creating a powerful and compelling series of suggestions that will eventually give you the desired behavior or action?

Here are the steps. First, you need to think of a very small request that is somewhat related to the final action that you want the subject to perform for you.

For example, if you want to sell your old car to a friend or colleague, a reasonable first request might be: can
you come over to see this car that I have been telling you about?

The friend comes over and looks at the car. As your friend looks at your car you can begin priming him to think that the car is a good bargain. Refer to our earlier sections for great techniques on how to do exactly this. The next step is to hold your subject by the hand and lead him to another request that is a little bit more than what you’ve asked before. If your friend has come to your home to look at the car, would he be willing to test drive it around the neighborhood just for kicks?
When your friend agrees to do it for you, you can again prime him so that he feels that it is indeed a great investment and he would have a lot of fun with it.

What if your friend suddenly disagrees with what you are proposing? What if he says that the car looks junky and it’s probably worth $150? Well, the logical thing to do here is to back up a little so you can give the subject a little breathing space. Objections and resistance are clear signs of inadequate rapport.

If you haven’t established much rapport with the subject (even if he is your friend), resistance can come
quickly especially if the subject has sensed that you want him to do something eventually. Do not try to vehemently defend your own points. This action would lead to more arguing and even more resistance.

Remember – people do not like it when they are being disproved. People are designed to hold on to their beliefs like gold. It is how we are designed by nature. So if you try to disprove the other person’s beliefs you are just going to run into more brick walls along the way. And soon enough, the subject just might walk away from you.
The most effective way to deal with this occurrence is to stop and go back to the last point that the subject agreed with. So instead of trying to defend yourself and what you’ve said you are going to reinforce a positive point in the conversation so that you can begin creating a ladder of agreement/compliance once again.

This is the beauty of hypnosis. You can do retakes and you can definitely change things as you go along. There are no fixed boundaries and no limitations; you just have to have the right toolset so you would know what to do in different situations.
Without a reliable toolkit, you would not be as effective as someone who has really made it a point to continue studying what hypnosis is all about and what it truly entails in a real world setting.

Now, let’s go back to the third step. The third phase in our technique is to continue linking bigger and more significant steps until a natural flow is achieved. When the subject feels that it is only natural that he do something for you that would be the time that you can really start making big requests.

Of course, there would be no assurance that you can get someone to
donate $10,000 for a worthy cause. But imagine the wide array of possibilities available to you now that you know how to create behavioral change in the most efficient way possible.

Just remember: never attempt to shock someone into action. That used to work but as people became smarter, more critical and warier of the world in general; it doesn’t work as effectively anymore.

As a conversational hypnotist, you have to adapt to these very real changes that are taking place in culture and personal politics. Because if you don’t adapt to these changes
you are going to lose out on opportunities to continue winning in life.

Technique Number 4

The fourth technique is related to the previous method that we have just discussed. It is called the principle of compounded effect. What does this principle entail?

If we were to go back to our discussion on passive feedback and suggestibility, you would be able to note that as a person complies with small requests he becomes conditioned to respond to bigger and more complex suggestions.
Hypnotists use this principle a lot when they want to increase the suggestibility of a subject in a short period of time.

Here’s an example:

“In a few seconds you will feel more and more relaxed… And as you feel more and more relaxed you will begin to feel sleepy as you sit on that comfortable chair... And as you continue to feel sleepy you will fall into a pleasant state of rest and your mind will become blissfully clear.”

So when you are using this principle to mold your statements you are essentially stacking instructions or
hypnotic suggestions on top of each other.

But in order for this technique to work you need to make sure that the statements are somewhat related to each other and there is a smooth, buttery flow of ideas and suggestions from beginning to end.

At this point in time it would be a good idea to remember the concept of fractionation. The more you fractionate your hypnotic suggestions and statements, the more effective you become in conditioning the subject to just accept what you are saying.
Because little by little the conscious barriers that people have will begin to erode and soon enough, these barriers will disappear completely as the person relaxes and trusts you enough to ‘let you in’.
The Advanced Code of the Haruspex

In a previous section we talked about how psychics and oracles were able to convince people that they knew about a person’s past and future. In this section we are going to explore the various aspects of the Code of the Haruspex so you can apply the unique strategies employed by expert psychics and mediums.

If you are wondering if I want you to become a psychic yourself, the answer is no. Unless you feel strongly to become a psychic yourself, there is no need to become an oracle just
because you want to be an effective conversational hypnotist.

What I do want you to achieve is mastery of the various elements needed in order to convince someone that you really know what you are talking about. This is the core of the Code of the Haruspex – the ability to create complete trust with mere words.

Below are the advanced techniques and guidelines needed by any aspiring conversational hypnotist to achieve the level of mastery of the modern day haruspex:
1. *Show* or demonstrate to the subject that you have what it takes to ‘deliver the goods’. Psychics and fortune tellers accomplish this by equipping their offices with crystals, gems, crystal balls and other arcane items that usually seen on TV or in the movies.

Other professionals also do this to impress their clients; doctors and dentists also decorate their offices with various proofs that they are competent and they have what it takes to really deliver what they promise.

As a conversational hypnotist it is important for you to realize that
the environment that you create, whether it reflects the truth or not, has a direct impact on the way your subject will perceive you.

So my advice would be to be careful where you invite people when you speak to them and always make sure that you can demonstrate that what you are about to promise can easily be delivered.

People need some form of evidence. Your ‘evidence’ on its own should be able to convince your subject of your authenticity. If you have to explain everything to your subject then the impact of
the artificial environment that you have created will be reduced greatly.

2. As you speak to your subject you must make it a point to shift (at least temporarily) his perspective of reality. Each person has his own unique take on physical reality. You can influence your subject’s sense of reality by powerful stories that will implant hypnotic messages inside the subject’s subconscious mind.

3. All hypnosis is *self-hypnosis*. If your subject does not believe in what you are saying, your cause will be lost. So before you can
even begin creating expectations, ask yourself this: does the subject trust me enough to believe in everything that I say? If the answer is *no*, then go back to the first step of hypnotic process – rapport.

In a nutshell, rapport is established by first matching your subject and then leading him later on to the direction that you want to pursue. The process is gradual but it is not necessarily *slow* or tedious either. You must exude the confidence and authority that will capture your subject’s imagination the moment he steps into the same room as you.
4. A person who chooses to believe another person will want to continue believing because of the principle of consistency. People feel a certain sense of obligation to follow through with their own commitments. Believing in someone is a form of obligation and you must make it clear that once a person starts agreeing with you, you are there to lead the interaction to a logical conclusion. You must work hard to produce an outcome that will benefit both parties, not just you.

5. Learn to be extremely observant when interacting with your subjects. Pay attention to the
smallest details. You might be surprised how much you can learn by just looking at another person’s facial expressions, posture, bodily gestures, hand gestures, arm movements, clothing, jewelry, choice of beverage, etc.

Each observable detail about a person contributes to the overall picture that you are painting in your mind. That picture in your mind is your ‘cheat sheet’ that you can reference any time to get you out of tight situations. For example, let us say that you were trying to impress an executive to accept your marketing ideas.
You are desperate to get a go signal from the executive but he seems unimpressed. By using the information that you have gathered by just observing your subject, you can create a plausible argument for your marketing ideas. You can make your dialog relevant to the person’s possible desires, needs and values.

And remember – if you can do a little digging just before you meet the person that you have to influence or persuade, that would help immensely because you won’t be ‘shooting in the dark’.
If you play your cards right you can show your subject that you really know what to say because you know about him but he doesn’t know anything significant about you.

6. How do you know that a person has already adopted the kind of reality that we have constructed for the subject? Easy – just ask the subject questions about what you have been talking about. If he agrees with most of the things that you say and he begins utilizing your own line of reasoning, you would know immediately that you have already succeeded.
There would be that vital point in the interaction where the subject would be willing to sacrifice something (e.g. time, money, etc.) to support what you are offering because that is how the principle of consistency works. We feel horrible when we are not consistent with our words and actions so most of the time, we pursue something until its natural conclusion.

7. Never underestimate the power of generalizations. If you do not know anything about the subject at all, generalized statements are the way to go. Generalized statements
allow conversational hypnotists to analyze their subjects’ feedbacks.

This will then allow them to make educated inferences about the subject’s values, belief systems, etc. So let’s say you were trying to impress a member of the opposite sex. What should be your opening statement?

Should it be “you seem like someone who likes dancing during Saturday nights” or “you seem someone who likes to relax every now and then”? Of course, the generalized statement will give you much need ‘wiggle room’ in
case your subject gives you a negative response.

If the subject says “no I hate going out, bars and movie houses bore me” you can just say “no, I didn’t think you enjoyed those things either”. Afterward you can just venture with another generalized statement. You can keep doing this until your subject finally provides a clear, positive feedback.

8. Learn to utilize your errors in such a way that you will still be on your toes even if the subject completely denies that what you said is true. The beauty of language is that its meaning is generally always
shifting. In fact this is one of the reasons why dictionaries, thesauruses and other lexical references are constantly being updated.

Language is like organism that grows and evolves over time. When language is used or appropriated in human speech, the slipping links of language become even more apparent.

So let’s say you said something like “you look like someone who enjoys adventure more than anything else” and the subject says “no I hate taking risks”, you can counter that objection with “you
are no daredevil, I admit, but you do take silent risks with very specific things and that makes you a truly unique adventurer in your own right”.

As you can see from the short example, with a simple twisting of terms you can easily turn around what seems to be a dead end into something more productive and potentially helpful to your cause as a conversational hypnotist.

9. As a hypnotist you should have a good master of connecting details and relating the same to your subjects. The skill of storytelling may not be natural for many
people, but it can be learned. If you have trouble imagining stories in your mind, you don’t have to be discouraged or distressed. The best teacher in my experience is fiction novels and books on psychology.

I know that there are many other forms of literature out there that might be of help but these are my preferences. Masters of lore like Stephen King are excellent resources for fledgling storytellers.

Of course, you might not see the techniques immediately so I suggest that you just enjoy yourself as you read these special masterpieces. Learn the language
of storytelling because it is very different from plain, everyday language.

The more you read stories yourself the easier it becomes for you to use the same language that popular storytellers have already mastered. Some hypnotists even go as far as writing their own stories.

Whether these stories are published or not is irrelevant. What matters is the hypnotist was able to practice his new skill and this greatly improves his chances of being more influential and persuasive when he spins his own yarn in front of an audience.
The idea of creating illusions might not be the most savory of ideas to hypnotists, especially to those who believe that masterful use of language is sufficient to get good results.

But if you think about it, people who cause others to believe in illusions are also masters of the spoken language themselves.

So it is absolutely imperative to you always convey a clear target or goal for your subject and this goal should be the one thing that the subject will pursue with all his
might; and you are the only one who would be able to provide it.
The Hypnotic Swarm

The power of conversational hypnosis lies in the fact that the subject doesn’t know that you are a hypnotist and more often than not, he won’t know how to counter the various techniques that hypnotists employ to achieve their desired outcomes.

To bolster your personal power as a hypnotist I am also going to share with you covert strategies in conversational hypnosis that you can use anytime to improve your chances of success. These techniques are almost undetectable by ordinary folks and you can use them in combination...
with the other techniques that I have already shared with you.

**Tactic Number 1**

The first covert tactic that I would like to share with you is *utilizing the principle of reversed effect*. The principle of reversed effect is really quite easy to remember: *the more you try to accomplish something, the more likely that you will not be able to do it*. This principle might sound a little strange at first because I have been encouraging everyone to try different techniques throughout this book.

But please – do stay with me until the end of this section so we can
thoroughly explore what the principle of *reversed effect* can truly do for you as a budding conversational hypnotist.

Now, the first thing that people usually ask me about this principle is *why is it so?* Why are people bound to fail at something if they really think about it as they try to do it? The answer lies in the nature of the two halves of the human mind and the *natures* of these two halves.

The human mind has two halves: the conscious half and the subconscious half. So far we have focused on very specific facets of these two halves.
You now know that the conscious mind is responsible for filtering the information that comes in so that the subconscious mind would be protected from potentially polluting stimuli. You also know now that conscious mind is almost always alert but it can be ‘put to sleep’ through hypnotic techniques.

What you didn’t know about these two halves is just how dependent the whole mind is on the subconscious mind. You see, the subconscious mind is more than just the seat of your emotions and creativity (imagination).
It is actually responsible for all the complex skills that you have already internalized. It is responsible for all the background computations that make it possible for people to perform actions without worrying that they will forget something while they are doing these actions.

If this model of the human mind seems a little muddled, I want you to think back to a time when you were learning something new. This could have happened when you were a child or fairly recently, if you tried to learn a new skill.

Do you remember how hard the new skill was in the beginning? For
example, most people remember how hard it was to tie their shoelaces when they were just learning how to do it. Another example would be when a person tries to learn how to play a musical instrument.

There is a lot of rote memorization and errors involved in the beginning. But as a person works on the new skill, everything seems to click into place. The person no longer feels that he is performing something difficult. Rather, the activity feels completely natural and it’s ‘nothing new’.

What does this reveal about the subconscious mind? It shows how the subconscious mind is able to create
efficient shortcuts for you so that you won’t have to consciously think about certain things anymore.

When you need to do something that requires a lot of details and a lot of steps, the conscious mind is a poor partner. Why? Because the conscious mind was designed to handle only a few bits of information at a time. According to recent studies, the conscious mind can only handle an average of seven bits of information at any one time.

If a person is really interested in what he is looking at, he can probably note up to nine separate bits of
information. If he is bored then the number drops to five or less.

That is how inefficient the conscious mind can be when it comes to juggling information. Because of its inherent weakness in handling large numbers of information, the mind turns over the responsibility of processing information to the subconscious mind, which has a much larger (almost infinite) capacity to process and retain information for later use.

So let’s apply this new knowledge to idea of performing something consciously. When the subconscious mind is suspended and the conscious
mind takes over a particular effort, the required action becomes more complicated than it really is.

For example, have you tried driving to any location while thinking of all the individual steps needed to operate your car and drive safely? Probably not – because the whole activity would become too complicated.

No one drives around saying “I have to push the gear stick here... Then I press the brake... I press the gas again... Press the brake yet again...” If people did this we would probably see a dramatic rise in car crashes across the country.
When this knowledge is correlated with the principle of reversed effect it is easy to see how primal the principle is to human life. When someone thinks of doing something and the activity itself lingers in the conscious mind, the conscious mind eventually gives up because of the strain and the subconscious mind kicks in.

This is what usually happens when a person tries to consciously control his eating. A person usually ends up thinking of what not to do that it becomes unbearable. And the subconscious mind just kicks in and says “stop that and just have some chocolates”.
The discipline at eating should be internalized from the beginning so that the dieter won’t have to use his conscious faculty to achieve the desired result.

Because if he sticks to his conscious faculty he is bound to fail because the conscious mind is almost always a hindrance when it comes to performing something smoothly and efficiently.

The principle of reversed effect is a favorite among stage hypnotists who perform small suggestibility tests to ensure that the subject is primed and ready for hypnosis.
What stage hypnotists usually do is they say things like “I want you to resist me with all your might so you would be able to do ________”. The hypnotist then performs a simple induction technique like the handclasp induction and the hypnotic trance is suddenly manifested.

Why are people unable to resist a hypnotist even when he has openly challenged a subject? Simple: the task of resisting the hypnotist has suddenly been shifted to the conscious mind.

So instead of letting the subconscious mind do its work, the conscious mind is called upon to handle the present challenge. And invariably, the
conscious mind fails and this in turn confirms the hypnotist’s assumption that the subject is indeed “in trance” and is ready for hypnotic suggestions.

If you are ready to use the principle of reversed effect in your own conversations, here are some basic steps that you can use to activate it:

1. Use the word “try” when you want to challenge your subject. Statements like “try it, I already did” imply that the task itself is impossible or extremely difficult. The difficulty or impossibility of the task is projected to your subject and he takes it as his own truth.
And because his conscious mind will try to make sure that he succeeds, the task itself becomes doubly difficult, if not impossible. The more he thinks about what he should do to accomplish the task the higher his risk of failure.

Here’s a sample hypnotic script:

“As you stare at the swinging pendulum you will suddenly feel that your eyes are becoming heavier and heavier... Heavier and heavier with sleep... And as you continue staring at the pendulum you will try to fight the sleepiness... Try to keep your eyes
open as I swing the pendulum... Deeper and deeper... More and more relaxed... Your eyes will feel heavy and will try to close, but don’t close them. Try to keep them open.”

2. Identify an unconscious or internalized process and then begin piling different statements that invoke the principle of reversed effect. Remember, the process has to be an internalized one. The subject has to become confused before you can start using your strategically crafted statements.
Tactic Number 2

The second covert tactic that I’d like to give you is: *actively divert the subject’s resistance*. So far we have been studying the different ways that you can use your personal power to *overcome* the subject’s own personal power. Because of this basic setup it is easy to fall into the trap of entering a continuous power struggle with your subject.

Power struggles are a fact of life in our modern age. Power is everywhere and if you don’t know how to tap into
your own personal power, other people are going to reap the benefits of influencing others. However, when an interaction is based purely on the idea of overcoming someone’s personal power, there are some repercussions that you may have to deal with later on.

For one, the subject may begin to feel that something is wrong with him because you have been able to make him comply so easily before. He might feel bad that he has become so suggestible (little does he know that he is talking to a hypnotist).

When your subject starts feeling all these conflicting thoughts and
emotions about complying with you, it’s as if the seeds that you’ve sown before will begin to wilt. The subject may stop all the passive feedback that he has been giving you because somehow, what he has been doing was not able to give him control of the situation.

This is the focal point of our discussion now – control. So far I have shown you how to take control of situations and people with words, tonalities and actions. But what happens when the subject begins showing signs that he wants to take control of the situation? Do you fight your subject or do you let him have his way?
The answer is: neither. You must not directly fight with your subject because that will only lead to more resistance. And you cannot give him the reins because that will probably undo all of the hard work that you have put into the interaction in the first place. What should a hypnotist do to traverse this difficult and unpredictable terrain? The solution to this problem is simple: instead of fighting your subject’s resistance, begin diverting it. You might be thinking… How in the world does one divert resistance?

Well, think of resistance as essentially the manifestation of another person’s
personal energy. When resistance begins to build up within your subject’s psyche and he is unable to release that energy that energy will begin to force its way out. And when it finally explodes the subject might walk away from you.

How can a hypnotist divert a strong, negative energy like resistance? The easiest way to do this is by giving your subject multiple options and offers. We can take a page from the book of veteran car salesmen. Car salesmen who specialize in selling cars to even the most resistant of people often use this technique without realizing it.
Instead of just offering one thing over and over again to the subject, they begin adding stuff to their offer. However, the other things that they are offering the subject are merely decoys. If the subject resists these other offers, the resistance would have zero effect on the target outcome of the salesman.

For example, a car salesman might offer the buyer the same car with a different color. The subject will begin to channel his resistance to the idea of buying a green car over a blue one… But in the end, he is still buying the blue car. The more resistance you can divert the more the subject will feel that he is in full control of the
situation and the more suggestible he becomes.

This principle might sound strange in the beginning but as you apply it to your own social interactions you will soon find out that as long as a person feels that he has at least a little control of the situation, he feels empowered and his mental state becomes more supportive of the speaker.

Tactic Number 3

The third covert tactic that you can use is diverting the subject’s attention away from your hypnotic
suggestions. Too often hypnotists encounter difficulty getting their main message across because the message itself gets blocked by the subject’s conscious filters. It’s like trying to throw a dart outdoors on a windy day.

The dart is precise but if other factors like wind direction and wind intensity are working against it, it will not hit its mark. You can continue ‘throwing’ your darts but if the conditions do not change, it will take a long time before you hit your intended marks.

To avoid this problem, you can divert your subject’s attention away from your ‘darts’ or hypnotic suggestions. Since the main goal is for you to
implant hypnotic suggestions into your subject’s subconscious mind, your messages have to be able to bypass the conscious filters.

Now I know that I have shared many techniques in other parts of this book that can be used to achieve the exact same result. But I am sharing yet another technique with you so if the other techniques do not work, you have a fallback plan.

Also, this technique is more advanced because we are not going to give the conscious mind any opportunity to process and potentially block our hypnotic message. At this point in time we are no longer interested in
putting the conscious mind to sleep so you can really start piling your hypnotic suggestions.

I am going to teach you a method that will allow you to completely bypass the conscious side of the mind so you can gain access to the vulnerable subconscious mind.

Bypassing the conscious mind is so critical to your success because the conscious mind has a well-devised system of analyzing information. And more often than not, it rejects more than it accepts information. So instead of putting your hypnotic suggestions at risk, we are going to drive down the risk completely.
There are two basic steps needed to divert your subject’s attention away from your hypnotic suggestions. Of course, you would still need to tell the subject what you want to take place. But there lies the problem; once the hypnotic suggestion is out in the open, it becomes vulnerable to attacks from the conscious mind of the subject.

You can go around this problem by performing two crucial steps. The first step is to just casually mention what you want the subject to say/think/do. This is the hypnotic implantation phase. By casually mentioning the hypnotic suggestion you are directly sowing the ‘seeds’ that will later take
root in the subject’s subconscious mind.

It’s easy to sow the seeds *but* it’s difficult to stop an alert conscious mind from uprooting the hypnotic suggestions that you have just sown. And so we move on to the second crucial step – distract your subject immediately after you have given your hypnotic suggestion.

The distraction has to be performed immediately and the timing has to be precise so that you can block the subject’s train of thought. Because once your subject starts scrutinizing the hypnotic suggestion that you have
given, he can continue resisting you until the end of the conversation.

Essentially, you will be giving a pair of ideas every time you implant a hypnotic suggestion. The first idea is the hypnotic suggestion itself while the second idea is just a decoy that your subject can scrutinize all he wants so that the hypnotic suggestion can safely reach the subject’s subconscious mind without being mangled by conscious mental filters.

As your subject tackles and grapples the second idea, the hypnotic suggestion will anchor into the subject’s mind and it will slowly grow inside the subject’s mind.
Because the idea has already reached the subconscious, it will be nourished and protected by the person. Why? It has already bypassed the usual filters and the subject will feel that the hypnotic suggestion is legitimate and reasonable.

The best thing about this technique is that the subject won’t have any chance to create feedback or input regarding the hypnotic suggestion. His critical faculty is literally suspended for a few moments and the hypnotic suggestion is able to take flight without being tackled.

Here’s an example to get you started:
“Remember when you were learning how to drive? You were nervous at first but you were able to overcome those emotions to become a great driver. There were all these things that you had to do, like remember when to switch gears and press the gas. You also had to negotiate turns and inclines, which are the most difficult skills in driving!”

Note how I left a hypnotic message in that cluster of statements… Before I switched the topic so that the subject would forget what I have just said. The seed has been planted and so I would only have to wait for it grow inside the person’s mind so that later
on he would adapt it as his own belief (and he won’t remember that I was the real source of the belief).

Here are some more techniques to implant hypnotic suggestions covertly:

1. The easiest way is to simply modify the topic in your conversation. This can be done almost instantly in most cases, even if you are in a lecture room full of students. As long as you remember how to shift smoothly from one idea to another, you will be able to do this effectively without raising suspicion from your audience.
2. You can also prime your subject by piling different suggestions on top of each other. You implant the main suggestion and proceed to give the subject a variety of other suggestions so he can tackle those ideas.

3. Give the subject five or six different ideas at a time so he forgets the main idea that you were sharing. However, the ideas that you are giving should at least be parallel to the main idea that you started with.

This way, the subject would still pay attention to your other ideas. If
your ideas sound too strange or off-topic, they will probably be ignored by your subject and he will turn his attention once again to the main hypnotic suggestion.
The Art of the Unspoken

So far in our discussion of conversational hypnosis we have focused intently on verbal strategies to influence others. Improving your mastery of verbal techniques is crucial to your growth as a conversational
hypnotist because language is the recognized center of all human communication. It is the formal basis of social interactions.

But as you may already know, verbal language is just 30% or less of what is really being communicated by people when they decide to interact with others. The rest of the message, if you will, is expressed through vocal language (tonality) and nonverbal language (body language).

What is really important to human communication, its crux, is the unspoken language that we all speak. Nonverbal language is not limited by
a person’s ability to speak any language.

It is not limited by a person’s education and the culture that he had grown up in. Body language is universal and as such it is extremely vital that you become aware of how it works and how you can take advantage of it.

Nonverbal language/body language has several important uses for a conversational hypnotist:

1. It allows the hypnotist to study the subject from afar.
2. It shows the hypnotist what the subject is really thinking and feeling at that exact moment in time.

3. It is a unique and empowering tool for establishing rapport.

4. Nonverbal language allows a hypnotist to detect deceit during a conversation or dialog.

Are you ready to learn more about nonverbal language and how you can use it to maximize your power as a conversational hypnotist? Here are my most important pointers regarding nonverbal language that you should
never forget when you are interacting with your subjects in any situation:

1. A person’s breathing rate and breathing pattern are extremely accurate indicators during a conversation. If your subject is comfortable and just relaxed in your presence, his breathing pattern would be constant and his breathing rate would also be quite slow.

A relaxed person would also breathe easily from the diaphragm and not the chest (although this might vary from person to person). When a person begins breathing too quickly, that is a sign that he is
experiencing negative emotions like anxiety or even anger.

If you are just starting to establish rapport with your subject and he exhibits a significant change in his breathing pattern/rate that may mean that he is not comfortable with what you are saying or he is not comfortable with the interaction at all. Since trust is extremely vital to the success of a conversational hypnotist you must adapt quickly if your subject is expressing negative feedback.

It does not really matter what your subject says. If your subject is expressing nonverbally that he
does not trust you, then that is what he is really thinking at the moment. Of course, it is still imperative that you read nonverbal signals based on their context.

For example, if you are conversing in a small room with a subject who is claustrophobic then this condition might be the cause of hyperventilation or any strange changes in your subject’s breathing pattern. Try to determine the simple causes of the changes in your subject’s gestures and general behavior before making a conclusion. This will save you from a lot of mistakes down the road.
Now, you can also use your subject’s breathing pattern and breathing rate to pace and lead him. The trick here is to determine the consistent breathing rhythm first and then imitating it for a short while. It does not matter if your subject is breathing fast or slow; just match his breathing rhythm.

The moment you are able to capture the consistent breathing rhythm of your subject, you can begin matching it.

You will match the subject’s breathing rhythm because
similarity breeds trust. By expressing a simple yet very essential similarity the subject will begin to see you as a friendly figure – someone that he can talk to and trust.

2. When you are speaking to another person, always remember to establish proper eye contact to express your genuine interest in what the other person is saying. You see, the number one dialog destroyer is not a person’s knowledge or lack thereof – it’s how a person listens to the speaker.

If you appear disinterested and bored with the other person, your
subject will have no further reason to continue. The interaction will become strained and rapport will be dissolved as time passes.

The simplest and most effective way to show that you are interested in what your subject is saying is by making eye contact. Now this is the tricky part – in most societies too much eye contact is frowned upon because the eyes are just too private and expressive.

So the challenge here is to make just the right amount of eye contact to show your subject that
you are listening to everything he is saying, 100% of the time.

In addition to making eye contact it won’t hurt to visualize that the person in front of you is a family member or a dear friend of yours.

By imagining yourself in a different reality with a different person, you can eliminate stress, anxiety and boredom from the situation.

Of course, you must be firmly grounded in the fact that you are talking to someone and you have a goal to accomplish. But again, it won’t hurt if you imagine things
that will help you express genuine interest in the other person.

3. The next set of nonverbal signals that you should pay attention to is your subject’s facial expressions. Now we are not just interested in frowns and smiles here.

The human face has so many muscles and these muscles are firing all the time, depending on what the subject is feeling, thinking or experiencing at the moment.

The human face is capable of conveying dozens of unique sentiments and emotions and not
all of them are immediately apparent. You have to be sensitive of the micro-signals or micro-expressions that are usually centered on the eyes, nose and mouth.

Micro-expressions are usually unconscious signals; this means the subject has little or no control over them. When you are reading another person’s facial expressions it would be helpful if you can combine and interpret all current signals as a whole.

Reading another person’s body language is a lot like understanding verbal language.
You cannot just take individual signals at face value and say “hey, this is what the other person is really saying”. If I said “orange” out of the blue, it could really mean anything right? The same principle applies to body language, too.

You have to reconstruct and approximate the actual message in your mind by collecting all of the current signals emanating from the subject.

You have to form a complete statement from the current signals and once you have that statement in your mind that would be the
time formulate a good response or to take action if you think you are losing your subject in the conversation.

Now, I get this question a lot: how much weight should you give to smiles? In my own experience – a lot. Why? The human smile is not something that is learned in a school or even at home. It is instinctual.

When a gesture or expression is instinctual that means it lies below the threshold of the conscious, rational mind. It is extremely close to the subconscious mind – the
seat of a person’s true emotions, thoughts and drives.

When a person smiles, he can be expressing a variety of things. But the one thing you have to determine first before you can assign any real interpretation is whether the smile you have received is genuine or fake.

This might not be surprising at all since you have probably seen someone give a fake smile. So my job now is to guide you in determining the genuineness of a smile. The only real indicator that a smile is genuine is the eyes.
The eyes are extremely expressive portents on the facial region and very few people have the ability to control what they express through their eyes. The muscles controlling the eyes and muscles surrounding the eyes fire even if the subject doesn’t want them to fire.

When a person is really happy or positive about something, his eyes smile along with his lips. The person’s whole face will light up because all of the muscles on the cheeks and near the eyes are all relaxed.

A fake smile takes effort; a person who is wearing a fake smile
usually has to scrunch his whole face just to pull up his lips. Also, a fake smile doesn’t activate the eyes.

A person who is secretly unimpressed with you will have bored, emotionless eyes. The smile becomes irrelevant because the eyes and the whole face exhibits what the subject is really thinking of at the present time.

4. Let’s talk about how you should approach a person. Normally people love interacting with other people who have the right amount of confidence. Is it possible to exude this confidence even when
you are just physically approaching a person for the first time? Yes.

The key is actually your position in relation to the subject. There are three positions that you should be aware of when you are approaching another person. The first position is from the side.

This positioning is actually a poor choice because the subject has to turn his head before he can clearly see you. This positioning is interpreted by many as a sign of low self-confidence.
You are approaching from the side because you are not that confident that the other person will notice you. The second position is *slightly in front* of the person. So just imagine moving in front of the person a few degrees.

You are not directly in front of the person but you are not completely approaching from the left or right. *This* is the ideal positioning. It gives the subject enough room to be comfortable with you but at the same time it allows you to express just the right amount of confidence.
This positioning is *equalizing*, too, so the subject will view you as an equal or someone who is potentially of a higher stature because you chose to be visible but not completely straightforward when you approached.

The last positioning is directly in front of another person. This is not really recommended because it activates the unconscious fight or flight instinct so regardless of your intent your subject will feel a twinge of defensiveness and alarm at your approach because you are coming in directly from the front.
The Spirit of Covert Hypnosis

What makes veteran hypnotists so good in what they do? What is at the very core of their hypnotic method that allows them to perform amazing hypnotic feats in record time? If you look at all of the greatest hypnotists in history, you will see that they follow a distinct pattern when they conduct hypnosis.

Now I know for a fact that you might not always have the opportunity to really hypnotize someone in a quiet room, away from all the noise and distractions of daily life. As a conversational hypnotist, you are a hypnotic soldier – bravely battling the
uncertainties of the daily interactions that you find yourself in.

Despite the obvious difficulties and limitations of conversational hypnosis, you would still benefit greatly from knowing how ‘the pros’ of hypnosis do it. Believe it or not, what those experts do in front of paying clients or audiences can be learned quickly and applied just as easily.

So how do they do it? How do the rock stars of hypnosis achieve such amazing results even if they are not using any fancy pendulums or complicated hypnotic scripts? The secret of powerful, unstoppable
hypnosis is what you do immediately after the induction.

As you may already know, hypnotic induction is the next vital step that should be accomplished when you have finally established rapport.

Rapport is the first step in any kind of hypnosis, whether covert or otherwise. You need to establish harmony between yourself and your subject before you can perform any kind of hypnotic induction.

Many beginners ask me: why is rapport still so important if hypnotic trances are so easy to induce? While it is true that people commonly
experience short periods of trance throughout the day, we must remember that we are not really interested in those short, unstable trance states.

What you need in order to obtain a good result from a dialog is a deep and impenetrable hypnotic trance. By ‘impenetrable’ I refer to a type of hypnotic trance so focused that the subject stops paying attention to the various internal and external distractions that commonly interrupt us when we are trying really hard to focus on something.

Can this deep and impenetrable hypnotic trance be achieved by
beginning hypnotists? Yes. That is why I prepared a short summary of all the steps that need to be performed in succession to ensure that your subject will be in a deep trance by the time you are ready to add your hypnotic suggestions.

Of course, I have to remind everyone that these steps are usually performed by hypnotherapists and stage hypnotists. So the subjects are aware that they are/will be hypnotized.

Don’t let this stop you from trying these techniques. While it is true stage hypnotists and clinical hypnotherapists have a slight advantage because they don’t have to
avoid detection, a person can still ‘go under’ pretty as long as the hypnotist is doing his best to perform each step properly.

Here are the individual steps needed to create the most powerful hypnotic trances at any time:

1. The first step is the pattern interrupt. A pattern interrupt occurs when a hypnotic subject is unaware that an unexpected stimulus is about manifest. Each person has a current trance or mental state.

For example, it is common for people to think about bills, food or
even romance when they are just zoning out or if they are not doing anything important at the moment. Let’s assume that you have already established some degree of rapport with your subject.

How do you interrupt his current mind set so he can refocus on you instead? The answer: do something completely unexpected. This might sound strange but trust me, it has worked a million times before and it will definitely work for you.

A good example of the pattern interrupt is the forehead tap technique. This induction
technique is usually used in front of an audience.

People who are evaluated as potentially ideal hypnotic subjects are asked to line up in front. The hypnotist will then adopt an aura of authority and his body language will express this.

The hypnotist will then walk back and forth, looking at each person in the eyes, as if he is going to do something. When a person is asked to stand in front of an audience, he will feel at least a little bit anxious because he is ‘exposed’ to a group of people.
This adds to the tension and excitement and this also helps the hypnotist achieve his goal – instant induction. After pacing back and forth the hypnotist will then suddenly turn to an unsuspecting subject in the line and tap that person very lightly on the forehead with the top of a microphone.

The hypnotist will then intone “sleep!” as he taps the subject on the forehead. If the subject is hypnotizable and is extremely surprised, he will suddenly fall asleep when he gets tapped on the head with a microphone.
It’s not the force of the tap that sends the subject to sleep – it’s the *pattern interrupt* that occurs. There was an existing mental pattern when the hypnotist was still pacing back and forth; that pattern was literally interrupted when the hypnotist chose his first hypnotic subject.

Another method of disrupting a person’s current trance state is by stacking multiple bits of information so that the subject’s conscious mind becomes overburdened and finally quits trying to analyze everything that you are saying.
After you have performed a basic induction on your subject, you can begin overloading and confusing his critical factor by relating multiple stories to him. Each story will be connected to each other through minor details.

The more stories you connect to each other, the more overloaded your subject becomes. It does not really matter if your subject forgets the specific details because those details are insignificant.

The really significant details will be given later on when you conclude your stories in reverse. The conclusions or endings of your
stories will actually be cleverly disguised hypnotic suggestions.

Later on we will be expanding upon this discussion so you will know exactly how to create and relate hypnotic stories or metaphor with ease to your subjects.

It might sound a little confusing now but trust me, it really isn’t that difficult to do especially if your subject is already in-trance.

2. After the primary induction has been completed, the hypnotist must then deepen the induction. In the context of regular hypnotherapy, the deepening phase
is characterized by repeated suggestions to sleep and feel heavy.

These are two of the most common themes used in induction and deepenings. If you were talking to someone out in the street or over the phone, how can you perform a deepening of the subject’s hypnotic trance? Well, you can’t tell your subject to sleep or feel heavy unless he knows he is being hypnotized.

So the best way to further reduce the chances of mental resistance is by conveying the feeling of
heaviness and relaxation by modifying your tonality.

If you don’t want your subject to feel sleepy or relaxed when you are talking, you can perform the opposite – change your tonality to elicit excitement and energy from your subject. As long as your subject is in-trance and is intently focused on what you are saying, you are going to be just fine.

Another excellent way to deepen a trance is by creating special statements that invoke heaviness and sleep. By dropping random words that are associated with sleep and relaxation, the subject’s
subconscious mind will be able to pick up these hypnotic suggestions and soon enough, your subject is going to feel just a tad bit tired and sleepy. Again, do this only if you really want your subject to be extra relaxed while you are still interacting with him.

3. Once the hypnotic trance is deep enough and the hypnotist is absolutely sure that the subject is completely focused on him alone, the hypnotist will then proceed to implant the hypnotic suggestions. Hypnotic suggestions can be expressed directly or indirectly (e.g. through stories or metaphors).
Now it is very important that you determine some things before formulating your hypnotic suggestions. You see, hypnosis cannot bend another person’s free will.

A person who is in a deep state of hypnosis will still refuse to do things that go against his deepest and most tightly held beliefs. So it would be best to make sure that all your hypnotic suggestions are in tune with the subject’s own values.

For example, if your hypnotic suggestion is about sexual liberation and your subject is a firm believer of celibacy, there is a
big chance that your subject will still reject the idea because it goes against what he strongly believes in.

In order for a person to accept something that might be a bit too radical or different, there is a need for preconditioning or priming.

You need to perform a drastic re-orientation of reality so that even for a brief moment in a time the subject would be able to see the issue or object from your point of view.

4. Once the hypnotist is done implanting his messages in the
subject’s subconscious mind, he then has to perform one last step: triggering amnesia. Amnesia or forgetting allows the hypnotist to wipe the subject’s conscious mind clean.

This prevents the subject’s critical factor from over-analyzing the dialog or interaction. Do not think for a moment that amnesia will undo all of the hard work that you had put into the interaction.

Think about it as an added layer of protection for your hypnotic messages. Your hypnotic messages are like seeds that have to take root
in your subject’s subconscious mind.

If the hypnotic messages or ‘seeds’ are swept away by the critical factor or the conscious mind before they are able to take root, your message won’t be able to flourish inside the subject’s mind. So instead of risking your hypnotic messages, it is best to just command the subject to forget everything.

Don’t worry – when a person experiences amnesia after a hypnosis session, all of the important details are safely stored in the subconscious mind. The
subconscious mind will begin sifting through the information after the hypnosis session and this is the time that it will be able to understand and apply the hypnotic messages that you have left.
Adopting the Master Hypnotist’s Mind Set

In order to be truly successful, a conversational hypnotist must adopt right kind of attitude and mindset that will allow him to be flexible and adept in applying the various hypnotic techniques out in the open. *Not* having
the right mindset will definitely affect a hypnotist’s results.

Knowing the techniques is one thing but you definitely need the right mindset in order to use this specialized knowledge effectively. Any person can read a book about hypnosis but not everyone can become an effective conversational hypnotist.

Not only does hypnosis require special knowledge and skill, it also requires passion and dedication because let’s face it – it will take some time before you are able to apply the techniques naturally and without any hesitation.
Here are the special guidelines that will help you create the perfect attitude and mentality towards hypnosis and the people that you will be influencing and persuading through conversational hypnosis:

1. The first trait that I would like you to develop as a conversational hypnotist is *tolerance*. The word tolerate is defined as “to allow *to be* or *to be done without prohibition, hindrance or contradiction*”. The basic definition of the word “tolerate” sums up the core of this trait.

In order to become an effective hypnotist and communicator, you
must develop a natural tolerance for everyone that you meet. You must be tolerant of other people’s values, beliefs, religion, morality codes, ethos, ethics, appearance, etc.

In short, you need to be that person who stands out over everyone else because of your innate ability to accept people as they are. This particular requirement might sound a little extreme to some people because we have been brought up believing that we are entitled to our opinions and beliefs and we are also free to accept or reject people that we meet in life.
I am not asking you to let people into your home. I am not asking you to give your wallet to the next homeless person you see on the street.

But what I am asking you is to set aside all of your preconceived notions about people so you can really begin to listen and understand them when you interact with others.

Tolerance is the perfect antidote in today’s world because in our ultra-modern civilization people have become so divided based on very superficial attributes. Let’s take body shape as a good example of
these uncontrollable divisions in society.

When an overweight or obese person walks into a gym for the first time, other members of the gym might not feel very comfortable seeing this person exercise because he looks different and obviously he won’t be as agile or strong as the others.

Mentally, people around this person will be banding together as a unit because of some superficial differences.

People might not reject the overweight individual outright but
in the privacy of their minds, they have already made up their minds about this person even if they have never really interacted with him.

My point here is that if you want to really apply the complex strategies needed to break down resistance during interactions, you need to let go of the various mental lenses that we usually use when we interact with others. These lenses prevent hypnotists from making an objective analysis of any interaction.

2. The second trait that I would like to share with you is respect. Respect, like tolerance, is another
effective antidote that will enable you to become a better hypnotist.

Why? Because when you automatically respect people around you even if you have never met them, your verbal, vocal and nonverbal channels will express this fact.

It is far easier to establish rapport with a hypnotic subject if you just respect for being there with you. Of course, you are free to expand your concept of respect depending on the situation and the requirements of the situation.
But there should always be a baseline – you must respect others so that hostility and other negative emotions will never take root in your mind.

Because once these negative emotions form in your mind, you will become preoccupied with these emotions and eventually, they will prevent you from expressing yourself intelligently.

Because when you are secretly hostile or angry with another person, that negativity will find a way to manifest in your words and actions.
There are ways to mask what you feel but it would be far simpler to just train yourself to set aside your personal opinions to get the job done more efficiently.

3. The next trait that you must develop is having a critical mind. By ‘critical’, I don’t mean negative or insulting. A good definition of ‘critical’ would be “exercising or involving careful judgment or judicious evaluation”. Take note of the words “careful judgment”.

An effective hypnotist is not easily carried away by the subject’s own feedback. Feedback from your subject are meant to be studied
carefully and utilized for your benefit.

If you allow your subject’s feedback to influence the trajectory of your work as a conversational hypnotist, then you won’t be able to create the outcomes that you want.

Another reason why you have to be critical is because your subjects are also capable of creating fake realities. So instead of influencing your subject, you might end up being influenced yourself.

You do not have to reject your subject’s feedback in order to
protect your position as the hypnotist-influencer. You simply have to ensure that your version of reality will dominate during the interaction and not the other way around.

4. The next trait that will further develop your success is confidence. What does confidence mean in the context of conversational hypnosis? In order to be truly confident, you have to achieve the following:

a. Achieve calmness and tranquility of mind in any situation, whether that situation is negative or positive. You
must never allow your emotions to stand in the way of clear and decisive thinking. You must recognize that your personal power works internally and externally.

If you can influence others and take control of conversations and other social interactions then it also follows that you have strong control of your thoughts and emotions. Tranquility within will definitely reflect in your words and actions.

b. Truly believe that you are more than capable of doing things
that you set your mind to and that you are also capable of accomplishing great feats with your new knowledge and skills.

Acknowledge the fact that you are growing and improving every single day and this adds to your credibility and authority, too. You must not allow others to dictate your capacity and abilities. You are the best judge of that and no one else.

c. Learn to actively listen to your subjects. Many conversational hypnotists think that just because they know a lot about
language and hypnosis they also have to be the center of a conversation.

Little do people beginning hypnotists know that the more they talk the more they distance themselves from the real star of the interaction – their subjects.

If you really want to understand what your subject wants, you need to interact with your subject in such a way that you will gain even more information. Of course, you would still have to talk and share your own thoughts and ideas with your subject.
But that is just a small part of the overall effort required to facilitate the process of influencing and persuading another person through conversational hypnosis. Without adequate feedback you won’t be able to adapt to your subject’s way of thinking.

d. Learn to *endure* no matter what. This might sound strange especially if you take into consideration that our course is essentially a long lecture about language and meaning.
But the ability to endure is a key facet of a confident hypnotist. If you know how to endure, you will not give up easily. As long as there is still something that you can do to obtain a good result, you will continue interacting until the target outcome finally manifests.

5. The next important trait that every hypnotist should be aware of is the ability to break rapport. I am aware that I have been championing rapport throughout the book as the most essential step in hypnosis.
However, there will be times when you will have to break off an interaction or conversation because you are not getting the kind of results that you expected.

Instead of spending more time and energy on an interaction that will obviously not bring you good outcomes, it would be best to simply break rapport with the other person.

You do not have to be rude or brash to break rapport. You can do it gently without really offending the other person.
For example, if you think you really need to attend to other matters, you can gently break rapport by changing your tonality (e.g. from humorous to serious) and by shortening your responses to the point that the other person is no longer able to continue with the conversation.

This might sound a little mean but trust me, you must have full control of the situation at all times. If you do not have full control and you are unable to break rapport even if you have to step out of the conversation then how will you influence or persuade others? Breaking rapport is an important
tool in a hypnotist’s arsenal. It will allow you to protect yourself from situations where you have nothing to gain.

6. Finally, you have to learn how to use hypnosis on yourself. As you already know, hypnosis can be used for a variety of purposes. Use it on yourself to perfect your method and to achieve things for yourself that would have otherwise been very difficult without the benefit of the trance state.

You don’t have to create hypnotic scripts yourself. There are many good hypnosis products out in the market and they all follow the
same basic patterns and strategies. Do not be afraid to use hypnosis yourself to achieve personal betterment.

Psychology of Covert Control

A lot of factors come together to create the perfect environment for covert control. In order to influence others without appearing to do so is an accomplishment in itself because that means you were able to bypass your subject’s critical factor and you were also able to sidestep the common mental defenses used by people to reject input from others.
Conversational hypnotists are known for being able to turn the smallest slivers of opportunity to doors that lead directly to desired outcomes. In this part of the book I want to show you the invisible openings that you can use to further expand your ability to take control of social interactions and influence people.

Many beginning hypnotists feel that the task of persuading others is just too big to handle alone; unfortunately, there is no other way to do it. You can’t bring in someone to influence an audience for you. If you do that, he would be the one gaining the respect and trust of your audience, not you. So in the end, you would still be
better off practicing these techniques and using them yourself.

The good news is that you can always modify your techniques if they are not working for you. Hypnosis works on the principle of application and adaptation.

Apply it and then change the elements that do not work. There is nothing wrong with hypnosis per se; it just so happens that not every language pattern or hypnotic strategy will work on every person that you have to interact with.

For example, some people are naturally analytical – these folks
would be difficult to pull under an instant trance. So what do you do? You try to overload their critical faculty so you can get your message across more easily.

You adapt to the needs of the situation so you can get the perfect outcome. The more your work on the methods that you know now, the better your results in the future. But if you do not even try to apply the methods that you have already learned from this course and from other resources, you will not advance and grow as a conversational hypnotist.

If you are ready to further expand your knowledge of covert control, I
have prepared for you another set of essential guidelines. These guidelines have been synthesized from a large number of resources like studies in influence and social psychology. Use this information to liberate yourself from outdated notions regarding control and influence and to advance your knowledge of conversational hypnosis, too.

1. We now know for a fact that the number one drive in group settings is acknowledgement. Before acceptance can take place, one must first be acknowledged by group members. The same kind of pressure to be accepted is also present when a subject is
extremely interested either in another person for whatever reason. How can you take advantage of this fact?

Easy – feign disinterest. You might be wondering, why in the world should a conversational hypnotist feign disinterest if a subject is already extremely interested? The reason is really quite simple: we want the subject to become really engrossed in the idea that he has to be acknowledged.

The need for acknowledgement is an irrational/instinctual impulse. It can only be rationalized; it has no logical basis. So when you feign
disinterest, an already interested subject will suddenly feel that he has to do *something* to be noticed by you. Of course, the fake disinterest is only temporary. When you think your subject has reached his peak of anticipation and excitement, that would be the time to act.

When you finally reach out and acknowledge your already excitable subject, you won’t have to work so hard to influence him anymore because when you feigned disinterest, your subject automatically entered a *trance state*.
His trance state was focused on *just one thing* – you. Will this technique work *all* the time? Of course not. If your subject is not interested at all in you or in what you have to say, feigning disinterest will have absolutely no effect. In fact, it might even cause some negativity because the subject might perceive you as brash or rude because you are not paying attention.

It’s different when the subject is already *in-trance*. The object of attention (in this case you) will never be at fault. You will *become* the goal and acknowledgement will *become* the reward.
2. In order to shorten the period of time needed to convince someone to acquiesce to what you want, it would be extremely helpful if you became adept in creating *indirect commands*. Indirect commands are cleverly disguised directives that are usually placed at the beginning of a statement.

Here’s an example: let us say you were looking around for a secondhand car because you suddenly became interested in restoring old vehicles. You find a good used car store but you do not want to pay too much for an old car.
The salesman approaches you and tries to make an offer that you think is too high. What can you say to your subject that will indirectly guide him to a more favorable offer? You can say something like “I might possibly be interested in buying an old Toyota minus $300 from you, any color will do”.

If we analyze the sample statement that I have just given, you will see that it has three very distinct parts. The first part creates expectation (“I might possibly be interested in buying an old Toyata…”); the second part is the disguised
directive (“…minus $300 from you”) and finally the third element is used to create selective amnesia (“…any color will do”).

The third element distracts the subject from dwelling on the fact that you asked for a $300 discount for the old car. You can continue giving the subject disguised directives until such time that you finally get a more favorable offer.

3. Is it possible to create hypnotic anchors when you are just having a normal conversation with another person? Yes. Anchors are actually one of the more underrated tools in NLP and hypnosis because it is not
frequently used and it is not really applicable if you do not understand how it actually works. The beautiful thing about hypnotic anchors is that they can be deployed immediately and their impact on the subject can be immense. Let’s start with the basics: how do you create an anchor while talking to another person? The key to instant hypnotic anchors is using descriptive words. For example, let us say you want your co-worker to go out on a date with you. You desperately want to bring your co-worker to this great new Indian restaurant that you’ve read about on the Internet.
Your co-worker is slightly used to the idea of having you around so you don’t want to ruin the moment by being turned down. How can you influence the subject without really telling her that you want to go out on a dinner date?

You can use statements like “… Hey I remember when I was teenager my mom used to make these sumptuous, mouth-watering Indian dishes at home. I miss the food so much it makes my stomach grumble when I think about it!”. There are four key words in the sample statement that will create the anchor for you:
sumptuous, mouth-watering, stomach and grumble.

All four terms are intimately connected with the idea of being hungry and satiating that hunger by eating food. As you can see, you don’t have to be extremely elegant when you are creating hypnotic anchors.

What is really important is that you create anchors that will summon striking mental representations. Now, an anchor will not be complete without a trigger.
A trigger can be a smile, word, gesture or even a touch on the arm or hand. Choose your trigger and set the trigger when you enunciate the hypnotic anchor.

Once the anchor is set, you can test the anchor over and over during the course of the conversation to see if the subject will give off an observable response to it. If you think the anchor is working, feel free to make more obvious suggestions about a dinner date.

Of course, this technique can be used for more than just situations where you need someone to accompany you to a new
restaurant. Just remember the basic flow of this technique and make sure that you always use related anchoring words to create the fastest and most memorable impact on the subject.

4. Is it possible for a conversational hypnotist to gain deeper insight about another person, even if the person is only an acquaintance or someone the hypnotist has never really met before? The answer, surprisingly, is yes. You can gain access not only to important insights but also secrets.

This can be done through a gradual process that utilizes the principle
of reciprocity and hypnotic anchoring. Basically, what you are going to do is to first create an anchor that will encourage the subject to be open and honest with you.

After creating the anchor, you have to test the anchor a few times before you start asking the really important questions. In the beginning, you have to establish rapport and to do that, you have to make your subject as comfortable as possible. Your subject will trust you if you are willing to be open about your life or dealings as well.
Once the subject is willing to share details of his life or work, you can begin asking general questions that revolve around the specific questions that you really want to ask.

For example, if you are talking to a new client who might be interested in shifting to your company, you can ask him something like “have you ever transitioned to something else because you weren’t happy with what you were using before?”.

The question sounds innocent enough but it is adequate to precondition the subject. You can
continue this line of questioning until you get all the information that you need from your subject.
Mastering Appearances and Mental Illusions

Human communication works because we are able to convey meaning to others. When a speaker expresses something to a listener, the listener takes that information and decodes it to make sense of what the speaker is saying. There is always some degree of distortion but this distortion can be minimized by following the basic principles of good communication.
The real challenge is utilizing the various methods that will allow you to manipulate or control *how the subject is thinking* during the social interaction.

The prospect of controlling someone’s mind might seem odd to many people but let me clarify what I meant: before you can become an effective conversational hypnotist you must develop an innate skill in creating mental illusions.

Mental illusions allow you to create alternate realities for your subject. The fact of the matter is that people rarely stop to think *hard* before making decisions. It’s not so much
that people are ignorant or incompetent. This tendency to avoid over-analyzing is intrinsically linked to our instinctual makeup.

The average human has very limited cognitive resources. We get tired easily when we think. So in order to preserve our cognitive resources, we opt for a more convenient way to understand the world – through cross-referencing of stored memories and life experiences.

Now this is where it gets really exciting for the conversational hypnotist. You see, every person has his own store of acceptable and unacceptable ideas.
For example, 99% of the time, a person out on the street will say that it is acceptable for a person to donate to less fortunate individuals but it is unacceptable for the same person to steal money or anything of value even if he is broke and in debt.

There are predictable patterns of thinking that permeate the mind of the majority of the population. With this in mind, you can easily see how mental illusions and artificial appearances can aid the conversational hypnotist in his quest for influence.
If you can zero in on specific ideas, images and beliefs that are considered very acceptable by the majority, you can use these ideas and images to gain compliance from your subjects.

It doesn’t matter if all you are providing during the interaction are mere ideas and images; what matters is that the subject’s mind will be accepting all of these inputs without question. By making use of mental illusions you have a powerful way to bypass even the most stringent of critical factors.

So now that you know why it is important to utilize mental illusions and artificial appearances, let’s get
down to business. How can you use these things to your advantage?

The first thing that you should always keep in mind when you are dealing with different kinds of people is the performance principle. The performance principle states that whenever we enter transactions with other people, we perform specific roles. These roles can be official/recognized or implied.

Whatever category you choose, you must always remember that you can modify the role that you are performing depending on the peculiar requirements of the situation.
For example, you might be ‘just’ a regular office worker but if you are in the presence of someone that you find very attractive and appealing, you don’t have to stick to the plain role that you have been given in the office.

You can magnify certain aspects of your job to create a completely new appearance and persona. By doing this, you will automatically be lending yourself *personal power*. When you lend *yourself* personal power, you can change the way you project your social status and way of life, too.

These are all very important elements that people pay attention to when they are interacting with others for the first
time. So if you are set to impress someone, be sure to give the subject *reasons to be impressed*. And we’re not just talking about your salary and your expensive suits.

We are talking about the different aspects of your personality as well. These aspects *have to shine, too*. The only way that this is going to happen is if you are going to carefully modify your public projection (*appearance*) so you can start creating strategic mental illusions for your subject.

Now, whether your subject will adopt these mental illusions or not depends wholly on the level of rapport you have with the subject and how aligned
the mental illusions are to the subject’s own beliefs and morality.

Again, I have to emphasize that if you suggest something that goes against the person’s morality or core beliefs, your suggestions and mental illusions will be rejected outright.

So if you are planning to suggest something extreme, you need to condition your subject repeatedly over a long period of time before you are going to get any compliance from your subject.

The next illusion principle that I would like to share with you is *instant inspiration*. Inspiration is defined as
“the action or power of moving the intellect or emotions”. Humans are known for being irrational, excitable beings so much so that countless leaders throughout the history of human civilization have used this particular tendency to get what they want.

All of those great (or infamous) leaders had one thing in common – they really knew how to inspire the masses. Now I am not saying that you should start idolizing questionable individuals like Hitler. But one can’t deny how powerful these individuals were in terms of gaining the support of large numbers of people. So how did they do it?
Their secret is actually *inspiration*. These (in)famous political leaders were able to combine expectation, hope and inspiration in one neat and reproducible package. They were both the scourge and the cure to the people.

They represented the masses’ deepest insecurities and highest hopes. In short, these leaders were able to penetrate the common psyche of the masses and they used that precious resource to gain compliance by inspiring supporters to *just take action* even without any critical thinking.

To be able to inspire others is a rare gift; some people were just born with
the knack for it. But again, it does not mean that you will not be able to do it just because the idea of inspiring others before trying to influence them never occurred to you before.

So how can you inspire another person to believe in you and then to take the desired action? The key here is to find out about your subject’s deepest and most secret of desires. Now I know that it would be extremely difficult to get that kind of information from subjects. But let me tell you this – once a person starts thinking about something, eventually, he slips and the subconscious mind just starts spouting things either directly or indirectly.
You just have to keep asking the right questions under a common theme to make the subject progressively comfortable in talking about more private desires with you. It might take time but once you have gathered sufficient information about what the subject really wants, you can use that information to make your offer more tantalizing and desirable.

Trust me, when you are finally out there trying this technique you might be surprised how easily some people share their innermost thoughts after sufficient mental pre-conditioning.
Let’s talk about something that hypnotists rarely discuss themselves – seduction. Seduction, or the subtle art of enticement, has been the subject of countless novels and books throughout history. We are fascinated with the idea and at the same time, we are repelled by it because common morality forbids the idea of instant intimacy.

Now, let me make it clear that I am not here to support any particular cause related to romance or sexual activity. I brought up this topic because you can apply the principles of seduction to different social interactions. There are so many things that you can learn from master
seducers; here are some of the more useful lessons that you can apply as a conversational hypnotist:

1. How you break a person’s current trance is important. Once the subject’s trance is broken, he will refocus his attention to you. What do you have to offer? Make sure that you are prepared to carry out a stimulating conversation once your subject has acknowledged you. People appreciate it when they are approached by intelligent and sensible individuals; create the illusion that you are what they seek and you will be rewarded greatly by the interaction.
2. People have certain negative preconceptions about other people; it is your job to dispel these notions immediately. Do not wait for the person to ask you about your intentions and plans. Learn to demonstrate your good intentions to make the most out of the interaction.

If the subject has to ask you about what you are really trying to accomplish then you were not able to show the subject your intentions. It is one thing to ‘hint’ that you are someone that the subject can trust it is a completely different thing to demonstrate that through words and action.
3. When your subject confronts you and questions you about your intentions, denial is your number one defense. After denying, you must then reverse the situation so that any negative weight will be shifted to the subject.

The subject, who then finds himself at a very odd position in relation to you, will attempt to defend himself by rationalizing why he has confronted you in the first place. Through the principle of consistency, the subject will then attempt to make it up to you by being friendlier and more open.
4. A bit of hesitation when answering is always a good thing. This makes the subject more eager to prove himself to you, even if you are really the one who is eager to make a good connection with the subject. By playing the role of the vulnerable one your subject will feel that he has to make you feel comfortable during the interaction and this drastically improves your chances of gaining compliance from the subject in the end.

Conclusion

To call this a conclusion on the subject of conversational hypnosis in
general would be a huge understatement.

As far as this particular teaching goes however, this is where we will conclude.

The reason we are concluding at this point is because what you’ve learned needs to be put into practice and absorbed at this point.

If I were to continue teaching you without you taking the time to study and begin to execute these techniques would be a disservice to you.

Remember the 5 critical factors that I mentioned in the beginning of the
program that must be present in order for this information to serve you?

The one I call the UARMS model?

U - Understandability

A - Acceptability

R - Relate-ability

M - Manageability

S - Sustainability

Well us concluding here before moving on is going to keep us linear with this model so that you can
actually master this information and use to enhance your life experiences.

Take this time to begin practicing all of the techniques we covered until you begin to feel comfortable with them.

If you'd like to expand your level of knowledge on conversational hypnosis, please check out *The Advanced Conversational Hypnosis Code*.

More info on that can be found here.

[conversationalhypnosiscode.com/advanced-special-offer](http://conversationalhypnosiscode.com/advanced-special-offer)
Until next time, I wish you the very best and I thank you for allowing me the opportunity to connect with you.

Paul Mascetta