The Hypnotic Induction Formula

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Conversational hypnosis is the process of employing a variety of techniques from hypnotherapy, neuro-linguistic programming, classical psychology and social psychology to persuade or influence others.

The core concept behind these two interlocking concepts is change. When you communicate with another person, you want to modify his mindset regarding something.

Ultimately, an influencer obtains some form of advantage, reward or benefit from being able to influence or persuade another person.

This special broad approach to influence can be summed up in the following points:

The 10 Do’s of Conversational Hypnosis

1. Do establish rapport and harmony with your subject.

2. Do understand the subject’s context or where he’s coming from.

3. Do listen more than speak… Because you would have nothing to say if you have no feedback from your subject.

4. Do create the perfect environment during the dialogue so that your subject will see you as his natural leader.

5. Do establish your credibility and do everything you can to gain your subject’s trust.

6. Do be careful about the type of language you use as certain language patterns can cause your subject to openly or inwardly resist you.
7. Do gain your subject’s agreement at all times or at least 80% of the time.

8. Do think of your subject’s benefit as much as yours.

9. Do be sensitive of your subject’s core system (his beliefs and values).

10. Do employ the proper techniques to establish and maintain ideal hypnotic states in your subject.

These are the major points of this approach that should never be forgotten or neglected by any practitioner of influence.

Hypnotic Language & the Tools of Influence

What’s the best way to learn conversational hypnosis?

Many practitioners of influence believe that in order to be truly persuasive, an influencer needs to have a high level of freedom when it comes to choosing his communication style/s.

However, if you think about it, a practitioner of influence doesn’t feel free at all if he doesn’t know how to capture his subject’s attention completely.

He doesn’t feel effective when his subject continually refuses to agree with him. And a practitioner will certainly feel less of an influential person if he fails to persuade or influence his subject after several attempts.

**Freedom** in the world of influence requires specialized knowledge. If you want to feel that a large horizon of opportunities is opening up for you, you need to arm yourself with two things: **the language of influence** and **the tools of influence**.

The **language of influence** is actually the same language used by hypnotherapists to obtain good results when they hold hypnosis sessions with their clients. The only difference is that you will be using this exclusive, specialized language **outside** the office/clinic setting.
Hypnotic language combined with essential hypnosis techniques will ensure that your subject will be completely focused on your message and that you will never have to worry about being secretly resisted every again.

The tools of influence such as rapport, credibility, establishment of trust, social proof, etc., all require a medium to transport them into actual conversations. The medium is obviously the communication style and language that you choose to use when you’re attempting to persuade another person.

Again, these two big factors go hand in hand in producing the results that you want to see at the end of the day.

The 10 Don’ts of Conversational Hypnosis

If every discipline has a set of best practices, it logically follows that it will also have its own list of “cardinal sins”, too. Below is a list of the things that you should absolutely avoid if you want to maintain your position as an influencer in a dialogue/interaction.

1. Don’t assume that your subject is ready to agree with everything that you want to say. People are more likely to disagree with new ideas because that’s how our minds are designed.

2. Don’t put yourself at the center of the conversation. Your subject should be at the center and all his feedback should be used as “raw material” for your strategic & persuasive arguments.

3. Don’t openly oppose or resist your subject. You will regret it later when the subject’s irrational drives come into play and nothing you will say or do will make him accept your ideas.

4. Don’t criticize your subject’s ideas. This is a form of direct opposition that will do more harm than good to your position as an influencer/negotiator.
5. Don’t assume that you know more about influence or persuasion than your subject. The truth might actually be the opposite and your subject can end up influencing you instead of the other way around.

6. Don’t use poor and closed body language when communicating with anyone. It affects your self-image and overall projection.

7. Don’t shape the dialogue so that you will get the most benefit or advantage. Aim to create mutual benefit for yourself and for all those involved in the interaction.

8. Don’t assume that you have the conversation “in the bag” until your subject has fully agreed with your main idea or proposal. There are situations where the subject agrees to a part of the message but inwardly resists the rest of the proposal.

9. Don’t be impatient with your subject. Stick to your objectives and use a variety of techniques to get your subject to agree with you.

10. Don’t assume that your subject sees and respects you as a leader. Believe it or not in the majority of situations, leadership has to be reestablished during the actual interaction. Having a high social position will not necessarily equate to everyone accepting your ideas and proposals at face value.

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Persuasion and influence can be overwhelming at times because of the sheer number of factors that you have to take into consideration if you want to succeed. But then again, you would be in an even more difficult situation if you didn’t know which tools to use.

Again, this certification course revolves not only around the hypnotic approach to influence but also utilizes tool sets from other disciplines. Persuasion requires more than just elegant language – it requires intimate knowledge of human behavior, too.
How can you fully capture a subject’s attention?

Let’s say you were trying to persuade a boardroom full of executives that your idea is the most meaningful and practical solution to the company’s biggest problem.

There are eight more people in front of you and less than half are actually looking at you. Others are fiddling with their phones or laptops. You feel the energy in the boardroom waning after the first 15 minutes of your presentation.

You’re losing the group’s agreement minute by minute…

What do you do?

The first thing that should be done prior to the main dialogue would be to capture your subject’s attention. In hypnotherapy, this technique is called “hypnotic induction”.

One of the perks of using conversational hypnosis is you also get to use the special tools that hypnotists use on a regular basis. Hypnotic language is just one of the tools you can borrow from hypnotherapy. You can also make use of the actual techniques being utilized in clinical hypnotherapy!

What’s hypnosis and why does it matter?

Hypnosis is simply a heightened state of focus or awareness. When a person is hypnotized, he can become extremely aware of what is going on
inside (e.g. his own thoughts, emotions and memories) or outside (e.g. the quality of your voice, your ideas, etc.)

Everyone experiences hypnosis on a daily basis! There is nothing magical, mystical or scary about hypnosis because your brain is naturally designed to engage in this heightened state of focus. Experts believe that one of the major differences between the human brain and the brains of other members of the animal kingdom is that it can intensely focus and creatively analyze thoughts, ideas and occurrences in physical reality.

*How can you induce hypnosis in another person?*

You won’t be able to fully benefit from conversational hypnosis if you didn’t know how to induce hypnosis first. While it is true that this mental state can occur naturally as a result of deep engagement during a conversation, you would be better off knowing how to actively induce it when you are attempting to persuade a subject.

A *hypnotic trance state* or intensified state of awareness will occur after a successful induction. Induction is the same process used by hypnotherapists to relax and refocus their clients before hypnotic suggestions are implanted into the subject’s subconscious mind.

On the whole, hypnotic communication is a very straightforward process: you first refocus the subject’s mind thereby allowing him to see you as a natural leader.

Next, you condition his mind to accept your main message by presenting various perspectives and by modifying his perspective or frame of thought. The final phase involves the presentation of the main message. We will be talking about all these phases as we proceed with the rest of the certification course.

*For now, our concern is for you to learn how to induce a hypnotic trance “on the fly” or whenever you need to.*
Clinical hypnotherapists have the luxury of being able to perform a pre-
session interview (or two) and many other preparations before they
actually induce hypnosis on another person.

Obviously, spending more time with a subject and learning more about his
mindset regarding a particular issue will help you persuade/influence
more easily.

Unfortunately, many hypnotic influencers don’t have these benefits. Many
practitioners of influence are faced with tight deadlines, pressurized
situations, highly resistance subjects and many other obstacles to successful
persuasion.

So again, one of the solutions to this problem is being able to induce a
hypnotic trance whenever you need to.

**Essential Methods of Induction**

We now know that hypnotic induction is necessary for your success, but
how do you accomplish this seemingly complicated step? First of all,
induction is not complicated and second, it can be accomplished by anyone
who is willing to read and learn.

To prove these points, I’m going to share with you some modernized and
improved hypnotic induction methods and language patterns that do not
require swinging pendulums or a hypnotherapist’s office in order to work
beautifully.

**Hypnotic Imaginings**

One of the major strengths of human mind is its ability to imagine or
visualize ideas, actions and whole lived experiences in the blink of an eye.

That’s why the brain is called the most powerful data processor in the
world. To replicate all of the data-processing abilities of a single adult brain
would require several buildings’ worth of computers!
We use our imagination as often as we can because it’s easy and it allows us to understand what’s happening in front of us quickly and efficiently. Fortunately, the human imagination also allows a person to become hypnotized very quickly.

Note that visualization can be used for a variety of purposes, not just hypnotic induction. However, in this workbook we are going to limit ourselves to discussing how visualization or active imagining can be used to induce a hypnotic trance state.

**Hypnotic induction is essentially redirection.**

We can all agree that each person is in some form trance state when we speak to them. For example, a student talking to his wrestling coach might have a hard time convincing the latter to excuse him for that day because the wrestling coach is thinking about his grumbling stomach.

Many trance states, though temporary and superficial in nature, can deal a lot of damage to your efforts in influencing a subject. If your subject is focused on something else, there’s a huge risk that your idea or proposal will be rejected outright.

*How can you redirect your subject through hypnotic language?*

The fastest route to induction is by eliciting some form of **sensory experience** in your subject. The general formula is:

**Context + Sensory Trigger + Visualization Detail**

You should always keep the conversation’s main context at the very center of your strategy, to ensure that your subject is able to create the vital linkages in his mind which will further boost the agreeability of your message.

**Examples:**

“Have you picked a restaurant yet? I’ve always loved juicy, salty steaks at Danny’s.”
“This computer is guaranteed to lighten the load when you’re doing extra heavy animation work.”

“You will feel relaxed and fantastic when you agree to come with me on this week-long cruise in the Caribbean!”

When formulating visualization triggers for the purpose of inducing hypnosis, you should definitely explore various language combinations to see which one creates the biggest impact on your subject.

**Verbal triggers** are capable of creating cross-connections between two distinct senses. Since our imagination is also responsible for lending coherence to what we perceive through our senses, it makes sense that it maximizes and enriches our lived experiences by linking experiences and memories with related sensory stimuli.

You can use the following interrelated sensory combinations to make meaningful induction patterns:

**Input:** Auditory (sound, noise, music)  
**Visualization Output:** Visual (image)

**Ex.** “Hear the sound of progress echoing through the hills.”

**Input:** Taste (flavor)  
**Visualization Output:** Visual (image)  
**Ex.** “If you taste this cookie you will remember fond memories of your childhood in Ireland.”

**Input:** Visual (name of a person, object, place)  
**Visualization Output:** Mixed – may be smell, taste, tactile feeling or emotion (depending on what was named)  
**Ex.** “See that flag, waving through the sky? It’s like freedom standing guard over us.”

**Input:** Visual (color)
Visualization Output: Emotion (may be positive or negative)

**Ex.** “Karen wore her red dress today, she looked extremely pretty.”

Input: Feeling (tactile stimuli)
Visualization Output: Emotion (may be positive or negative)

**Ex.** “Think of your unresolved family problems like small, furry beasts under your bed. Only you don’t know they’re there. And you don’t see them… Until one accidentally tickles your hand in the dead of the night and you bolt awake – alone.”

The Stream of Questions

An obvious limitation of hypnotic induction methods used in clinical hypnotherapy is that they are used with the following assumptions:

1. The subject is willing to be hypnotized.
2. The subject wants to be hypnotized.
3. The subject will fully cooperate with the speaker.
4. The subject trusts the speaker, at least minimally.
5. The subject believes that he will obtain a benefit, reward or advantage for listening and agreeing to what the speaker will say.
6. The subject and speaker are aware that a hypnosis session will be taking place.

Many of the tools of clinical hypnotherapy were meant to be applied in a clinical setting and therefore, using them in regular, day-to-day situations can be awkward and ineffective. Imagine asking someone to just lay back and gradually relax… This type of hypnotic induction is definitely out of the question!

Another method of covertly inducing a hypnotic trance in a subject is by utilizing a stream of questions that revolve a certain idea or action. The language formula for this technique is:
Context + Central Theme (Idea/Action) + Stream of Questions

Example:

Context: Rachelle wants her husband Waldo to relax more at home with the kids. Waldo is almost always preoccupied with work or with problems that arise from work.

R: Are you tired from work?
W: Yes, sadly I’m always tired from work.
R: Can we do anything to help you become less tired?
W: No, I don’t think you can help because the problem is with the office, not you guys.
R: What if you start relaxing more at home?
W: I need to bring home work, or else work would accumulate.
R: But does work belong at home?
W: Well, I guess not.
R: What really belongs at home?
W: I think home is for family…
R: What else do you normally find in a home?
W: Happiness? You and the kids…
R: And we can all be happier at home if?
W: If I spend more time. Relaxing, being happy?
R: And how can we accomplish this, so we can all be happier and more relaxed?
W: I think I’ll cut down on the work that I bring home. It’s been so many years since I had a decent night at home. This is crazy. It has to stop.
R: I’m glad you thought about it, I didn’t. Want some dinner?

Analysis:

The speaker, Rachelle, first established the context of the conversation by asking Waldo a basic question about what he feels. The primary question was relevant and at the same time, neutral so Waldo doesn’t react defensively to Rachelle’s line of questioning.

Rachelle was able to get Waldo to redirect his attention from “work mode” to relaxing at home by using the central theme of relaxation. Notice the
words that have been underlined in the sample dialogue: “tired”, “less tired”, etc. The associated theme of normalcy was also brought into the equation to support the central theme.

Essentially, Rachelle was telling Waldo that: “Work does not belong at home. Work belongs in the office. What’s normal is for you to relax and spend time with me and the kids at home. You can relax more if you didn’t bring home work.”

Rachelle did not make any direct statements during the conversation. All she did was elicit feedback from her subject through pure, guided questioning.

The stream of questions was perfect for the induction of hypnosis because people love answering questions. When a person hears a question, his imagination is immediately stimulated to respond to the question.

Answering a question requires focus. A stream of questions can induce a power hypnotic trance!

How can you enhance the impact of this method?

You can increase the relevance of your stream of questions by combining it with hypnotic, action-oriented visualization. The extended formula for this method is:

\[
\text{Context} + \text{Central Theme} + \text{Stream of Questions} + \\
\text{Action-Oriented Statements}
\]

Action-oriented statements can be added in between the stream of questions to guide the subject to a desirable conclusion. Such statements can also improve the subject’s ability to create a plan of action based on the feedback from the influencer.

Ex.

“Can you imagine the heat of the sun as you play catch with the boys this summer?”

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“I’m sure that the boys will be happy to romp around the local reserve with you, with me carrying the camera of course!”

“I can almost taste the popcorn we’ll be cooking on movie night. There’s a Redbox a few blocks away, we’re going to have fun evenings now!”

The Inverted Pyramid

The Inverted Pyramid method of hypnotic induction is an excellent option when dealing with new acquaintances and highly resistant individuals. The Inverted Pyramid can establish leadership, trust, rapport and induce a hypnotic trance all at the same time!

The principle behind this technique is simple: you ask the subject for feedback through guided questioning and use his ideas as platforms or “take off points” for your own argument/idea/proposal.

Obviously this will require a tremendous creative effort from the speaker but if you perform this technique correctly, you’re bound to succeed more quickly as this method accomplishes several vital tasks at once.
The general formula for the Inverted Pyramid is:

**Context + Central Theme + Primary Question/s → Subject Feedback + Feedback Expansion → Buildup to an Inverted Pyramid**

**Steps:**

1. Reestablish the context of the conversation.

2. Determine the central theme of your message/idea/proposal.

3. Formulate a few primary questions that will logically result in desirable feedback from the subject. Redirection/refocusing will occur at this phase.

4. Acknowledge the subject’s feedback, thereby reducing resistance.

5. Expand the subject’s feedback to include details or points that support your main message or argument.

6. Elicit feedback from your subject.

7. Expand the subject’s feedback until you have a chain of expanded feedbacks under your belt.

This method is so named because you start off with just one question and one feedback from your subject but eventually, you will have a large collection of ideas from your subject and you will simply be expanding these ideas so that they harmonize with your message.

**Example:**

**Context:** Sarah wants her brother James to start dating again, because he has stopped wanting to meet women after his last bad breakup.
James is highly resistant to the idea but is miserable and alone after more than 3 years of mourning his past relationship. Sarah feels that James is “ready to mingle” and just needs a slight push in the right direction.

*S:* “So how are you doing nowadays?”

*J:* “Oh you know, work. And at night I’m on Netflix on most days so…”

*S:* “Being on Netflix sounds like a lot of fun.”

*J:* “Are you kidding? No it isn’t.”

*S:* “It’s not? Well that’s news to me. So what do you think would be fun?”

*J:* “Going out again? But no, that’s a disaster waiting to happen. I hate it.”

*S:* “Being sad and alone all the time is a disaster that’s already happening, James.”

*J:* “I have no answer for that.”

*S:* “I have an answer – finding a sweet, nice girl perhaps?”

*J:* “Like last time?”

*S:* “Last time didn’t work out well. But that means there’s a chance that you will make it work this time.”

*J:* “Maybe.”

*S:* “Maybe you just need a breath of fresh air, if you know what I mean?”

*J:* “Sounds refreshing, haha!”

*S:* “Dating is refreshing and so is being with someone again. Agree?”

*J:* “Well I don’t like being alone all the time, that I can agree to. I’ll try to make my life less depressing. Thanks Sarah.”

**Analysis:**

Notice that the direction of the dialogue was tightly focused even if the speaker wasn’t very keen on volunteering information.

Sarah, the speaker, waited patiently for James to provide the cue statements that allowed her to communicate her own message in a way that didn’t directly contradict James’ own ideas or beliefs.

Since James was resistant to the idea of finding another girlfriend, Sarah had to use the Inverted Pyramid method to avoid coming into direct opposition of James’ perspective of his own situation.
By sticking to the method and by creatively manipulating her own language to harmonize with James’ choice of phrases and words, Sarah was able to smoothen the interaction.

Eventually James grudgingly agreed that he needed to do something about his loneliness and Sarah was able to show her support without receiving an overly high amount of resistance from James.

Trance Signs

Clinical hypnotherapists often observe their clients for signs of trance after a hypnotic induction. While it’s possible for a person to be in-trance without showing any obvious signs of hypnosis, it’s still a good practice to check your subject for any minute physical reactions or changes.

Here are some common physical reactions that occur when a subject is in-trance:

1. Minor fluctuations in a person’s heart rate and breathing rate can result in slightly pale or flushed (reddish) cheeks. Such physical changes are exceedingly common, especially if the subject experiences different emotions while listening to the hypnotic influencer.

2. Unconscious actions become apparent, one by one. For example, your subject may begin swallowing more frequently or his eyelids will suddenly flutter after a time. Foot tapping and finger tapping are also good trance signs and indicate that the subject is keenly focused on what you are saying at the moment.

3. Involuntary facial expressions can also make an appearance from time to time. For example, your subject may raise his eyebrow, blink rapidly, furrow his brows, etc. Such expressions are deeply linked to a person’s subconscious responses to stimuli and if they happen to show that means your subject is allowing your message to penetrate deep into his subconscious mind, where it can create the most impact.

4. In some situations, you may also notice that your subject seems limp and extremely relaxed. Relaxation is one of the key signs of a hypnotic trance.
and it should be welcomed because a relaxed subject is often a cooperative subject, too!

Congratulations!

You now understand the process for beginning a hypnotic induction.

**Would You Like My Complete List Of Hypnotic Induction Templates That You Can Simply “Copy & Paste” In Your Conversations To Hypnotize Others?**

Then you need The Hypnotic Inductions Handbook.

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Talk soon,

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