Hypnotic Language Patterns Volume 2
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Introduction

When people hear the word hypnosis they usually conjure images of shady characters wearing dark suits and waving around shiny objects like watches.
Thanks to popular culture, a majority of the population believe that hypnosis is primarily in the realm of the weird and outlandish and has really no place in everyday living.

If you thought this way about hypnosis or even NLP (neuro linguistic programming), I can't really blame you because this is how mass media has portrayed these disciplines. If you think about it, the common misconceptions about hypnosis actually give you an advantage over others.

Since very few people know how hypnosis actually works, you can employ multiple hypnotic language patterns and get the results that you want without ever being detected by your subjects.
Before we formally begin the discussion on the different hypnotic language patterns that you can use to persuade and influence others, we have to take a step back to examine how hypnotic language patterns actually work.

Many beginning students of hypnosis or NLP think that hypnotic language patterns work like magical incantations. Since the expectations are so high, many people believe that all they have to do is to pick a pattern, blurt it out to a subject and voila - the desired results will magically appear.

It is not as simple as that, I'm afraid. And if you do apply hypnotic language patterns that way, you're in for a lot of disappointment down the road.
Using hypnotic language patterns requires patience and increased sensitivity to any kind of feedback from the subject. The only way that you will be able to gauge whether or not your technique is working is by paying attention to what the subject is actually doing and saying.

For example, if you use a pattern to encourage someone to lose weight, you know you are successful if the other person is agreeing to everything that you are saying and he is openly committing to changing his daily lifestyle so he can shed the excess pounds.

But if the subject remains quiet and detached, you can bet that the pattern is not working and the subject may have hidden objections that you have to address during the interaction.
If you are already a sensitive and observant fellow, then I congratulate you because you are that much closer to achieving your goals as a master influencer.

Some of you might be wondering: what does being observant have to do with the ability to effectively use hypnotic language patterns? Well like I said, you won't be able to succeed if you don't develop your skill in receiving and analyzing feedbacks from your subject.

As an influencer, it is your job to monitor not only the verbal channel (speech) but also the vocal channel and the non-verbal channel (body language). Because if you don't pay attention to all three channels of communication it would be very easy to
misread someone's reaction to what you were saying.

Now, one of the main reasons why hypnotic language patterns can become so effective in almost any setting is the fact that these special patterns have a huge impact on people's emotions.

As modern individuals, steeped in the logical/rationalistic lore of our time, we have been taught that emotions belong to a lower order of bodily impulses and we can happily ignore our emotions because logic can help us make the best decisions in life.
You can see this kind of thinking in the most mundane products of mass culture.

Take romantic movies for example. How many times have you seen a lead character in a romance movie berate himself or another person for giving in to mere emotions? This really signals a change in the way people understand and accept their own emotions.

Many people think that emotions are just wild impulses driven by hormones and other chemicals in the body. They are not. If anything, emotions are actually the clearest representations of what people are thinking of at the moment.

Emotions are like the bubbles and ripples on top of a body of water. You know that there is something going on below the surface of
the water if there even the faintest movement at the surface.

And here's another fact about emotions: no matter how much you ignore our own emotions, all of your decisions are either partly or wholly driven by emotions. This may sound absurd, but this is really how the human mind works.

Why are we discussing this? If we look back at the goals of influence or persuasion, the biggest and perhaps most important goal of all is to create a change in the subject so that he will think and act the way the influencer wants him to think and act.

And the fastest way to achieve this is by causing a change in the subject's emotional state. Of course, this is not enough to persuade or influence someone.
Anyone can cause sadness or grief but that doesn't mean that they are anymore influential than your next door neighbor. What I'm saying here is that there has to be an action associated with the change in the subject's emotions.

And the trigger for this action has to be given in timely and strategic manner in order for the trigger to work. That's why you have to be observant in the first place because you won't be able to determine the right time to release an action trigger if you don't know how to monitor your subject's feedback.

Once you are able to master the ability to covertly control people's emotional states with just your words that is the time that you can truly say that you now belong to the elite group of true master influencers.
Because by then, other people would readily agree with what you are saying for the simple reason that they find very few or no reasons at all to disagree with you.

Developing the Influencer's Mindset

Many new students of hypnosis or NLP think that all they have to do is memorize a
bunch of strange words and the whole world will be theirs.

While I do not blame them for thinking this way (sometimes sales pitches are just too effective), I'm telling you right now that your success does not depend solely on the hypnotic language patterns.

You can read a dozen books on neuro linguistic programming and hypnosis and still not get the results that you want if you don't develop the influencer's mindset. Now, there are seven core beliefs that you must always keep in mind when you want to persuade or influence someone with mere words.

These core beliefs must be made a part of who you are as a master influencer. If you cannot bring yourself to believe in these and make them a reality in your day to day
interactions with other people, you will have a tough time persuading anyone, either with plain speech or hypnotic language patterns.

Whenever you decide to interact with someone, you will always make it a point to make the dialog a genuinely remarkable experience for the subject. You will exert extra energy and effort to make the interaction a memorable and profound experience, both for yourself and the subject.

No one can speak and influence others like you - few come close to your passion and your drive to become a better influencer each and every day.

You can accomplish any goal that you may have in mind. It doesn't matter if you have big goals or small goals. If you want something to happen, it will happen, period.
You know that anything you have planned without a doubt will work on another person. You are confident and you know how to plan to get the best results from all of your efforts.

People that you interact with will feel and believe that you have an amazing skill in communicating with people. And these people will silently vouch for you, which proves that you do have the ability to exert influence over other people.

You will always have the ability to create specific experiences for different subjects, depending on your personal goals during the interaction and how the subject is responding to you. You have the ability to
think on your feet and you are not easily frazzled by even the most difficult and resistant of subjects.

You will be able to persuade and influence others whenever you need to. It won't matter if you are on a vacation or if you are presenting a new idea to a tough boss. Your skill as a master influencer will be there to help you accomplish goals 24/7.

It is also important to have a clear and unshakeable intention whenever you set out to influence other people. Creating an intention is simple: have an clear outcome in mind before you begin the interaction with the subject and hold on to that intended outcome tightly and make it a reality.

When you set an intention, you must know not only the main benefit that you will gain during the interaction but also what actions
you want the subject to perform so that you will be able to arrive at the desired outcome.

As you begin learning the various hypnotic language patterns contained within this book, I invite you to always have an intention or clear outcome in mind before even attempting to use a pattern.

Do this so that your efforts will not be in vain and you will end up becoming stronger and stronger as a master influencer. Remember, the intention should always come first before anything else. You can forget about the exact form of the hypnotic pattern that you want to use if you lose sight of your intention.

Because by then you are not really working towards any definable goal and all effort would be wasted.
Are You Afraid of Using Hypnotic Patterns?

Believe it or not, a significant percentage of beginning hypnotists or influencers are actually anxious when trying hypnotic language patterns for the first time.
I guess to an extent, they feel like they are in an unfamiliar and potentially hostile territory. A lot of people tell me that they don't use hypnotic patterns frequently because:

They are afraid that someone 'smarter' would discover what they are doing and point it out to them.

They feel like they are being controlling and manipulative when they try to actively influence others through their words,

They feel weird because the hypnotic language patterns do not feel natural when used in social interactions.

They are afraid of committing errors and not being able to do things perfectly.
I admit that trying new things can sometimes be frightening and I also agree that committing mistakes can dampen the spirit; but how much better would you feel knowing that you will gain a hundredfold when you actually use then different hypnotic language patterns?

To prove this point, I have prepared a concise list of benefits that you will gain if you decide to pursue this particular path:

You will be able to get the things that you really want in life more easily because other people will be more willing to help you manifest your desires in life.

You will no longer feel uncomfortable when dealing with other people. You will be happy and confident when you are speaking with one person and you will feel equally powerful even if you have to address a room
full of different people that you have never met or spoken to before.

As an influencer you will be able to develop your observation skills and even the smallest feedback from your subject will make sense to you. You will then be able to use this information to plot the trajectory of your social interaction.

You will develop a strong ability to persuade other people into seeing things your way. In addition, you will also be able to change people's behavior in a way that will benefit both parties.

If things go extremely wrong, rest assured that you will also have the ability to cause negative emotions in other people. Of course, you must practice extreme prudence when practicing this particular skill.
Develop the Proper Focus

In order to truly maximize the power of hypnotic language patterns, you need to develop the proper focus needed so you can concentrate on expressing yourself properly to your subject while at the same time taking
full stock of the feedback being given by the other person.

Many people react rather harshly to any suggestion that they are somewhat distracted or out of focus.

Though it is not in my intention to cause any level of distress to anyone, we have to face facts: 99% percent of the time we are distracted by something else and these distractions can adversely affect our ability to focus on any task at hand.

The mind is so powerful that it often multitasks even if it shouldn't be multitasking. Now, in order to free yourself from unnecessary distractions when you are trying to persuade someone you need to acknowledge first that something else is running in your mind.
After tracking down that distraction, you must make a conscious effort to set it aside at least for the time being, so that you can focus solely on interacting with the other person or group.

You know that you have succeeded in setting aside any distractions when your awareness of the current situation suddenly increases and you feel even more confident as you speak with the subject.

When your mind is no longer cluttered by stray thoughts, you also have to create that conviction in our own words. Too often people say things that even they don't believe.

The result of such interactions is often predictable: the would-be influencers don't get what they want. They ultimately fail
because their very presence emanates uncertainty.

Deciphering True Human Perception

In order to further understand how language patterns work, let us take a step back and examine the principle of dual realities. This particular principle is extremely helpful especially to beginning practitioners of hypnosis, NLP or covert influence.
The principle of dual reality is actually quite simple: when two people hear something they would eventually produce different conclusions about what they have heard regardless of the fact that they were given the same input.

This principle is a strong reminder to any influencer to always take into consideration what the subject might be thinking throughout the interaction.

Too often people make the mistake of making themselves the center of social interactions. It shouldn't be this way at all.

Unless you are trying to persuade yourself, your subject should be the most important person in your mind. This principle will also help you visualize what the other party is
actually experiencing throughout the interaction.

The Four Levels of Human Perception

True mind control wouldn't be possible if you are not aware of how the human mind actually processes information and generates specific viewpoints.
This is the reason why we have to briefly explore the four levels of human perception so you will understand just how people process ideas and suggestions from other people.

The first level of human perception is limited to people's immediate reactions to stimuli that they are able to receive through the five senses.

For example, if a person touches a hot pot he will immediately pull away and nurse his hand. The second level of human perception concerns the assignation of meanings to different stimuli.

At this level of human perception people begin associating ideas with events. As the
influencer, you can create multiple associations and the subject may believe you if you present the associations convincingly enough unless the subject already has prior knowledge about the idea or event.

At the third level of human perception is the crystallization of personal beliefs. People encounter a lot of stimuli on a daily basis and the mind has to assign permanent meanings to these stimuli so a person would be able to react accordingly when he encounters the stimuli once again in the future. The third level is dependent on the first level and second level of perception. So as an influencer you will play a vital role in modifying people's perception of things.

And finally, we have the fourth level of perception. In this level, people begin associating specific emotions to stimuli
emanating from the environment. By stimuli, I refer to any sensory input (sound, smell, tactile sensations, etc.)

You might be wondering at this point in time how this information could actually help you persuade someone. Well, if you want to be a truly persuasive and influential individual you need to take into account all four levels of perception when interacting with a subject.

Many would-be influencers only focus on the second level of perception (which is why many people become frustrated when they do not get the results that they want).

To avoid this problem, I'm going to walk you through the different levels of human perception so you can utilize each level
properly when you are interacting with another person.

1st level

Create the perfect environment for the subject before laying down your cards on the table.

Make the subject as comfortable as possible before and during the interaction.

Establish your credibility at this level by using strategic verbal language and the appropriate nonverbal/body language.

It is at this level that an influencer can use pacing and leading techniques. Once trust has been established the subject will allow himself to be led by the and throughout the interaction unless of course he finds a
reason to disagree with you and walk away instead.

2nd level

• Since rapport has already been established at the first level, you can now employ hypnotic language patterns at the second level.

New ideas and calls to action will be introduced at this level; this is the reason
why hypnotic language patterns can be extremely helpful at this point in time. The subject will start forming his opinion about all of the input you are giving and you need to make sure that his reactions will be beneficial to your goals.

If you want to teach the subject new modes of behavior and thinking, you can do that in this level because the subject will be open to suggestions because you have already established rapport in the first level.

3rd level

The influencer's control wanes at the third level of human perception. At the third level the subject begins making conclusion of his own. He will be analyzing his primary reaction to the stimuli (e.g. your words) and all of the input and triggers you have used in the second level.
As influencers we can't really tell people how they should feel towards particular stimuli. The best that we can do is to suggest what they should think but people can still disagree with you and reject your ideas altogether.

This is the main reason why I disagree with people who say that NLP and hypnosis are manipulative disciplines. No one has ever committed suicide because of hypnosis.

No one has ever been pushed to hurt another person through neuro linguistic programming. In my personal opinion, people tend to use manipulative language more than practicing hypnotists and NLP trainers/practitioners.

One of the most important things that you have to keep in mind when interacting with
people is that on the third level of perception, people try to determine whether what your offering will offer benefits/enjoyment or punishment.

People would usually back away from something that has been perceived as more of a punishment (e.g. working out several times a week while eating healthy food like steamed vegetables).

4th level

The fourth level of perception is definitely the most important of all the levels. It is in this level of perception that the influencer must begin infusing his ideas and calls to action with emotional triggers that will have a lasting effect on the subject.
If all goes well, the subject will adopt a new viewpoint and belief about an object or issue. If the influencer fails, there is a big chance that the subject will just say no and walk away.

The Different Forms of Information

Now that you know just how complex human perception can be, we will begin to examine the various patterns and techniques that you can use to take control of a social interaction so that you will have a higher success rate in the end.
At the most basic level the influencer simply provides information to the subject. Of course, no piece of information is ever neutral. When I say something to someone it means I have set an intention and I want to accomplish something through my efforts.

So with this in mind, we can't really say that people relay information just because they want to share their knowledge.

To be a truly powerful influencer, you must be aware of the various forms of information as it relates to the communicator (yourself).

If you feel that someone is practicing hypnotic language patterns on you, knowing these types of information would be helpful, too.
**Binaries** - When an influencer uses binaries to express ideas and situations, he utilizes just two fixed categories. For example, a salesman may say that his brand is the best while all the other brands are expensive garbage.

The field of information is narrowed down significantly and the subject is forced to focus on just two categories and from these two categories he must then draw his own personal conclusions.

**Gradations** - When an influencer makes use of gradations, he is giving the subject more options but these options are presented in such a way that the best option is the one that the influencer is offering and the other options are marked as 'worse', 'standard', 'ordinary', etc.
Scaled - Scaled information is presented when the influencer wishes to create an air of freedom during the interaction. Multiple options are presented to the subject and each item is graded from zero to one hundred.

A close competitor may be ranked 80 but tagged as lacking in features (or something like that).

Though many options are given to the subject, in reality, he only has one logical choice - and that is the option that is being pitched by the influencer.

Complex - As the name implies, complex information offers the widest range of options to subjects. Complex information is often presented to critical individuals who routinely seek lots of information before making a decision.
Complex information is also perfect for those situations where you really have to showcase the relationship between different variables.

**Essential Vocal Techniques**

Emotions play a huge part in the decision-making process. This is the reason why you should attempt to make an emotional impact on your subject not only through your verbal and nonverbal channels of communication
but also through your vocal channel. For those of you who are not familiar with the theory of three language channels, here's a quick recap:

The vocal channel of communication includes intonation and your voice's pitch. Vocal language is our first language and it has existed well before humans began creating formal scripts and local languages.

Humans respond to vocal language automatically. Our understanding of vocal language is instinctual; no one has to teach us how to react to changes in the vocal channel. We just know - our understanding of vocal language is part of our primordial survival instincts.

Verbal language is limited to the words that we speak. This includes colloquialisms, idioms, etc. Any form of conventional verbal
expression is communicated through verbal language.

Nonverbal language or body language constitutes more than fifty percent of a person's message at any given time.

As you can see, vocal language is just as important as the other two channels of communication. If you neglect your vocal channel, your final message may not be as powerful as you may have hoped.

But if you know how to manipulate the tonality of your speech, you will have full control of how ideas are actually relayed to the subject. The hit and miss nature of verbal language will be reduced and you will be able to increase your chances of persuading someone quickly.
Tonality & Pace

In this section we are going to focus primarily on tone and pace. There are three main tones that you can use during a conversation: flat, upward and downward.
When you need to convey plain information to someone for his own analysis, use a flat tone. When you use a flat tone your voice is as level as possible and you will not attempt to arouse any emotion in the subject.

The upward tone on the other hand, is used when you need to ask the subject something. It can also be used when you want to express a level of uncertainty to the other person.

Questions are often used in situations where the influencer is conditioning the subject to agree with him. And finally, we have the downward tone.

This tone is often used to create an air of authority. If you want to sound like a boss
when you are talking, try lowering your tone toward the end of each sentence.

People around you will feel that you are positioning yourself as an authority. This may or may not benefit you; it really depends on the situation.

If you are in a situation where you have to showcase your expertise and competence to others, then the downward tone just might help convince others that you are indeed an expert in your field.

However, if you are just offering a tiny suggestion to a fellow employee, the downward tone may backfire on you because the subject will feel that you are looking down on him and you are actually giving him a command. Commands are fine - if you are really someone's immediate superior. But if you are dealing with
someone who is more or less your equal, this tone may not be the best choice.

Now that you are familiar with tonality, let us move on to the rate or pace of your speech. Each person has his own unique speaking pace; and if you are just hanging out with your buddies you do not have to play close attention to it.

However, if you are in a situation where you have to show your persuasiveness, not controlling your speech rate may have a negative impact on your verbal power.

You can determine your current speech rate by monitoring your breathing rate. Usually the breathing rate and the speech rate are identical. If you are breathing too fast, slow
down - a fast speech rate signifies anxiety and your credibility as a speaker goes down immediately when you express anxiety while you are talking. If your speech rate is too slow, you may want to increase it just a little to add a little energy and persuasiveness to your aura.

You have to practice breathing from your belly so you would have more oxygen to work with while you are talking. Avoid shallow chest breathing because this usually does not give people enough air for sustained speech.

Also, it would be a good idea to always speak during the inhalation phase so your words and ideas would be expressed more creatively. By letting your natural breathing rate set the pace of your own speech you will also create a loop of anticipation and relief in your subject.
This loop is a result of having to pause every now and then to inhale. The slight pause in your speech creates anticipation; when you speak again, the anticipation is relieved. Do this over and over again and you have the covert formula for a really engaging conversation.

The Trigger Pattern

Humans are complex beings - we are capable of creating an unlimited number of ideas and experiencing a staggering array of emotions. You can use this to your advantage when you are dealing with other people. If you want your subject to feel something or think of something right now,
you can lead your subject using the trigger pattern. Here's an example:

"Power lies at the very center of every person. You just have to reach deep into that part of yourself where this hidden energy lies so that you can unleash it into your life. This part of you will never lack self-confidence. This part of you will always be ready for action. All you have to do is try hypnosis and this part of you will be revealed to the world for the first time."

As you can see, the trigger pattern can be quite effective when you need to create stunning alter-realities for your subject. It has a unique hypnotic quality to it that few other language patterns have.
On the Strategic Use of Presuppositions

The Merriam-Webster Dictionary defines presuppose as "to anticipate beforehand". And that is exactly what I want you to do when you are using presuppositions.

I want you to use this hypnotic language pattern with full conviction knowing that your subject will believe you and agree with you throughout the interaction.

Now, you might be wondering: why are presuppositions effective as a hypnotic language pattern? The answer lies in the fact that when you use a presupposition in a statement, you are actually telling the subject what to do or what to expect.
Here are some examples of statements that have strategic presuppositions:

Before you turn the key to that lock I want you to be careful about jumping spiders that love to make their nests inside big trunks.

By reading hypnotic language patterns you will soon realize just how powerful hypnotic induction truly is.

Developing unshakable confidence is easy - you just need the right knowledge so you can express yourself well.

Invoking the Power of Permanence
Humans are hardwired to seek out, create and maintain stability. This is the main reason why people generally dislike the idea of change. Change signals the disruption of the present equilibrium which may then lead to a slew of problems.

As a master influencer, you can use this tendency to influence others, too. By presupposing a sense of permanence, your subject will find it easy to say yes to you because you are offering something of value that is long-lasting.

Nothing could be more powerful than the thought of acquiring something that offers long term advantages. It is what we were hardwired to find in this life. Here are some ways that you can add the element of permanence to your dialog or interaction with your subject:
If the subject is focused on present, day to day concerns shift his attention to the future and emphasize that long term or permanent solutions are better than quick fixes. If you are offering a product or service, tell the subject that his problems are waiting for a solution and it is going to cost him if he chooses not to solve those problems now.

Anyone can say that they have a solution but only a handful can provide proof. So be ready to provide the proof that your subject needs to see so he can make a decision as soon as possible. Without proof, your claims concerning permanent solutions will probably fall on deaf ears.
People are naturally pleasure-loving beings. We fear the very idea of pain and punishment. We do everything in our power to be as comfortable and pain-free as possible. You can also use this to your advantage.

If you are suggesting a permanent solution to your subject's problems you have to tell your subject that the problems that he is facing now will not go away on their own.

Things will only get worse in time. So at that point in time you are really comparing two states for your subject: permanent pleasure and permanent pain/punishment.

Of course, no one in their right mind would opt for permanent punishment. But if you are going to
do this you have to make it clear that no other permanent solution exists.

○ Then subject therefore has to decide now. If he decided now, his problems will automatically be solved permanently. But if he chooses to ignore what you are offering his problems will remain and he will voluntarily choose to suffer instead.

○ Use words like long-lasting and indestructible when describing either the solution or the consequence of avoiding the solution. This will help draw a clear picture in the mind of the subject.

○ You have to do everything in your power to make sure that the internal representations you have in your mind will be the internal
representations that your subject will also see. Otherwise, the duality principle will win and the image that your subject sees may not be as intense as the one you have in your mind.

- Presuppositions create impact but don't forget to also tone down your speech so you can connect to your subject at a more comfortable wavelength. If you use lengthy monologues, you don't have a genuine social interaction.

You are just forcing the other person to listen to your prepared speech. A persuasive conversation involves a lot of active listening and a lot of patience on the side of the influencer. You must
show that you are a genuine person and you must also be sincere when you promise things to your subject.

○ Presuppositions can be phrased either in a direct statement or through a question. If you cannot express yourself well with a direct statement, try phrasing the presupposition through a series of questions. As long as the presupposition is there, the pattern becomes valid and your statements will carry with them the same impact.

○ Presuppositions don't work well in romantic settings, probably because people are generally more guarded about anything that involves their body.
So if you want someone to have an intimate relationship with you, presuppositions might get you in hot water so I don't suggest that you try it at all in such situations.

- As for the various forms of seduction, you need to make sure that you are mentally equipped to deliver the powerful message.

- If you are not prepared, go back to the first section of this book and read the seven core beliefs again. Those core beliefs will help you create a more confident personality.

- Sometimes, implying something to a subject can work wonders. In other situations, being frank and direct can be more effective. Read the feedback of
your subject and decide which approach works better.

• The idea of permanent commitment is an effective tool in almost any situation. Use it if you really will be offering commitment to the other person (e.g. customer support).

If not, use the idea but try to back it up with a different claim. For example, you can say that your company is dedicated to innovation and present clients will all reap the benefits of future developments and innovations.

That too is a permanent gain. It is absolutely essential that you are honest with your subject. Do not try to deceive your subject and do not make any promises that you cannot deliver.
• As a final note, always aim to create a win-win situation for both parties.

The Power of Shifting Tenses

Hypnotic language patterns are efficient precisely because you don't have to jump
through hoops just so you can understand how things actually work. Take tenses for example.

Anyone who has been through grade school will know that a statement made in the present tense will refer to something that has happened in the present time, while a statement made in the future tense will refer to something that will happen in the future. Sounds easy right? Well, what if I tell you that persuading others can be as easy as strategically shifting tenses?

Here's how it works: people have different emotional and intellectual associations for the past, present and future. For example, a person who has suffered severe emotional trauma in the past may be carrying with her
the association that anything that as to do with family is abusive and hurtful.

A person would be stuck in the past as he relives all of the pain and trauma in her mind. If the person decided to go into therapy, the assigned therapist can make use of tenses to reprogram the subject's mindset.

The therapist can tell the subject that the hurt that he is experiencing right now no longer has to be a persona burden at all because the problems themselves are really situated in the past.

The therapist can then follow up with a statement like this: "The support system and personal resources that you need to make a full recovery so you can start enjoying your life once again is here. It is here and all that
is left to do is for you reach out with your heart and mind to receive all of it."

Here's another application of tense shifting in real-life situations: you can shift a person's perspective of an event so that it becomes a past event. The sudden shift in the time frame will allow the person to think of how he can actually solve the problem that is bugging him at the present time.

It sounds simple but it works. Though the actual problem is still situated in the present, a shift in the subject's imagination is all that is needed to help him make a decision. Here's an example: "How would you like to be free of stress in just five short days?"
The statement presupposes two things: first, the subject is experiencing stress at the present and second, he wants to get rid of the stress. The statement situates the subject at a future time where the stress is already gone.

The statement is so simple and yet the message is brutally effective. You can also create a series of questions so that the subject will arrive at the realization that he has full control of the situation and all he has to do to solve the problem is to make a decision.

At a very basic level, people are preoccupied with gathering and preserving personal resources. In addition to wealth, people consider their time and energy as precious resources, too. Patterns like the one we are studying right now can be used to assure the
subject that you are not there to deplete anyone's resources.

You are there either to preserve their existing resources or add to it. Of course, adding resources is better than just preserving it but in most cases, just convincing the other person that you will help preserve what they have right now is enough to elicit a positive response.

Now, many people ask me whether persuasive tactics can actually be used to help heal someone through therapy. And my answer is an unequivocal yes. In fact, hypnosis and NLP are both used in therapeutic settings. Here's a simple step by
step formula that you can use on someone who is having some minor issues in his life:

1. As a guiding hand, you need to first identify what is actually troubling the subject. So you must start the interaction with a question like "What particular challenges are you facing right now in your life?" The question must be set in the present time so that the subject would be able to focus on his current problems.

2. After the subject reveals what is troubling him at the present time, you must then assure the person that he (and not anyone else) is in charge of his life and all problems, no matter how big, have solutions.
You must situate the person's problems or challenges in the past so that he can see himself as having conquered these challenges already. Remember: man's first tool of creation is his imagination. Never underestimate the power of the imagination.

3. Shift the conversation to the present time once again. This time, ask the subject what he wants to receive in place of all his problems. You must emphasize the need for him to let go of the problems so that he can enjoy his life more, without having to carry around those troubles.

4. Help the subject visualize that he has already acquired the different tools and resources needed to overcome his present problems. Again, the problems must be situated in the past so that the subject can
focus on the solutions that he can create in the present time.

5. When the subject becomes thoroughly engrossed in the idea that solutions have already manifested and the problems seem infinitesimally small compared to the solutions that the subject now has, ask the subject whether there was really any problem in the first place.

6. If all goes well, the subject would probably tell you that he had been wrong to feel negative about his troubles because the solutions have been there all along.

How to Command People Without Even Trying

Wouldn’t it be just great if you can just command people to do what you want them to do?
I know - the prospect of full control is tantalizing but sadly out of reach for many of us. It is out of reach because we are only human and other people have the same capacity to refuse and reject as the next person.

But don't worry - because in the world of hypnotic language patterns there are always solutions. In the event that you cannot command someone directly, you can still leave behind embedded commands that work subconsciously. Below are some examples of statements with embedded commands. Take note of the actual trigger in each sentence!

•I heard that you must never try bun-jee jumping because it will cause a sudden spike in adrenaline.
• After you come to this new cupcake stall in the fair, you will never want to taste a different cupcake ever again.

• After you have shaved with a traditional shaver you will laugh at all of the expensive shaving gadgets being sold to hapless customers everywhere.

• As you read the words on this page you will realize how much more you have to read to finish the whole book.

• You will be able to visualize the booming success of your new business by just noticing the results produced by this new inventory system.

• Our company helps businesses in a way that truly meets all of their I.T. needs.
• What do you need right now to get all of the wonderful benefits of what I am offering?

• A completely new way of thinking is evident in this new car model that has been rolled out only a few days ago.

• All that really matters right now is the health of your family.

• All that is really important is the fact that you are ready to make the decision to make your business as efficient as possible.

• Allowing yourself to just naturally gravitate to the best solutions is the way to go.

• By doing that it is almost as if you have already accomplished this.
• As you begin exercising and losing all the extra pounds you cannot help but notice that you are feeling lighter and more energetic every passing day.

• Creating a change like this can only mean more profit for your new business every single day.

• And did you notice the beginning of increased revenues of your competitors who are using my premium products?

• I wonder if you will be interested in seeing your body becoming fitter and more lean after only a few short months.

• I think you are going to enjoy being surprised at the effectiveness of what I am offering to you right now.
• And if you wish for better health the best way to do that is to consult with your naturopath doctor who will give you diet and lifestyle recommendations.

• And it appears that already your business is suffering from a shortage in reliable dough-mixing equipment.

• It is very rewarding to know that you are willing to create the necessary changes in your life to make this new endeavor work for everyone, including every member of your family.

• And like magic the new inventory system will begin making things extra efficient for you, just the way you like it.

• And maybe you will enjoy discovering new ways to strengthen your mind with hypnosis recordings.
• And sooner or later, I just cannot pinpoint the exact date, your organization will experience a communication-related crisis.

• And that growing realization that we are all in need of an efficient system to take care of all our hygiene-related needs.

• It is nice to see that you have the genuine desire to seize the day and create your very own money making business online.

• And by then you will discover just how easy it is to lose weight by eating more instead of eating less.

• And while you continue using this new system your body is becoming stronger and fitter.
Mastering Embedded Commands

Back in the day embedded commands were actually viewed as a dangerous form of hypnosis and persuasion because they can work extremely well even in large groups of people.

A few decades ago, people also had to pay a ton of money to learn how embedded commands actually worked. It is a good thing that all of that has changed now and anyone can now learn embedded commands without having to spend a large amount of cash.

An embedded command, as the name implies, is an indirect command that is
strategically hidden in a longer statement that is usually only partly related to the actual command. Unlike a regular, direct command, embedded commands were designed to communication with the subconscious mind of the subject. And as you may already know, the subconscious mind is just as effective in influencing decisions as the conscious, logical mind.

While it is true that the subconscious mind is the site of repressed memories and behaviors, it is also the site of a person's imagination and emotions. If you can tap into this vital area of the human mind, you will be able to bypass the usual defenses that waking consciousness usually has.

So instead of trying to beat down conscious mental defenses, you will slip by these defenses to reach the subject's subconscious mind.
It is extremely sneaky, but it works. Embedded commands worked a few decades ago and they will work for you now in the age of the Internet and the information overload.

These special commands will still work because no matter how sophisticated and modern humans get, we are still bound by our instinctual and primordial drives. We cannot escape our basic natures any more than we can avoid breathing regularly.

The best thing about embedded commands is that you don't have to exert a lot of effort to be able to communicate with the other person's subconscious mind. You also don't have to remember any complicated
sequences to improve your chances of getting the desired results.

All you have to do is to carefully express the embedded command and see whether the subject was able to receive the hidden command.

Ideally, the hidden or embedded command should not be detectable at all. Embedded commands should not make any sense to a person's waking consciousness because that is the job of the larger direct statement.

So how can you express an embedded command effectively? Some people think that it is necessary to use swinging pendulums to make embedded commands work.
Although pendulums can be used during hypnotic inductions, they are not necessary for expressing embedded commands.

What you actually have to do is delineate the elements that make up the embedded command from the rest of the direct sentence (which is really just a decoy or Trojan horse that 'carries' the embedded command to the subject's subconscious doorstep).

How can you accomplish this? The easiest way to do this is by marking the individual parts of the embedded command with vocal cues.

For example, if the direct message is "Take a much deserved leave right now and leave all of your stress and worries at home" and the embedded command is "leave home right now", the elements of the embedded
command must be expressed a little differently than the rest of the direct statement.

You can use a slightly softer voice as you intone the embedded elements or you can pause a little before mentioning them.

Be creative with your vocal apparatus; you might be surprised how flexible and brilliant it can be when you are trying to express as covert command to a subject.

Are you ready to try creating embedded commands yourself? I thought so - here is a step by step guide so you can do just that:

• Before you start creating embedded commands I have to warn you that these covert commands will only work if you are able to practice saying them regularly. So if you are really serious
about using them, you need to practice regularly. By regularly I don't mean sixty minutes every Sunday.

It would be better if you can practice saying the embedded commands (or any other hypnotic language pattern) five to ten minutes every day. As long as you are in a quiet and safe place, you can practice saying special language patterns. If you want, you can practice your hypnotic messages in the bath tub or while you are grooming yourself in the morning before heading out to work.

You can also practice your patterns during your coffee break. Don't fall into the trap of trying to find the 'perfect time' to practice hypnotic language patterns because such opportunities don't really exist. If you have free time to practice, then go ahead and practice.
Your brain won't mind learning something new even if you are in a less than ideal location (e.g. in the office).

• It would be impossible to create an effective embedded command if you have no clear goal or outcome in mind. So ask yourself this: what is that one thing that you really want the subject to do or say for you? After narrowing down your options, pick the option that will truly help you achieve the desired outcome.

• Think of a good direct command for the other person and reduce the command to less than four words. If you can create an embedded command that is only two words long, do it.

The shorter the command, the higher the success rate. Remember, the person
would be using his subconscious mind to process and decipher the embedded code. If the embedded code is too complicated and long, the subconscious mind may fail to decode it properly and the person will not follow the embedded command at all.

• Now, it must be noted that embedded commands can be put in a series of statements and they can be used throughout a conversation, too. So if one statement is not enough to convey the entirety of your command, then use multiple statements to get your message across.

• You can also repeat specific embedded commands if you think your first few attempts did not work. If an embedded command did not work even if you did our best to enunciate the covert elements
properly, do not be disheartened - just keep trying!

• You can draw attention to command words by using words like "observe" and "notice". Such words are like tiny arrows that point the subject to where you want him to look. Using these marking words will further enhance your embedded commands and will reduce your failure rate.

• After determining the exact embedded command that you want to use, it is time to choose the appropriate topic that will serve as the medium of the embedded message.

The topic, which will later be fleshed out through a direct statement, will act like the stealth plane that will bypass the waking consciousness of the subject.
The subject's waking consciousness will most certainly understand the words that you used in the statement, but it will not be able to decipher the embedded message because that part of the direct statement does not follow the conventional rules of speech.

• Embed the commands into the different statements and mark these elements when you are giving the embedded commands to the subject.

• It’s very important to mark the elements; otherwise the subconscious mind would have nothing to process at all. There has to be some demarcation between the words that belong to the general statement and the words of the embedded command.
• Practice before meeting with your subject. During practice, I want you to over-express the elements of the embedded command so your mind will remember exactly what it should do when time is right.

• You know you are ready to use the embedded commands you have prepared when the words begin flowing naturally during practice. When you begin to feel confident and at ease with statements you have prepared, feel free to try them out on your chosen subject.

• Do not be afraid of getting caught. The worst that could happen is that someone would comment that you are speaking a little differently than normal. Focus on
getting the embedded command across without a hitch. Forget about your doubts and anxieties - they have no place in a master influencer's arsenal of hypnotic tools.

An Instant Shifting Pattern

Ever wondered how it would feel to transfer images and sensations directly to another person's mind without him knowing it? No, you won't need any space age tools to accomplish this.

All you need is a good old fashioned hypnotic pattern to get this done. The secret of the instant shifting pattern lies in the strategic use of the pronouns "i" and "you". Normally, a person would stick to the pronoun "i" if he is trying to relate something that has happened to himself.
But in the case of the instant shift pattern, this rule is routinely broken so that the subject would be able to instantly put himself in the shoes of the speaker.

The subject trades places with the speaker and is allowed to experience whatever the speaker or influencer wants him to experience. Before you say that this pattern is not simple at all, check out this example:

"Hey buddy! I was talking to my boss the other day and he seemed really angry with me. I thought that I was a goner for sure after he found out that we went over-budget on the latest project.

You know that feeling when the walls around you seem to be caving in? That is how I felt. You would be horrified if you
saw my boss walking towards you with that tight-lipped expression of his. But it is a good thing that he understood why we went over-budget. He gamely accepted my apology since I was the team leader"

Notice how the sudden shift to the pronoun "you" immediately changes the whole meaning and trajectory of the monologue. At specific points in the example, the subject becomes the speaker.

With a simple shift in the pronouns being used, the subject is suddenly dragged to a heightened mental experience and he has no way of controlling the shift because it happened extremely fast. Unlike other patterns, the instant shifting pattern only needs a split second in order to work.

Now, I know that many of you are wondering - when should this pattern be
used? Well, in addition to enhancing regular conversations with other people, you can use the instant shifting pattern when you need to immerse the subject in your own internal representations.

By shifting the pronoun within a statement, the subject experiences an instant trance and within this trance his imagination is working overtime to decode what the speaker wants the subject to see or experience.
Comparing Objects and States

Recent studies in the field of social psychology showed that contrary to common belief, people don't really like to have access to a lot of choices. It appears that people are actually more comfortable with fewer choices or sometimes, just one option.

This might sound a little strange given the fact that modern society encourages freedom of choice in almost every aspect of human life, but it's true - people don't like being barraged with too many options.

This is probably due to the fact that when you have a lot of options, you will need to expend a lot cognitive resources just to
differentiate the options and make conclusions about each one.

And after that you would also have to expend some more cognitive resources to make a final choice.

From an evolutionary viewpoint, this just doesn't sound practical because cognitive resources are precious and should be reserved for more urgent situations. Why are we talking about this?

What does this have to do with the process of influencing and persuading other people? Well, it all boils down to the need for comparison. It would be very difficult to persuade someone to take your offer (whatever it may be) if you could not compare.
And the best way to make comparisons is by using specific language patterns that will cement the comparison within a statement even if you are comparing wildly different objects, situations or mental states. Here are the two main ways that you can make a comparison so you can influence someone into doing something for you:

If you want to compare two wildly different things just to prove a point, use the word "as" in the direct statement two times. (e.g. "You will be able to see the results of all your efforts as easily as finding the milk in the fridge")

Notice that the "as" in the statement made it appear that the two main components are connected while in reality, they really are not similar at all. The "as" acts as the
bridge that smoothens the transition between two objects/states and allows the subject to make the connection in his imagination.

There will be times when you really want to describe, in rich detail, an object, event or situation in contrast to another object/event/situation. In such situations, you can use the phrase "the difference between".

This pattern requires at least two variables because it is still a comparative pattern. Master influencers often use this pattern to compare concepts that are very similar to each other.

The comparison often triggers the subject's curiosity (e.g. "Are you aware of the difference between thoroughly engrossed and completely curious about something?")
This hypnotic language pattern can also be used to highlight the traits of an object that are often forgotten or ignored. You can bring to the fore pressing issues that the subject may not be aware of, too.

As you can see, hypnotic language patterns are only as effective as your own fertile imagination. You need to fire up your creativity so you can make good use of specific hypnotic language patterns.
An Advanced Seduction Pattern

If you have ever thought of using hypnotic triggers to seduce someone, you are in luck. In this section I am going to share with you a seductive monologue that can be used to wear down the outer defenses of any subject.

Use this pattern in romantic settings when you need to show the other person that you are aware of their deeper selves and you are more sensitive to the subject's emotions than other people:

"Everyone has a deeper self that we tend to hide from the rest of the world. Instead of showing our deeper selves we create an alternate persona that we feel is safe to show others."
But in reality, our true selves are hidden away, hidden behind vales and curtains so that we may be safe from others who may not understand our true selves. Within our deeper selves we hold our deepest desires and biggest hopes. This deeper self is also the seat of our most genuine sentiments and emotions.

Even though this place seems nebulous, it is actually a place of beautiful creation. What I have discovered is that it is not easy to find a way to this special place of yours, but once I was able to find the key, I discovered that it was all worth the effort because it is such a beautiful place. And I would like to share my own true self with you too, so we will have the unique opportunity to create wonderful things in this life.
Be careful with this hypnotic language pattern - it can work extremely well but if you are going to misuse it just for selfish ends, you may end up hurting someone deeply.

This hypnotic language pattern is unique because it draws the subject into a deep trance and the internal representations contained within the hypnotic language pattern actually encourage the subject to open himself/herself up to the other person.

When this happens, the subject actually consciously lowers his mental and emotional defenses and he offers his true core to the other person. This is popularly known in mass culture as "baring one's soul" to someone else.
While it is true that intimacy often results from such encounters, one should note that intimacy is not really the end-all of this pattern.

Use this pattern only if you want to establish a deeper bond with someone. Use ethics in ever situation, even if you have access to covert patterns that directly bypass a person's conscious mental defenses.
Planting Seeds of Uncertainty

Most master influencers view uncertainty as the enemy of influence and persuasion.

While it is true that a subject that is uncertain about your offer can easily disagree with what you want to happen, it doesn't mean that you cannot make use of uncertainty to improve your chances of persuading someone.

In reality, uncertainty and doubt are both very advanced tools of persuasion which is why many people view them as the opposite of a persuasive tool. People just do not know how to use these mental states to their advantage.
I do not want this to happen to you too so I have devoted a short section on the topic just to illustrate how the Eriksonian method of uncertainty can work for you, too.

Before we head over to the pattern, let me discuss first why anyone would want to use this pattern in a conversation. This pattern is excellent if your subject has made up his mind about something and his personal conclusions are blocking you from achieving your desired outcome.

You will be planting the seeds of uncertainty to break down the other person's resolve and belief that he is right.
Yes, it sounds very sneaky and yes it will work most of the time because only a handful of people in this world have that much confidence in each and every belief that they have. You will not be planting seeds of uncertainty just because you want to be mean to the subject or just because you want to be superior.
You will actually be doing this because you want to bypass the external defenses of the subject so that you may present an option or an alternative way of thinking.

Because when a person is uncertain, he will suddenly scramble to establish a firm foothold once again. Like a man who suddenly finds himself doing a surprise free-fall at two hundred feet, your subject will try to grab hold of something that would stabilize the situation.

And in the case of the subject's interaction with you, the nearest 'thing' that he will be able to grab hold of is the option that that you are offering.
Are you ready for the sequence? Here it is:

Are you certain of what you just said?

Are you really certain or are you just thinking that you are certain?

Yes, you think that you are certain.

Are you certain enough about it to be uncertain?

The sequence was designed to systematically break down the subject's belief that his personal conclusion about something is indeed correct.

When you say the first item, subject will simply say "yes" because he would want to position himself as someone who has made up his mind about that specific issue.
The subject has to be able to position himself this way so that you can break it down. You must draw out his belief out into the open, like a wild lion, so you can hunt it down with the uncertainty pattern.

People usually begin doubting their own personal conclusions about something by the second question and by the end of the sequence, the seeds of uncertainty are firmly embedded in the subject's mind. Now, the uncertainty pattern is amazing but it does not guarantee that your subject will say yes to anything.

A person will only say yes if all the other techniques that you used have been implemented carefully and correctly. In the end, these patterns are still just tools. It is still up to you how you will be able to elicit agreement from your subject.
The Inner Voice Pattern

In an earlier section we talked about how you can seduce someone by encouraging the other person to lower his defenses by sharing his inner self. In this section, we are going to explore how you can influence another person's inner voice so that you would have direct access to another person's imagination.

Before I reveal the actual pattern, let us take a step back and review some of the basics of the human imagination. First, people like talking to themselves. It is a natural activity and talking to oneself allows a person to process information faster.
This form of active imagining is called the inner voice because people usually use conventional language to talk to themselves. As humans, we do not use images and sounds to imagine and process the world around us. We use words and then we generate different internal representations as we see fit.

The true enemy of persuasion and influence is not uncertainty but discrepancy. As influencers, our biggest challenge is really how to influence another person's imagination so that we would be able to convey exact ideas and images to our subject.
But since the principle of dual reality is always in action, accomplishing this can be quite difficult. That is where patterns like the inner voice pattern come in to help.

The inner voice pattern allows your subject to see and experience your ideas as you have imagined them. During a conversation you simply have to add "this voice inside is telling you to ____________".

Of course, in order for this pattern to work you must already established rapport with your subject because otherwise, he just might ignore the invitation to imagine something with you.
Once you have developed some momentum and you have seen clearly that the subject is responding to you, continue using the pattern to build up the initial set of ideas that you have introduced in the beginning of the interaction.

Uncovering a Person's Most Cherished Values

In the realm of influence and persuasion, you will not get anywhere if you have absolutely no idea about the subject's values. If you will be meeting the subject for the first time, the task of uncovering these values is of utmost importance.

Otherwise, you would have no idea how to connect with the subject throughout the
interaction. So how can you actually draw out a person's values?

You can do this by asking a sequence of questions that will slowly draw out the person's values. I have prepared a step by step guide for my readers who have never done this before:

- Before asking any questions you need to determine the context in which you want to persuade or influence the other person.

  This context will be the general theme of the sequence of questions that you will be using to draw out vital information from the subject.

  Begin the sequence of questions with a relatively simple question. For example, if the context of the conversation is you want to sell new merchant software to a
business owner, you can ask the subject something like "What matters to you when it comes to your own business?"

After the first question has been answered, create a string of questions that are related to the first question but are slowly leading to very specific inquiries until you finally arrive at your target issue, which in the case of our hypothetical situation is selling new software to someone.

It is important to keep asking questions and to keep listening patiently to each answer that you get.

Remember, it is very unlikely for subjects to share their most important values and thoughts during the first few minutes of a conversation. You would have to draw out the person first by establishing rapport and by pacing and leading the subject.
When you begin receiving a good amount of information about the subject's values, you can begin connecting these values to what you are offering in the first place.
Become a Credible Expert In One Step

One of the easiest ways to establish credibility when faced with a new subject is through name-dropping.

I know that name dropping has a somewhat bad reputation both in and out of the academe, but if it is done correctly and in a balanced manner it won’t hurt your public persona as a speaker.

This pattern can be used when you need to step up as an expert so that other people will find it easier to believe in what you are saying. Of course, in classroom setting this is sometimes necessary especially if other people are questioning your competence.
The purpose of this pattern is to link you to the expert that you are mentioning. You would be briefly riding the expertise and credibility of the author that you will be mentioning. The formula for this pattern is:

If there was one bit of advice that I learned from (cite the name of the authority or expert) that is (add the information or insight from the expert).

You must not overdo this because over time, people will get wind of what you are trying to do and this will cause your technique to backfire on you.

The best practice here is to pick one important insight that you would want to
share with the subject and then flesh out the details with your own words.

The name-dropping will only be used to highlight the fact that you really know what you are doing in the first place. After highlighting this fact you will then be showcasing all of the insights that you have personally.

If there is a chance that people might be questioning how you actually know what you know, be prepared to cite your sources. That way, people would believe you even more.
On the Dynamic Nature of Social Statuses

We are all aware the social status is determined by a variety of factors like education, who you work for or how big your bank account is.

These are the ‘hard factors’ that determine a person’s social status but that doesn’t mean that status is fixed upon these factors.

In fact, in real life these things don’t matter because when you are dealing with different people they won’t bend to your will just because you studied in Harvard or just because you have several Ferrari’s basking in your driveway.
Perceived social status is often more important in day to day interactions which is why you should pay attention as to how you portray or project yourself to other people.

Often, people make the mistake of personifying their social status so much that they lower themselves in the presence of others. You don’t have to do this at all.

If you are a rank and file employee in a company that doesn’t meant that you have to personify your company rank outside your place of work. You can choose to leave that part of your identity at the office because no one is asking you to act lowly in front of others.
Sure, you have to know your place when you are talking to your bosses and managers but apart from those situations, your social status remains dynamic and modifiable based on the situation at hand.

So how will you be able to change your social status to get better results when you are interacting with other people?

There are several ways to do this but the easiest way is to simply change the way you talk to people. For example, if you want to take a girl out on a date you should not think that this beautiful girl is out of your league.
If you think this way, then your mind and your body will follow your emotions and thoughts. You will act lowly in front of the girl and you will project the aura of someone with a lower social status.

But if you tell yourself that you and the girl have equal social status, you will begin to personify this belief. You will no longer be afraid to talk to the girl. You will be at ease when you crack a joke and when you invite her for dinner.

You will feel that there is chemistry between you two and you will be able to act upon this chemistry without hesitation. You need to believe in these things in order for this technique to work.
So the next time you have to talk to someone, make sure that you position yourself mentally as an equal.

Otherwise, the other person might end up staring you down because you have allowed yourself to be stared down. But you have to be careful, too. If you position yourself too high, other people would dislike your personality and what you are doing, too.
Here are some traits associated with a high social status and low social status.

High social status

- Has the ability to stay calm at all times
- The person is confident when he talks to other people
- He is secure with what he knows and what he has to offer
- Uses slow and measured movements to achieve the proper impact on others
- Is always responsive to the feedback and reactions of other people
- Does not blink intentionally during a conversation
Low social status

- Often appears nervous about what he is about to do

- Shows that he is worried at all times

- Seems agitated most of the time

- Movements are often twitchy and unsure

- Focuses on reacting to stimuli rather than being measured and responsive

- Eye movement is also twitchy
Influence & Power

Throughout this book I have showed you patterns that can directly bypass the mental defenses of people so that you would be able to leave commands in their subconscious minds. As you may have noticed hypnotic language patterns work precisely because they can bypass the usual defenses set forth by the mind. Due to the power of these patterns, I invite other practitioners of influence to use these techniques ethically. Always make the world a better place after using any language pattern. Sure, you will get the benefit that you want but at the same time you should make sure that the other party will also get something good out of the interaction, too. It is my hope that this book will help you achieve your dreams, goals and desires in life. Don’t stop learning, my friends.