PAUL MASCETTA’S
ADVANCED
HYPNOTIC
LANGUAGE
BOOT CAMP
1. What is Hypnosis?
Definition of hypnosis

Everyone uses hypnosis in some form or another, politicians, leaders, speakers, life coaches, teachers all use hypnosis to influence their audiences or subjects.

• **Focused attention on a particular issue:** we rarely focus throughout our conscious life; hypnosis and hypnotic language makes it possible for you to guide your subject into focusing his/her unconscious mind.

• **Conversational hypnosis gives you the ability to command your audience’s attention and focus it on a particular topic.**

• **Hypnosis is a journey from one state of mind to another:** by using hypnotic language within the context of a conversation or presentation you can get your audience or subject to agree with you and then lead them into a new frame of mind; this new frame of mind will provide them with a receptiveness to change, improve, grow, take action.
Very brief history of hypnosis

Goes back thousands of years, hypnotherapy comes in different guises.

• Wong Tai, father of Chinese medicine, incantations, rituals, techniques, in 2600 BC, the Egyptians had forms of hypnosis.

• Modern hypnosis, animal magnetism, Franz Anton Mesmer, he was the founder of Mesmerism, forerunner of hypnosis, Benjamin Franklin discredited him in terms of the magnetism, but Mesmer and Franklin were getting results.
James Braid (1795-1860) discovered that patients in his waiting room were staring at candlelight in his office, it put them into a hypnosis state (called mesmerism at the time); Braid coined the term hypnosis, more about narrowing focus of attention, monoideism (a narrow focus on one idea); James Esdaile (1808-1859) performed hundreds of surgery using hypnosis, less people died, it was less traumatic, hypnosis doesn’t have side effects like drugs do, hypnosis was associated with the occult due to mesmerism and so therefore was pushed out by drugs.
Milton H. Erickson, background, (1901-1980), he was a medical doctor, developed his own techniques to hypnotize

• **Influence:** he had an impact on family therapy, solution-focused therapy, strategic therapy, systemic therapy, and Neuro-Linguistic Programming (NLP)

• **Had polio as a youngster:** became highly observant and was able to learn about how common trance is and how often this behavior occurred throughout the day

• **Hypnosis gives the subject power:** Erickson felt that it’s not true that the subject loses power, the hypnotist cannot make the subject do anything if the subject chooses not to do it, he gave the subject permission and choices, small changes can have a huge impact
Quick background on Erickson’s techniques

Why were they different than techniques from previous hypnotists and hypnotherapists?

- **Approach:** his approach was radically different, the interaction between you as the hypnotist and the client is the core of the session

- **Style:** his style was conversational in approach, don’t concentrate on why a problem exists, he would instead focus on how to move forward from the problem

- **Unconscious Mind:** unlike Freud’s opinion that the unconscious was a “cesspool” of negative events and psychosis, Erickson saw the unconscious mind as a huge resource for the client to achieve his/her goals
Trance is not unusual

In fact, trance happens frequently throughout the day.

• *Hypnosis is natural:* engaging events are hypnotic, we enter trace states every day when we watch engaging movies or TV, peak performance

• *Many methods to get to trance:* many cultures use dance, mantras, praying, chanting, mantras, tell stories, rhythms, flickering lights, stillness, drugs, to induce trance

• *Hypnosis and trance:* hypnosis is just one of many trances, anxiety, love, depression, phobias are all forms of trance, so essentially hypnosis is a subset of trance, it’s one form of trance
2. Trance and Hypnotic Language
Diffused to highly focused

During the day as you think your attention wanders to many different topics. When you are in a trance, your attention is highly focused.

- **Focus can be external**, such as a spot on the wall or candle flicker; if you are involved in an accident this will give you an intense external focus

- **Focus can be internal**, such as meditation or daydreaming, as you do hypnosis, you will be going into an externally focused trance as your subject goes into an internally focused trance

- **Many types of psychological problems are trance states**, such as phobias, if you have a fear of spiders you will focus just on that spider, or if you don’t like to step on cracks in the sidewalk you’ll concentrate just on those cracks
Hypnotic induction

Eliciting hypnosis can be done with either type of focus.

• Getting people to focus inwards, you’ll go with them
• Worrying is a type of negative internal trance
• Hypnotic induction can take either internal or external forms
Some forms of external inductions

• **Focusing on a spot on the wall or a candle flickering**, For you can put them off balance and then as they go into trance because of that interruption give them a suggestion to sleep or relax

• **You can use your voice loudly to break the pattern of behavior**, you can interrupt a handshake or any pattern that people do every day

• **Peak performance or flow states**, which are self-induced or can also be guided
Hypnosis is not a single phenomena, it involves guiding and narrowing attention.

- Reading a novel, watching a good film, studying intently
- Sleep is the deepest trance
- *Trance: Day Dreaming: Hypnosis:* Sleep are all REM (rapid eye movement phenomena); these are really all the same, it’s just a question of degree of trance
Milton Erickson would use people’s normal trance behaviors to dovetail his voice to put them into deeper trance

• **Your voice will go with them:** as the hypnotist, you will also go into a trance as your client does, yours will be external as you focus on them and their experience, their focus will be internal

• **Hypnotic language patterns:** Erickson developed hypnotic language patterns that became part of his conversational style in working with subjects, these patterns are the focus of this course

• **Bump into someone, interrupt a handshake:** Erickson noticed that if you bump into someone, interrupt a handshake with unusual behavior, or disturb someone’s normal pattern of doing something that person will go into a trance and you as the hypnotist can use that trance to get them to go even deeper
3. Ways to Master Hypnotic Language and Why You Should Learn It
Write language patterns down until natural

• **Hundreds of patterns:** there are hundreds of combinations of Ericksonian language patterns; you won’t learn them all overnight, but this course will give you an opportunity to see how they work

• **Practice with writing:** as you find a pattern that speaks to you and one that seems natural for your conversational tone, practice writing it with different applications in mind, to convince a child to do something, to persuade your boss, to engage a potential partner

• **Vagueness:** Ericksonian language patterns depend on vague language used in a precise way! As you learn which types of words help subjects to go deeper internally you can become masterful at directing their efforts to do so
Use flash card packs, buy them or make them yourself.

• **Zebu, hypnotic language card game:** this game has over 50 of the Ericksonian language patterns and is fun to play

• **Your own flash cards:** as you discover new patterns, write them down with representative examples and create your own card deck, organize the deck by applications (sales, negotiation, authority) or by Ericksonian categories, such as vague language, double binds, presuppositions

• **Stack different types:** as you get more masterful you’ll be able to use many different structures together to get the effect that you want, you’ll be able to combine linking suggestions with embedded commands within the context of a story or metaphor
Record yourself and listen back.

- **Work on tone:** your tone should be calm and authoritative without being monotone

- **Work on emphasis of commands and certain keywords:** as you practice be aware that embedded commands and suggestions may need a little more emphasis than other words in your hypnotic conversation, this is called analogue marking

- **Make sure you pause:** hypnotic language depends on the pauses between words as much as the actual words themselves, listen to how others do it
Listen to other hypnotists practicing and practice, practice, practice yourself to internalize them.

- **Practice your new techniques:** work with family members or friends in a trusted environment as you practice your new language techniques

- **Remember that mastery doesn’t occur overnight:** many successful hypnotists have worked for years to attain the level of fluidity in audio, face-to-face, and writing

- **Pay attention:** To politicians, speakers, celebrities, world leaders, advertisers, teachers, and other masterful hypnotists and then adapt the things that work to your own repertoire of skills
Why should you invest the time to learn hypnotic language patterns?

- **Authority**: Position yourself as an authority and therefore influence others

- **Relationships**: Increase the positive aspects of all relationships, whether it’s in sales, negotiation, leadership, or romance

- **Opportunities**: Opens opportunities in areas where communication is vital
4. Trance Behaviors and Signs of Trance
Trance indicators

It’s important for you to recognize the movements that show that your subject is going into a trance or daydreaming, they look different than normal behavior but they can even look fully alert and be in a deep trance.

- People focusing internally, their eye movements will be like rapid eye movements in sleep and you can also get skilled at determining whether their eye movements indicate something more specific, watch for eye movements as a clue to how deep they are into the trance state

- Subjects frequently become still and show relaxed behavior

- Muscles smoothing out, their muscles equal out and so therefore you might be able to position their muscles in a certain way, and they stay there as if you’ve positioned a plastic figure, this happens during the regular day as well, for example, your neck muscles hold up your head all day
Relaxation isn’t necessary for trance to be induced but relaxation during trance can help reduce pain

- Sometimes chanting and frenzied dancing can also induce trance so trance isn’t always relaxed

- Hypnosis is often done with the eyes closed, because the phenomena subjects experience are sometimes “visual” and “imaginary”

- By keeping their eyes closed it helps subjects to keep “reality” from “not reality” so their imaginary visions are clear and distinct from everyday reality
Recognizing trance, it’s different than regular behavior, think about someone who is working at peak performance, they block out everything around them

- Trance happens when the subject’s attention is focused

- The hypnotist’s questioning that guides the subject’s attention to focus either externally or internally will induce a trance

- Using words that have no fixed meaning, vague words called nominalizations, will make the subject go into a trance state because the subject has to go into her/his mind, any question that requires them to “go into their minds” to answer your question will put them into a light trance
People blink their eyes rapidly before they go into a trance, then their eyes stop blinking altogether or very slowly

- Muscles develop a strange immobility, for example you can lift a subject’s arm and it will stay there when they are in a trance

- People become more suggestible in any type of trance, therefore people don’t trust a hypnotist because they think they will be manipulated, but any time you focus intently you’ll put yourself into a trance state

- **Levels of trance:** There is a range of the level of depth of trances, if you ask a person a question that means they have to access their internal memory it will make them “go into their minds” to answer and thus focus their attention, they can also “hallucinate” or imagine vividly, a very deep trance will have them be on the edge of sleep, but not asleep
Within a trance, people actually have more, NOT LESS control over their physical responses

- Increased tolerance to physical pain

- Pain can completely be made to disappear or you can make parts of the body go numb, subjects can even be made to blush on just one side of their faces

- If you are tense, your pain will be worse, when you as the subject are relaxed the pain eases, you will be able to tolerate more pain in a trance state
5. Questioning, Pacing, and Leading to Guide Attention

As the hypnotist your job is to help the subject narrow their focus of attention and then move them from their present state of mind to another, hopefully more beneficial, state of mind.
Pacing current experience

Imagine you want to get in tune with someone and you’re walking side by side, as you come alongside them you start to walk in the same rhythm that they are walking so that now you’re traveling together

- **Observe your subjects’ behavior:** Whether you’re speaking to just one person or to an audience, you can begin to cautiously mirror their movements and cadence of speech; this must be done in a way that’s not obvious, you are simply tuning into their frequency and allowing them to tune into yours.

- **Your end goal:** As the hypnotist, your goal is to gently guide your subject from one frame of mind to another, to do this you must mirror the subject’s current frame of mind and then get them to see that the upcoming state of mind will be beneficial to them as they pursue changes or a different viewpoint.

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• **Transitional words:** For example, you could say something like “I’m wondering how you’ll learn and put together all the new ideas you’ll get from this course. As we go on this journey together, you can move forward to a deeper understanding of hypnotic language and how you can use it to benefit you on a daily basis.” In this statement you’ve used vague words like “wondering” to get the subjects to think about what they will get out of the course. You’ve also taken a snapshot of where they are and where they are headed and offered them embedded suggestions to move ahead. Notice also the use of the word “can” which gives subjects permission to make choices.
Developing mastery with pacing and leading

Begin by observing your audience carefully, the unconscious mind processes information at 40 million bits of data per second versus the conscious mind which only processes at 40 bits per second, in other words if you want to learn something fast or make changes quickly the unconscious mind is the way to go.

• Observe your audience, either one or many, carefully and take them in

• Make a mental note of their tone of voice, their posture, their receptiveness to what you are saying

• Copy the aspects you have observed ONE AT A TIME; you’ll need to do this in a very subtle way so it’s not obvious to the subject or subjects, this is where the art comes in
Begin the shift.

As you mirror your audience, start shifting slowly to the next step.

- Now that you’ve mirrored them as best possible and you feel that you’re both “traveling at the same pace” you’re ready to make a small shift

- Maintain eye contact, this is crucial so that you don’t lose them as you start to “move forward”

- Now you will start to divert their attention and they should be ready to follow
Change only one thing that doesn’t mirror your audience, it can be your position, your tone, your demeanor.

- You shift one aspect and do it slowly
- Don’t jar your audience or subject, be subtle
- Maintain eye contact so that you keep them with you as you make the shift
Now the audience mirrors you...

• Pay close attention to see if the audience has mirrored your very specific shift

• Once you see that they have, you are almost done, you have paced, paced, and now you are ready to lead

• Change one more specific behavior, the audience should mirror this and now you have access to their inner workings and can continue to hypnotize them to influence their behavior if they are willing participants—you can make the sale, seal the negotiation, or convince your lover all with these techniques
6. Using Vague Words to Spur the Internal Function of the Mind
Use language that is non-specific.

By giving your subject non-specific language, it gives him or her a chance to assign meaning in his/her own way.

• Words like “explore” or “discover”: Many words have a different meaning depending on the context. For example, if you say to a subject, “close your eyes and just explore” the word “explore” could mean a lot of different things and the subject assigns a meaning to it.
• Erickson, direct or indirect?: Many students who study Ericksonian language patterns believe that Erickson was always indirect, but this isn’t true. He used vague language to get the subject to assign his or her own meaning, but he used either direct or indirect language based on the client’s response in order to structure the session.

• The purpose of vague language: By using vague language you are giving the subject the opportunity to find his or her own way to solve a problem by using the power of their own unconscious mind.
You can still direct the subject.

I want you to sit here and then relax. And as you relax, think about and discover what would make you feel that you could make the change you want to change.

- **Direct the subject:** In this case, you’ve directed the subject to “command” him or her to sit and relax... the command to sit is direct, but the word “relax” means different things to different people

- **Vague words:** The words, relax, think about, discover are all things that might mean something different depending how the subject interprets them and depending on the context. Even the word “change” here is vague because you have not been specific in how you would like them to change.

- **The subject has the answer:** The subject has now been directed to go inside his or her mind to uncover what would happen to want to make them change their mindset or outlook.
Metaphors, analogies, and stories are a great way to use vague, universal language, to get the subject to go deeply into their own unconscious mind.

- **Give direction without specific details:** If you give too much description then the subject can’t put in their own experiences, but if you keep it general, then they can fill in the details themselves and those details will have more meaning for them.

- **Vague language:** Vague language is naturally hypnotic because the subject has to go deep inside to search for the meaning that’s appropriate for them.
• As the hypnotist, you know nothing about the internal experience they are having so you would say things like “I wonder how you feel as you’re walking toward the beach. I’m curious as to how the sky looks on the day you’re taking this journey and how your feet feel as you walk. Is the sand hot and hard or soft and cool or something in between?
Words with many different meanings give you the opportunity to communicate on many different levels.

- **Meanings can be activated unconsciously.** You can create an undercurrent or thread that weaves through everything. For example, if you wanted to give a feeling of speed you could use words like running, sprinting, hurrying, even when you are not specifically talking about speed, but want to communicate that message.

- **Highly generalized statements that are vague, put the subject in a state of agreement.** For example, the statement “We all have our problems” is a vague statement. It doesn’t say what the problems are in specific or even what types of problems we’re talking about. Instead, as soon as the subject hears the statement, his mind drifts to his own problems.
• **Vague language empowers the subject:** by being vague in your language you place the power back in the subject’s hands and mind to determine what has meaning and what’s useful on the path to a changed mindset
Use of words for vague language

• **Different meanings:** As you study vague language you’ll realize that many of the different words we use don’t have exact meanings, but instead depend on context for meaning.

• **Words to use:** the words wonder, curious, development, explore, pleasure, excitement, relaxing, satisfying are all words that mean different things to different people; what some people would label as exciting might be labeled as dangerous by others.

• **What You’ll Learn:** As you use this method you’ll also discover some benefits for yourself as the hypnotist, it will make you more curious about the inner workings of your subjects, it will challenge you to think more clearly, and it will remind you of the resources you have to be at your best as you facilitate your subjects’ experiences.
7. Building on Truisms to Get Agreement
Agreements can take the form of either yes or no.

The undercurrent is that the client or customer or subject would always agree with the hypnotist.

- Structure your statements so the subject must say yes or no but is always in agreement with you as the hypnotist, for example you can say “I can see that you’re beginning to relax (if this is what you’re observing)” and the client would say yes or nod, you can also say “And you don’t want to tell me anything that you’re not ready to tell me” and the client would agree but they are agreeing with your “no” statement

- **Verbal and Nonverbal:** The subject’s response can be either verbal or nonverbal, they could say yes or nod

- **Use truisms:** Truisms are undeniable facts, begin with observable facts and then move toward more abstract but still universal facts
Using Truisms

• Getting agreement with your subject increases response potential and makes the process more smooth

• Universal truisms, such as “some of those childhood memories can take you back in your mind” or “you’ll begin to understand things in a way you didn’t realize you could” you can use universal truisms to build rapport, get the client to start thinking internally and put their own filters on what you’re saying

• The game green light, 7 correct, then one is wrong, you still say correct to the one that was wrong…the green light is leading you, can work vice versa as well, this form of agreement pattern has the same effect, as they agree (whether it’s with yes or no doesn’t matter) and continue to agree, then when you introduce suggestions or embedded commands they will be more readily accepted
A mix of yes and no truisms will help your client or audience feel more comfortable.

If you use yes all the time, it comes across odd very quickly, so it must be done with subtlety to be effective.

- A mix of truisms both yes/no, an even mix is important so that the subject doesn’t feel manipulated

- Once you get agreement and you can see that the subject agrees with you as the hypnotist, the direction is going one way and these truisms build momentum

- Eventually you as the hypnotist, will guide them to something that is beneficial to them, such as developing more self esteem, so you take baby steps in giving the subject suggestions until their unconscious minds begin to accept what you have primed them to accept
Design your outcome first and then begin to stack truisms.

- **It’s all about the outcome:** What is the desired outcome? To overcome a phobia? To become more self confident? To purchase a product that might be expensive but offer a lot of benefits? You design your truisms to lead up the path to the final outcome you want the subject to achieve. Once you get agreement and you can see that the subject agrees with you as the hypnotist, the direction is going one way and these truisms build momentum.

- Hypnosis is a journey of discovery, but it’s also a journey to give your subject a specific benefit, if they have come to learn something or achieve something you want to be the facilitator in making that happen.

- The more masterful you get at weaving truisms into your presentations, the more responsive and suggestible your subject or audience will be.
Build momentum with truisms.

- Underlying current is agreement with the hypnotist, you can build these and then add a suggestion, take them along the path and then make suggestions a little at a time.

- Make sure you have agreement before you throw in suggestions that you want the subject to accept.

- Your subjects won’t accept suggestions that are wildly divergent from their starting point so you must move with subtlety to get them from where they are to where you want them to be, use truisms to get them there.
8. Linking Suggestions, compound and contingent, cause and effect
Linking words begin to make things seem related, even when they’re not; this is the secret to leading your subject to a new state of mind

• **Observable (physical) to nonobservable (mental changes):** the subject has nothing to disagree with, so you can pace, pace, then lead once you can tell that the subject is in trance and ready

• **Problem to resolution:** you will always keep the end game in mind as you work from problem/opportunity to final resolution (negotiate to a specific conclusion, getting buy in for a specific vision, helping the subject to problem solve or change behavior)

• **Static linking/active linking:** static linking might just be this concept AND or by using a pause before you present the next concept; active linking might be WHEN/BECAUSE you do this, THEN THE RESULT is this.
How to apply linking words in your presentations, Part 1

As you present to your audience or your subject, you can use linking words to string concepts together and to stack truisms until you get agreement. Then you can begin to move or influence your subject in a new direction.

• **List:** Tell your audience you’re going to present your ideas in the form of a list and then use words like first, second, third, next, last, furthermore, finally

• **Show results and consequences:** Set up the fact of cause and effect and then use words such as, in that case, as a result, this was a consequence of, if this happens, then that happens

• **Emphasize key points:** Use pauses, tone, and emphasis to ensure that your audience understands the key points, words such as in particular, mainly, especially important
How to apply linking words in your presentations, Part 2

If you are a natural presenter, using these words to link ideas and direction will be second nature, but we’ve all witnessed presentations where the direction and focus was unclear because the presenter didn’t offer the chance for audience agreement and didn’t have a final end game for the presentation.

• **Give alternatives:** Give your subject/s different options for resolution, use words such as on the other hand, another alternative might be, you can see it in a different context as

• **Generalize:** As you present your ideas to your subject/s, you’ll want to generalize so that at the end your audience has a snapshot of the action you want them to have or the belief you want them to change, use words such as on the whole, for the most part, generally speaking, you can see the same patterns in
• **Summarize or conclude:** To signal that you’re coming to the end of your presentation and that your subjects should pay particular attention to the final ideas you can use words like in summary, in conclusion, in brief
Observable to non-observable

You begin by linking observable physical or environmental factors and then link these together until you can pace, pace, and then lead the subject into moving to the non-observable focus.

- **Face to face**: It’s easier to read the subject and then create statements that will match your physical observations and then taking that to the suggestions you want to make to influence their behavior.

- **Take it point by point**: You’ll begin with the observable and move to the nonobservable, or from conscious to unconscious, or from the waking state to the hypnotic or from challenge to solution, always move forward with the game plan in mind.
• **Pace, pace, then lead:** Always begin by pacing with your subject before leading; don’t rush the process, as you get in tune with your subject or subjects you’ll get a feeling for when you can begin to lead; begin with a conversation, then there is an undercurrent of a direction and you build momentum until your subject is with you in a journey to this new direction
Build the momentum

Link truisms with truisms until you get to a point of agreement and response potential. Then you start making suggestions in very small steps.

- **Small steps:** If you take too big of a leap from one concept to another, the subject will find it jarring and agreement with you may be broken; if you have built the momentum properly, when you make suggestions your subject will accept them; suggestions should flow with the conversation and be in alignment with your subject’s goals.

- **Pay close attention to changes:** So if the subject has some physical change, such as her hand shifting, you can note that change as you link statements; as you continue to do this, the subject will start to believe that you are making the suggestions and that he/she is responding to your suggestions, which at the beginning isn’t true, you’re simply incorporating the shift you see in the subject’s behavior.
• **Make a shift:** Match the subject, and watch his/her behavior to determine whether agreement has happened and then shift into leading; you can do this within the context of a presentation too, even though some subjects or audience members will be in agreement with you more rapidly than others.
9. Presuppositions

A presupposition is just an assumption you or your subjects have about a person, a thing, or an event.
It’s not if, it’s when

It’s not if something will happen or whether it will happen, it’s when it will happen; you’re always going to assume that you can put your audience or subject into the right frame of mind or into a trance; always assume that subjects want to get there with you, you can help them to help themselves; assume success as you lead your subject to a new or different outcome.

- **Work from negative to positive**: If a subject has a negative attitude, belief, or behavior, you can assume that this wasn’t always the case and that he/she will remember a time or be able to project into a future time when their attitude, belief, or behavior was more or will be more positive.
• **Create a curiosity mindset:** Help the subject to develop a curiosity mindset; the change he/she seeks WILL TAKE PLACE, it’s more a question of when he/she will begin to feel differently and notice that the change is happening; phrases you might use—I wonder when this will come about, I don’t know whether this will happen before or after this, I’m interested to see when this will work for you (keywords: before, when, after)

• **Direct the flow toward the conclusion:** You’re assuming that certain events will happen and you’re simply communicating that assumption or assumptions to the subject; you act “as if” the appropriate behaviors and mental shifts will take place to get your subjects to the goal outcome
Clarity is important.

When using any type of presupposition you need to be sure that the audience doesn’t have any doubts about what you’re saying.

• **Which statement is more precise?:** Daniel was able to walk today. Immediately after the surgery, Daniel was able to walk without any difficulties. With the first statement, the audience might assume that Daniel could walk on some days and not on others. With the second statement, the assumption is the change was permanent.

• **Interpret this statement:** Before we begin the process of getting you to a state of trance, I’m curious about what you expect to feel when it happens. This statement assumes that the subject will be going into a trance. There’s no doubt that it will happen.
• **Link success with events that will happen:** Your assumption is that change for the better will happen—people will change their negative behaviors or attitudes, people will come around to your more positive beliefs, people will see the need to take action, it’s not a question of if, it’s a question of when and how many steps will be needed
Stereotypes in assumptions are dangerous.

Don’t use assumptions that emphasize stereotypes.

• *Use assumptions that are universally true:* The assumptions you use should be events or experiences that everyone has had in their lives; for example, trance states and peak performance states are universal, although subjects might not be aware of this, until you remind them.

• *Change is inevitable:* It’s just a question of when the change will occur on a timeline.

• *Stereotypes are NOT universally true:* we all have some stereotypes in our minds, like people from Brooklyn are tough or Italian mothers always want you to eat, but these types of assumptions can offend your audience.
Use presuppositions to establish audience rapport.

Your goal is to get the audience to see your thinking.

- **Permissive words:** Erickson was a master at using permissive words to put his subjects in the driver’s seat, while using a presupposition at the same time. For example, he might say would you prefer to sit in the red chair or the black chair before we begin the trance. The assumption is that the subject will be able to go into a trance and they are empowered to make a choice.

- **The purpose of presuppositions:** You want your audience or subject to be able to open his/her frame of reference to see the issue at hand with YOUR frame of reference, in order to get them there, you need to be sure the assumptions you’re using are appealing to them.
• Make sure you don’t use assumptions in ways that jump to conclusions about your audience: For example you wouldn’t begin a sales discussion by assuming your subject liked or didn’t like a certain product.
**Practice using presuppositions in various ways.**

You can use an exact presupposition or affirm or negate a presupposition.

- **Exact:** For example, you could say “I grounded the misbehaving teenager.” The assumption is there is a misbehaving teenager.

- **Affirming:** I want to learn self-hypnosis. The assumption is that self-hypnosis is possible.

- **Negating:** I don’t want to learn self-hypnosis. Whether you use an affirming or a negating statement, in this case, the assumption is that self-hypnosis is possible.
10. Binds versus Double Binds -- ordinary binds are two or more choices that the subject can choose from consciously
Binds give the subject a choice.

For example, you could say would you like to sit in this red chair or in this purple chair as you go into a trance?

- **Conscious choice:** with binds, the subject makes a conscious choice

- **Which choices?:** The subject is being asked a question and can choose either the red chair or the purple chair. That choice comes from a conscious decision.

- **Third choice:** The subject could also make a third choice and refuse to sit in either chair. The subject might not want to go into a trance either and could reject the entire set up
Double binds

Double binds are set up so they can only be answered from an unconscious frame of mind; for example you could say “I wonder whether your feet will stay still or will move slightly as you go into a trance.”

• **Response to double bind:** the subject can say I think my feet will stay still, I think my feet will move, or I don’t think I can go into a trance.

• **Double binds have to be given to benefit the clients because otherwise if you try to manipulate them it doesn’t generally work.**

• **The outcome is inevitable:** The choice isn’t around the outcome. Any response they make to the double bind can move toward the desired outcome.
The subject’s response

Even if the subject doesn’t believe they can be hypnotized and says something like “I won’t go into a trance or I can’t be hypnotized” you can redirect it, their response just provides feedback that you can use.

- **Redirect:** So you don’t think you’ll go into a trance and you won’t notice any difference in your feet, let’s just look at your feet and see what happens

- **Example of a double bind:** I wonder, which will take you deeper into trance, the tone of my voice or the pauses in between my words (the presupposition is that the subject will go into a deep trance); the subject can’t consciously answer that question

- **Client has to make a discovery as they experience it or go on the journey in order to respond to the double bind:** They can’t consciously decide
Double binds create momentum when used one after another, amplify your suggestions by using them frequently, they don’t work as well one at a time

• **Practice writing double binds:** There are many options to getting to the same outcome and an infinite number of ways to phrase it

• **Getting information:** double binds can be used in everyday conversation either with a conscious or unconscious response to get additional information

• **Examples of conversational double binds:** To a child: Would you like your bath now or after dinner? Would you like to pay by cash or credit card? The presuppositions are that the child is having the bath (the outcome) and the customer is buying the product (the outcome)
Subject resistance

There will be subjects who initially offer resistance as you attempt to put them into a trance, a double bind helps to overcome that resistance.

- **You need confidence:** The tone of your voice must indicate confidence; the subject will feel that resistance is useless.

- **The subject must really feel that they have a choice:** You offer a choice that masks the outcome which is already presupposed, in other words, the outcome is that change will happen, you’re offering them a choice as you say “I wonder which of your hands will feel warmer as we begin”...the undercurrent is that something will change during the process, but their answer is not critical to the outcome.

- **Research has shown:** Double binds are not effective if the subject feels that he or she is being manipulated.
11. Commands and Suggestions

As a masterful hypnotist, your goal is to influence and persuade by reaching the unconscious mind.
Direct/Indirect suggestions

Erickson said “Inside every indirect suggestion is a direct suggestion that is hiding.”

- **Direct suggestions/commands:** These don’t often work because the conscious mind of your subject challenges or stops them in their tracks.

- **Indirect or covert suggestions:** These are done in such a way that they sneak past the conscious mind and into the unconscious mind.

- **Within context:** These types of commands, both embedded commands and indirect suggestions, don’t work or rarely work when they are taken out of context.
Consider the context

Imagine two scenarios, in the one scenario, a child who is telling tall tales is told the story of Pinocchio by his mother in response to reprimanding him about telling a lie, versus someone going up to someone on the street and spontaneously telling the story of Pinocchio, the first context is understandable and can have a powerful effect.

• **Sneak them in:** Stories, metaphors, and analogies are a great place to sneak in embedded commands.

• **Analogue marking:** This is a skill to practice where you give a slight emphasis to your tone so that the commands stand out slightly from your words.

• **Subtlety counts:** With analogue marking, if you become too obvious, conscious minds will pick up on it and then your covert strategy will be lost.
To become masterful at embedded commands: practice, practice, practice

- *Friendly rapport:* Create a friendly tone with your subject, listen to what the person says, be patient and don’t jump in right away.

- *Tone of voice:* Speak calmly and in a low, controlled tone; Language fluency: Practice your fluency and eloquence.

- *Have commands ready to embed:* When the subject is ready start to speak and use the embedded commands with analogue marking.
Patterns

As you become more masterful with embedded commands, your subjects’ brains will pick up on the patterns of your suggestions without having a conscious awareness of what is happening.

- **Marking suggestions:** Tone of voice isn’t the only way to mark commands. You can also mark commands with your head movements, you can take care to look into one of the subject’s eyes when talking to the conscious mind and the other when talking to the unconscious mind

- **Voice:** You can change your tone of voice and also the speed at which you use your voice to mark commands
• **Recent research:** Shows that direct suggestion by the hypnotist wears off more rapidly than indirect suggestion...this is because subjects interpret indirect suggestions as something they came up within their own minds and therefore feel empowered, they don’t realize that the hypnotist offered them these suggestions.
Use the word “can” to soften suggestions and commands so that you are being indirect, but allowing the subjects to work things out for themselves.

- Compare these linking statements with embedded commands: “I can see that you’ve settled into the plush chair and you are beginning to close your eyes so you can relax” versus “I can see that you’ve settled into the plush chair and you will relax.” The first statement softens the command and gives the power to the subject whether to relax or not, versus the power being in your hands to direct them.
• **You’re still guiding:** Just that one simple word change will be a more comfortable way for the subject to accept your suggestion

• **Facilitator:** Think of yourself as a facilitator to give the subject an environment for accepting your suggestions as easily as possible
12. Metaphors, Stories, and Analogies

Use symbols and patterns that are useful for subjects to mirror in their own lives
• **What is a metaphor?** It’s a figure of speech in which a phrase is applied to an object or action to which it is only symbolically applicable, but not literally applicable, for example, “She had fallen through into a tar pit of depression or he was stuck in an endless cycle, a prison of repeated behaviors.”

• **What is a story?** It’s an account of imaginary or real people or events. Most people align themselves with the hero or heroine in a story.

• **What is an analogy?** It’s a comparison between two things based on their structure for clarification. For example, the seasons of nature could be compared to a person’s life.
Metaphors, Stories, and Analogies are useful to mirror patterns of human behavior.

• These techniques allow subjects to see their situation more clearly and to understand more fully the resolution to their problem or challenge.

• Stories, metaphors, or analogies can provide a pattern for the subject’s response.

• Even a totally generic metaphor can seem to be specific if the hypnotist sets it up that way. Each individual in the audience will think that you custom made that metaphor for them.
Client or subject metaphors can be used by the hypnotist and are even more effective than ones you can create.

- Metaphors don’t have to be long or complicated, a subject might use a single phrase or simple sentence or even a gesture that is metaphorical in nature, you as the hypnotist can build on this metaphor to deepen the client’s experience.

- For example, let’s say a subject says something like I’m stuck on a fast moving merry-go-round, you can continue that metaphor to change that picture or alter it so that it has meaning for the subject.

- Listen to your subjects with care and you will discover stories, metaphors, and analogies they use. You can then create a parallel structure to guide them to the desired outcomes.
Metaphors can help you overcome subject resistance, it puts the subject into a creative frame of mind, just as if he or she were interpreting a poem or song lyrics.

• You can use past successes of other subjects to tell a story that listeners will apply to themselves and their future success.

• You can use your own quotes as embedded commands or suggestions, for example, “I said to him that to truly relax he needed to wrap up his work 10 minutes before actually leaving his office”....here the subject is listening and applying this story and embedded command to himself or herself
• Keywords that you use to set up metaphors would be: journeys, pathways, new vistas, changing circumstances, yearning for something, hoping to get rid of something, these are all common patterns...get the subjects to open up about their adventures in life and then turn around and use these experiences to bring them along in the trance state
Common patterns crop up in all different fields.

- We talk in metaphor on a daily basis, we don’t notice, we talk about “being in left field” or “hitting a home run”

- Bring things up in conversation and then pay attention to the types of metaphors, stories, and analogies used frequently by people in that field

- Ask your subjects about their favorite stories, books, toys, movies, and then adapt the metaphors you use to meet their needs. In that way they may be even more effective than metaphors you can create because you can be sure they have personal meaning to the subject ...so, in summary, both very specific and very generic metaphors can work in the right context
13. Erickson and the Meta Model:

Erickson’s language patterns have frequently been called the inverse of the Meta Model, but in fact there are many points of commonality between the two models. The Meta Model uses 15 “violations” of well-spoken English. When you hear these in speech they open a window upon another person’s model of the world. You can ask the subject using specific questions to uncover more about his/her thinking (as in the NLP-Meta Model) or you could use these patterns to introduce vagueness into conversations and thereby induce a trance-like state in your subject (Milton Erickson model)
Kinds of NLP Modeling

• Meta Model

  • The first-ever NLP model created by John Grinder and Richard Bandler.
  
  • It is outlined in the Structure of Magic vol. 1
  
  • It is based on the supposition that “the map is not the territory.” This simply means that a person’s reality is based on his own representation. Example: a person can learn about another person’s problem by simply listening to the description of his experience.
Kinds of NLP Modeling

- Differences between the Milton model and the meta model:
  - Meta model is more specific; Milton model is less specific.
  - The meta model is about understanding meaning and experience and delivering them to the unconscious mind; Milton model is about using the resources available in the unconscious mind.
  - The meta model challenges violations, which are deletions, generalizations, and distortions; the Milton model creates distortions, generalizations, and deletions.
  - Meta model moves from deep to surface structure; Milton model moves from surface to deep structure.
  - Both of them use the unconscious mind for understanding.
  - Milton model “softens” the meta model.
Kinds of NLP Modeling

• It is the model that was developed by studying three of the most successful therapists during the beginnings of NLP.

• Meta model relies on questions.

• Meta model can be used to combat the following problematic areas:

• **Deletion** is a process in which certain information is excluded or “deleted.” Whether this data may be necessary or not depends on the outcome and evaluation of the programming technique. It is based on the idea that a person may receive only the types of information he believes he can process or manage.
Generalization is a process in which a person’s separate information or data is viewed generally—that is, it’s part of a collective whole rather than a part of his own personal experience.

It can be represented by “general” words like always, never, often, no one, or everyone. Examples:

- Nobody likes me.
- He always forgets
- I am no one.
- I never get my cooking right.
Distortion is a process in which a person shifts or changes his own experience based on his gathered sensory data. A good way that distortion is helpful is when we use our past experience to prepare use for the future.

To challenge distortion, Jack Elias, quoting Finding True Magic, mentions meta model:

- It avoids mind reading.
- It can help establish the cause-effect relationship. E.g., “My husband makes me resentful.” Question: How does his action or activity cause you to decide to feel resentful?
- It can pinpoint the lost subject or performer. Eg., “It’s bad to talk behind a person’s back.” Question: Who told you it’s not a good idea to talk behind a person’s back?
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When you’re not specific in your language, there’s often a reason.

- deletion: simple deletion, for example, “I went out for a while” (where?); “He makes me angry” (what about him makes you angry)

- deletion: unspecified verbs and nouns, for example, “She distracted me” (how? In a good way, or a bad way?); “He taught me a lesson.” (what type of lesson?)

- deletion: comparative deletions, for example, “He thinks she’s better than me” (in what way?)
You can use a person’s speech patterns to determine a lot about how his/her mind operates.

- **deletion**: unspecified referential index, for “They say the weather’s going to be warm this week” (who is they?); “Experts agree that we’re going into a recession” (which experts?)

- **generalization**: universal quantifiers, “She never considers my feelings” “He always does better than I do” (almost nothing is universal so why does the subject feel this way)

- **generalization**: presuppositions, for example, “Prevent yourself from going over budget” (assumes you’ve gone over budget in the past)
Once you are tuned into the subject’s frequency, you can use these types of “violations” to create vagueness in your conversation.

- **generalization**: modal operators of necessity, for example, “I should make an effort to meet people” (why don’t you?)

- **generalization**: modal operators of possibility, for example, “It’s not possible for me to make friends here” (why not, what prevents you?)

- **generalization**: modal operators of action, for example, “I choose to ignore her when she starts that” (why do you ignore her?)
This type of artful vagueness is the hallmark of Erickson’s methods.

So once you uncover these deletions, generalizations, and distortions in a subject’s speech, you can use the same patterns to be artfully vague when you speak back to him or her.

- **generalization:** modal operators of desire, for example, “I wish I were as good as she is” (at what?)

- **distortion:** mind reading, for example, “You’ll quickly imagine the benefits of” “I’m sure you’ll be curious about” (I may or may not be)

- **distortion:** nominalization, for example, “Justice demands quick action” (who is justice?)
In summary, you can use a person’s speech “violations” to uncover patterns that will help you build a rapport, through the art of vague hypnotic conversation toward a specific outcome.

• **distortion:** complex equivalence, for example, “Throwing your clothes on the floor means you don’t care about our home”; “With a name like Smucker’s, it has to be good” (not a clear, but a complex connection between two things that may or may not be related)

• **distortion:** cause effect, for example, “If you love me, then you’d give me a baby” (not necessarily so)

• **distortion:** lost performative, for example, “It’s not good to drink so much” (who says so and who’s drinking too much)
People’s unconscious minds work faster than their conscious minds so if you want to influence you need to tap into the unconscious, very few people are persuaded with reason; to reduce resistance you want to put yourself in the back seat and make sure that the subject feels that he or she has the power, however you’ll be back seat driving the entire time without their knowledge.
You probably already know

Presupposes that the subject knows, which of course they will after you tell them.

- **Salesperson:** You probably already know that most customers pick organic produce over non-organic even though it costs a little more.

- **Investment broker:** You probably already know that stocks have surpassed bonds in performance for the last ten years. (as a lead-in to sell stocks)
Imagine what would happen if

The word “imagine” sticks in the subject’s brain for a long time.

- **Salesperson for cruise:** Imagine what would happen if you were able to sail away for a few weeks and forget business for a while.

- **Arbitrator:** Imagine what would happen if you can walk away from this table with this problem resolved.
If you could choose

The subject will start to think of what he or she would choose and why they can’t choose, this can be structured with double bind as well.

- **Salesperson:** If you could choose between the 50 inch and 80 inch television, which would you choose?

- **Seducer:** If you could choose between going to Bermuda or Paris with me, which would you choose?
Would you be surprised

The answer is always no and they’re never surprised.

• **Salesperson:** Would you be surprised to find out that in a taste test Soda A won over Soda B, three to one?

• **Parent to college age youngster:** Would you be surprised to find out that 85% of college students regretted moving 25 miles or more from their parents?
I wouldn’t tell you to do this

People don’t like being told what to do, so by using the negative you plant the same suggestion without actually telling them what to do.

• **Investment broker:** I wouldn’t tell you to invest in stocks versus bonds. (the presupposition is that the subject will invest in something)

• **Real Estate:** I wouldn’t tell you that this house is in the best location for upside potential, so we’ll look at some comps to find out. (you’re basically telling the subject that the house is in the best location for upside potential!)
I’m wondering if

Gives you an opportunity to offer an embedded command.

- Leader: I’m wondering if you can look past your day-to-day needs and imagine how your behavior impacts the entire culture.

- Parent to child: I’m wondering if your grades are important to you because you’ll want to make an active choice about which college to go to.
Only a fool would not

Don’t strike by saying “you’re a really sharp buyer”….rings of being trite and bogus to
the subject, so instead use the negative, then the person can’t see themselves in that role).

• **Investment salesperson:** Only a fool wouldn’t have invested in gold over the last few months, don’t you think?

• **Car salesperson:** Only an idiot wouldn’t choose the best car on the market for safety, don’t you think so?
I don’t know if

Exact opposite of what people will hear if someone is trying to actively manipulate them, it drops resistance completely.

• **Salesperson:** I don’t know if the convertible or the family van is the best choice for you.

• **Teacher:** I don’t know if you can put yourself in Winston Churchill’s shoes during World War II.
Maybe you’ll

Once again puts the choice back in the subject’s hands and offers you the chance to provide embedded commands.

- **Coach:** Maybe you’ll decide that you have the courage to reinvent yourself again and you can explore options for making that happen.

- **Job Seeker:** Maybe you’ll decide that not only am I the best person for the job, I’m the only person for the job.
I know you said that

You can utilize what the subject says and reframe it, just avoid the use of the word “but” because it tends to get in the way of reframing.

- **Spouse to spouse:** I know you said that you couldn’t go on vacation over the next few weeks and I would add that the issue is not the amount of work you have, it’s whether you’ll choose to put family time front and center. (notice the embedded command)

- **Potential date:** I know you said you’re busy this coming Saturday and I would add that the issue isn’t whether you’re busy or not, it’s more if you can rearrange your schedule so we can be together. (notice the embedded command)
15. Rapport Patterns

You probably already realize that on an unconscious level you share some experiences with almost every person on Earth; think about rapport on a sliding scale, some people talk slowly and some talk fast, some move fast and some move slowly, some are more visual than others, to some hearing is most important, and to others “the feel” of things is most important; if you want to establish rapport, pace, pace, pace and then lead to the specific outcome you want to achieve, spend most of your time listening to get a sense of what the other person is all about and then align yourself with their thought and speech patterns before trying to lead, the idea is to give them that sense of trust and integrity that is needed before you can offer them viable suggestions for reframing their thinking.
Don’t (fill in the blank) too quickly (as you establish rapport and you get a feeling that the person is reluctant to move forward)

• **Salesperson:** Don’t feel that you have to make a decision about this today. (putting the customer at ease but there’s still a presupposition that he/she will make a decision in the future)

• **Teacher:** Don’t feel that you have to understand the intricacies of hypnotic language overnight. (people read over the word “don’t” and instead the command you have given gets through to their unconscious minds)
Can you imagine (fill in the blank)?

Once you have talked to someone sufficiently to get a sense of their interests you can tailor this to make them feel comfortable.

- **To jazz enthusiast as you’re selling them a car:** Can you imagine how great it would be to hear the sounds of your favorite jazz music (customize this if you can) as you’re driving along the highway?

- **To flying enthusiast as you sell them a course in hypnotic language:** Can you imagine how your conversational skills will soar to new heights after you’ve mastered the patterns in this course?
One can, (put in person’s name)...

Everyone loves to hear their own name so once you’re sure that you can easily pronounce their name and can easily insert it, you’ll make your embedded commands more powerful and also establish rapport by using their name a few times in a conversation; also the word “can” is filled with possibilities and gets people to think about what is open to them.

• **Teacher:** One can, Stephen, easily learn the techniques that I’ve presented today with minimal practice about 10 minutes every day.

• **Leader:** One can, Olivia, see yourself making a difference in people’s lives by working with others to achieve that goal.
You might notice the feelings....as....you...

Remember that pacing is subtle...you have to get a feeling for where the person is as you align yourself to them, you can’t rush it, you’ll feel it in your gut when you’ve done your job and you’ve established that rapport, if you’re working with them face to face you’ll see it in their facial expressions and body language as well.

• **Coach to client with lack of confidence:** You might notice the feelings that you have when you feel in command of a situation and as you relax, there’s a feeling of calm that comes over you when you know you’re at your best.

• **Salesperson:** We all know that feeling when you’ve made the right decision. You might notice the feelings that you have as you make your choice, the one you know is right, your whole body feels calm, relaxed, and assured.
A person might, (fill in the subject’s name)...

Once again, saying a person’s name establishes a connection with them, don’t overuse it because it will be noticed; subtlety is the key in establishing rapport, you want to talk with the subject and give them the feeling that you have their best interests at heart, even if both parties disagree, there’s a respect that goes through your conversation.

- **Coach:** I agree that it’s hard to let go of old emotions. A person might, Sandra, learn valuable lessons from that former situation and let go of the old baggage.

- **Arbitrator:** I agree that it’s annoying when your neighbor mows his lawn on Sunday at 6 am. A person might, Henry, be able to understand what circumstances would cause someone to make that choice.
The issue isn’t (x), it’s (y) and that means...

This pattern is one to be used to shift your subject’s view once rapport has been established; masters of this pattern use it so conversationally that the subject doesn’t notice they were talking about one thing and you’ve shifted them into another.

• **Manager:** I agree that this department’s sales figures weren’t stellar. The issue isn’t their lack of performance, it’s the corporate culture that’s inhibiting their performance and that means we need to create a happier environment. Don’t you agree?

• **Employee to Boss:** I agree that my work has been suffering lately. The issue isn’t my work performance, it’s the fact that I’m not engaged because the work isn’t challenging enough and that means I need a higher-level position, don’t you agree?
One could (fill in the blank), because...

An experiment was done showing people standing in line to use a photocopier, several people tried to cut ahead and use it, but the only person who was given that latitude was a girl who used the word “because” ...she said “I really need to use the photocopier now because my boss is going to kill me if I don’t come back with this report in 5 minutes”—the word “because” lends a feeling of emotional credibility to whatever precedes it; also by using the word “one” instead of the subject’s name here, you give the subject the permission to see himself or herself in that role.

- **Teacher**: One could easily learn by using self-hypnosis because the knowledge of new subjects is grasped more readily by the unconscious mind.

- **Salesperson**: One could easily make a decision to choose product A over product B because the benefits have been made clear in this video.
You can (fill in the blank), because...

Once again, the power of because comes into play here, it’s so easy for you to use and you can make it flow naturally into any conversation you choose because it’s really a normal part of speech that people are used to hearing.

- **Getting a date:** I thought we’d have a lot in common. You can imagine what a pleasant time we’d have together because I find your company so charming and you’re a great listener.

- **Real estate:** This neighborhood would be perfect for your family, don’t you agree? You can easily make a decision to buy this house because you see your family enjoying this area for years to come.
You might notice how good (fill in the blank) feels, when you...

Everyone wants to feel good, but what might feel good to one person (like training to become an airline pilot) might feel terrifying to someone else... find out your subject’s pleasure and pain points so that you can build further rapport, you can use that pacing to lead them to a new point of view.

• **Sports coach:** You might notice how good it feels when you just relax into your golf swing when your body knowledge takes over and you’re at your best.

• **Teacher:** You might notice how good it feels when you’ve put effort into studying and you’re certain that you’re totally prepared to ace the test. (You might notice how good it sounds when you’ve put effort into studying and you hear your teacher say you got an A+.) Here you are keying into someone who uses the word “hear” instead of “see” in their speech patterns.
One doesn’t have to, (fill in the subject’s name)

Even when you’ve established rapport, subjects don’t like to be pushed, language that’s vague helps them put themselves in the position you want them to be in; this particular phrase sounds impersonal at some level, but using the person’s name helps them to imagine themselves in the position you’re indicating.

- **Therapist:** One doesn’t have to, William, relax as you shift and get into a comfortable position before we talk.

- **Boss:** One doesn’t have to, Anna, work overtime to get ahead in this department.
16. Authority Patterns

It’s difficult to define what sets one person apart as an authority figure, sometimes it’s the measured way in which that person speaks, the intonation that he or she uses on certain words, the way the person stands and moves that shows a feeling of self-confidence and leadership... ultimately the subject or client or patient must retain a feeling of warmth and trust....they will feel that you as the authority figure are there as a mentor to help them recognize their needs and goals and, with your greater knowledge base, to help them achieve what they want; remember....authority figures who are benevolent share their power with others without diminishing their own power during that exchange.
You may not know if...

As an authority, part of your job is to open your subjects’ minds to opportunities that they may not have thought to explore before.

• **Teacher to student**: You may not know if spending a lot of time researching this topic will lead you to pursue a completely different field.

• **Coach to athlete**: You may not know if eating healthy will give you an advantage over other athletes with the same staying power.
It’s easy to (fill in the blank), is it not?

The benevolent authority figure helps the subject to figure out where he or she is headed and then leads them to that source of life-affirming drink (notice the metaphor) without force...guide gently and firmly to the right choice and allow your subject to exercise his/her free will.

• **Leader to audience:** It’s easy to see that the action one person takes can lead to a powerful cultural movement, is it not?

• **Life coach to client:** It’s easy to understand why cultivating a sense of humor is so vital to overcoming life’s problems, is it not?
A person may not know if (fill in the blank)...

Part of being an authority figure is keeping people slightly off balance, your lack of predictability and the element of surprise will help you keep the balance of power in your favor, for example, by switching from an ambiguous subject to the person you’re speaking to, it puts your listener slightly out of balance.

• **Hypnotist to patient:** A person may not know if you’re going to leave today with that addiction quickly becoming a part of your past.

• **Arbitrator to client:** A person may not know if you’re going to feel that resolution is possible once the options are made available.
A person is able to (fill in the blank)...

Once again by switching subjects you put your listener slightly off balance and make him think about himself in the position of the ambiguous subject.

• **Parent to teenager:** A person is able to resist drinking at parties, when you realize the impact it has on your ability to ace your degree and make good money in the future.

• **Manager to employee:** A person is able to achieve more on a daily basis, when you concentrate on the difficult tasks first.
(an expert, my boss, my mother, fill in the blank) once told me, (insert quote here)...

Are you in a situation where you feel that your position of authority is actually impeding your message from getting through?...by using an indirect quote, you can provide the same suggestion but deflect it from yourself as the source.

• **Parent to child:** My older brother once told me, “you shouldn’t suck your thumb if you want your teeth to come in straight.”

• **Spiritual guide to students:** A very wise mentor once told me, “you should listen more and speak less if you want to understand human nature.”
If you (fill in the blank), then (fill in the blank)...

For this cause and effect statement, your subject has to go back and put himself or herself into the “if” part of the statement in order to verify the likelihood that the “then” part of the statement is true...whatever is in the “if” part of the statement is the suggestion you want them to open their minds to see....remember you can tie statements this way that may or may not be actual cause and effect scenarios!

• **Leader to audience:** If you visualize what it’s like to live in a third world country and not eat well for weeks, then you’ll take immediate action to support our cause.

• **Teacher to students:** If you can imagine what Anne Boleyn felt as she was walking up to the platform to be executed, then you’ll be able to ace this week’s writing assignment.
You don’t have to (fill in the blank)...

None of us really has to do anything, so by phrasing this statement this way, you’ve created a truism and beneath the surface of the truism is a strong suggestion, an embedded command.

• **Parent to child:** You don’t have to pick up your room right this minute (but the assumption is the child will have to do it, and the embedded command is “pick up your room right this minute”).

• **Speaker to voters:** You don’t have to understand all the workings of government to know for certain that you should cast your vote for me.
A person may (fill in the blank), because (fill in the blank)... 

You as the authority can give your subject permission to do whatever he or she wants... remember you must believe your outcome is beneficial to the subject and in alignment with what he or she wants, however, your “because” doesn’t have to make any logical sense....notice also the switch in subject again.

• **Teacher to student:** A person may find that it’s so easy to study and assimilate the material, because you’ll find the subject so fascinating to read about.

• **Salesperson to client:** A person may find it’s easy to choose this product, because you’ll think it’s so cool and you’ll want to have it before your friends do.
A person could, (fill in the person’s name), (fill in the blank)...

Once again, you as the authority can give permission to your subject to make a choice.

• **Life coach to subject:** A person could, Emily, begin the workday with a clear picture of the desired outcomes.

• **Manager to employee:** A person could, Bill, run this department with a tighter control over spending.
You may (fill in the blank)...

As a reminder, once you have established a rapport with your subject, you as the authority will pace, pace, and then lead your subject to the desired outcome...give your subject control over the steering wheel and then make sure you outline which road is the best to travel (notice the metaphor!)

- **Trainer to client:** You may find that it’s easier to exercise when you warm up for 10 minutes first.

- **Salesperson to customer:** You may find that you’re spending 30% less time slaving away in the kitchen as of next week if you choose to buy our recipe planning kit today.
17. Sales Patterns

Great salespeople are experts about their products and they give the customer the feeling that they have their best interests at heart, it’s all about establishing rapport with the customer and getting a feeling for what the customer really wants, hypnotic conversation allows you to get to know the customer’s needs and desires much more quickly than a regular fact-finding mission does, people resist change and will only buy or change when they have a deep desire to do so, not because logic convinces them that they should...you’ll need to tap into the subject’s unconscious mind to find out what drives them and then use that information to continue the conversation.
People don’t have to (fill in with subject’s name)...

As a salesperson, your job is to find out what people want and offer them the choice of buying it, guide them but don’t push... here you tell the subject that he/she has the choice and power and at the same time you’re also offering a potent suggestion that they could make the decision now if they would like.

• **Car Salesperson:** People don’t have to, Audrey, make a decision right now about buying this car. (people don’t have to, Audrey, read over the word “don’t” but they do).

• **Course Salesperson:** People don’t have to, William, choose the most expensive course now unless they want the full repertoire of hypnotic language to use right away.
Once you’ve tapped into your customer’s needs and wants by listening very carefully to what they are saying to you then you’ll be able to adapt your presentation to align with their thinking.

• **Fashion Salesperson to customer who’s driven by being the best:** You are able to easily imagine how jealous your colleagues will be when you come to the party in this dress!

• **Fashion Salesperson to customer who’s price sensitive:** You are able to see what a value this beautifully tailored dress is at this price. (same dress, different sales approach).
(fill in a fact), (fill in a fact), (fill in a fact), and bridge to the more abstract

To get agreement, begin by stating facts (they can be negative or positive) and then getting the customer to agree in his or her mind before making a bridge to a more abstract idea...

• **TV Salesperson:** You’ve come in today to look at some different TVs (yes) and you can clearly see the different features (yes) and you’re considering whether you want to buy now or later (yes) and you don’t have to make a decision right away (yes) and you can just imagine how great it would be to have that big screen in your living room by Super Bowl Sunday.

• **Coat Salesperson:** You’ve come in today to look at some different coats (yes) and you’re wondering what color might look best with your wardrobe (yes) and you don’t want to make a decision until you’re ready (yes) and you can imagine how comfortable that fur lining is going to be when it’s bitter cold out.
Some customers are highly suspicious of salespeople...a great way to tap into the customer’s thinking and unconscious patterns is to offer a quote and thereby use another customer’s or expert’s comments to help you sell...this is really the basis of all oral and written testimonials, using other people’s quotes to lend credibility to what you are saying.

- **Tool Salesperson:** Another customer told me, “I’ve never seen a toolbox with this many features on it. It’s like having an entertainment center so I can enjoy my construction work and make it go faster.”

- **Vacation Salesperson:** One of my best customers just told me, “I’ve taken numerous cruises over the years and this one far exceeds any I’ve enjoyed before. It brought that feeling of romance back into my life.”
When you (fill in the blank), then (fill in the blank)

This is a cause and effect statement....the customer has to think about the suggestion you’ve offered in the “when” part of the statement it order to figure out the “then” part of the statement.

- **Wine Salesperson**: When you give yourself permission to really celebrate the success you’ve earned in your life, then you’ll know that this Armand de Brignac Brut Gold is for you.

- **Computer Salesperson**: When you fully realize how much more efficient you’ll be with this new system, then you won’t hesitate to make the upgrade today.
Will you (fill in the blank) now, or will you (fill in the blank)?

In sales situations the customer frequently feels pressured...if you offer two choices it has a calming effect and the result is that the customer feels less pressured...in essence it’s a double bind with the underlying assumption that the customer will buy...if the customer isn’t ready to buy it can give you valuable information that helps you continue the conversation.

- **Fashion Salesperson:** Will you choose the red purse now, or will you decide that the black one fits your style better? (pay attention to customer’s reaction to decide whether to guide them to another product instead)

- **Real Estate Salesperson:** Will you choose the house with the view, or will you decide that the one with the big back yard is better for your family? (the assumption is that the subject will make a buying decision)
One may (fill in the name of the person), (fill in the blank)...

The use of an ambiguous or vague subject immediately places your customer in the position of thinking of himself or herself as the subject...using the customer’s name gives you that personal touch point and gives you the opportunity to offer an embedded command as well.

- **Software Salesperson:** One may, Gregory, easily decide that this software package is a great buy because it makes your writing 20% more efficient (also notice the use of because)

- **Spa Salesperson:** One may, Anna, give yourself permission to buy this luxury spa weekend since you’ve been working so hard (notice the switch in subject too!)
Maybe you haven’t (fill in the blank) yet

Here again you’re stepping back to give the customer the freedom to think about their choice...the assumption is that the choice will be made at some point...the word “yet” triggers the thought that a choice is going to be made.

• **Seminar Salesperson:** Maybe you haven’t decided yet that the seminar is a good value because it will offer you the information you need to start a new career.

• **Pet Salesperson:** Maybe you haven’t decided yet that the exotic iguana is the right pet for you.
People can, you know, (fill in the blank)

Price is a frequent objection when trying to make a sale...this is a way you can offer ways around that objection without offending the customer...once again the ambiguous subject allows the customer to expand his or her mind to come up with a budget solution.

- **Real Estate Salesperson:** People can, you know, get creative about renting parts of their property so you can afford a bigger house and pay down your mortgage faster (notice the subject switch again as in subject/verb)

- **Car Salesperson:** People can, you know, afford a luxury car if you do an option for leasing instead of a purchase.
I’m wondering if you’ll (fill in the blank, then pause)... or not?

This language pattern is great to use when you want to gauge whether the customer is offering resistance to the idea or not...watch for verbal and nonverbal clues that the customer is close to making a buying decision before adding the “or not?” at the end.

- **Jewelry Salesperson:** I’m wondering if you’ll decide to purchase the 3-carat diamond ring (watch for agreement) or not?

- **Business Salesperson:** I’m wondering if you’ll decide to make an offer on this landscape business (watch for agreement) or not?
A negotiation is basically a discussion for the purpose of getting an agreement. Before you begin, ask yourself these questions: What specifically do you want to achieve? Where are on the path are you now? What will you see, feel, and hear once you’ve achieved your goal? What will this outcome get for you? Is the positive outcome only for you or does a larger community get benefit? You can use hypnotic language to establish rapport and get agreement during every type of negotiation, from negotiating a disagreement between two neighbors, to getting a raise in salary, to getting a child to do his homework.
Unspecified verbs/Tag question. Designed to decrease resistance. “And you can” “Can you not”

• **Neighbor disagreement:** And you can get a feeling for why your construction schedule causes your neighbor stress

• **Salary:** Can you not imagine how my additional experience can provide a benefit across departments?
Embedded commands

Sandwich commands right in the middle of a conversation to bypass the conscious mind and speak directly to the unconscious.

- **During arbitration:** There’s no way that I would suggest you can change easily so I promise that what I propose you will want to hear, which means you can let down your guard.

- **To change a role at work:** I know that you’ve already assigned the tasks and there’s no way that I would suggest you can change the assignments so I’m hoping you’ll be open to some suggestions on how we can increase efficiencies as you let me help you achieve those goals.
Double bind

Offer two desirable (to you) choices or desirable outcomes, separated by an “or”.

• **Child/homework:** Do you want to start working on your homework now or in 15 minutes from now?

• **Client/product choice:** Do you want the 2-year warranty or the 3-year warranty?
Mind reading

In this pattern, you claim to know the other person’s internal state.

• **Arbitration:** I know that as you’re sitting here waiting for the other party to arrive, your curiosity about how we’ll resolve the issue is growing.

• **Negotiation with colleague:** I know you’re wondering how we’re going to get all this done so let me help you to divide up the tasks to everyone’s strengths (uses both mind reading and embedded command).
Lost performative

This is a value judgment where it’s presented in passive language so the performer of the value judgment has been left out.

- **Problem negotiation:** And it’s ok to be alarmed at this action and want to feel satisfied that things will be resolved to your liking

- **Resolving conflict with teenager:** And it’s ok to feel angry that your parents won’t give you the latitude to stay out later and you can see that there might be a reason they are behaving that way (uses lost performative, linking, and embedded command)
Cause and effect

One event is set up as the cause and one is the effect, even though in essence they might not be linked.

- **Conflict with teenager:** If you sit here, in this quiet room, your mind can open up and wander, then you’ll find yourself coming to a greater understanding of why your parents want to modify your behavior.

- **Negotiation-price:** If you imagine the effort that it takes to remodel a house, then I’m certain you’ll feel that the price offered is more than reasonable.
Complex equivalence

By linking two different statements, you make it appear that the items/events you’ve linked are equivalent.

- **Establishing a basis for discussion:** Thank you for listening to me and for allowing your mind to be open to new ways to resolve the situation

- **Arbitration:** You’ve both arrived on time today so you’re showing your desire to work toward an equitable resolution
Pace the current experience, by describing external physical experience in a way that can’t be denied so that you can set the subject up for your leading in the future

• Hostile subject: I can see that as you’re sitting here, listening to the details of the situation, I feel that you’re gripping the arms of the chair and may not yet be open to exploring some other options that may work

• Angry child: I can see that you’re sitting next to me and your arms are crossed so you’re still upset by what happened so you’ll need a little time to calm down either now or in about 10 minutes from now (also embedded command and double bind)
Utilization

Take everything that’s said by the subject and work it into the conversation.

- **Arbitration:** Subject says, I’m not convinced. You would say: That’s right you’re not convinced, because you haven’t seen the full list of options available, then you might be open to exploring one of those options or another you’d suggest.

- **Convince boss:** Boss says, I’m not going to give you time off right now. You would say: I know you said that now isn’t a good time for me to take off from work and that’s only because I haven’t yet described to you the ways in which the time you offer me will ultimately benefit our work together (also includes embedded command).
Agreement frame

This pattern uses “I agree”... “and would add”.

- **To move subject to resolution:** I agree with what you’ve said and I would add that there are many different ways that we could decide the best solution.

- **Convince boss:** I totally agree that you said there would be no raises this year and I would add that you’ve always indicated that raises are based on performance not time frames. And you can, can you not reconsider... (also uses and you can, can you not)
19. Seduction Patterns

Many people are afraid of hypnosis because they fear that they will “do things beyond their will” but Milton Erickson believed that the subject always has a choice and that hypnosis gives the subject power not the other way around; there are many ways to look at seduction, one type of seduction is to lead someone astray from their ethics or values...in this way of looking at it, the original seduction would have been the snake tempting Eve to disobey God and eat from the tree of knowledge; the second way is to tempt someone to have sex with you even if he or she wasn’t interested in the first place, a famous example is the seduction of Caesar by Cleopatra or the seduction of Madame de Tourvel by Vicomte de Valmont in the movie Dangerous Liaisons; the third way is to induce or entice someone to your way of thinking;...most seduction involves something that or someone who is mysterious and magnetic, even when you know danger lurks!
You might (fill in the blank)

All of seduction involves getting the other person to open his/her mind to the possibilities of a connection whether it’s just a one-night stand or the love affair of a lifetime--there’s always an opening line.

• You might consider how much we’ll enjoy each other’s company if we could have a quiet dinner together away from the office.

• You might discover that my quirky looks will grow on you the more we get to know each other.
You could (fill in the blank)

All seduction requires that the person you want to attract will think of you when you’re not there physically so leave him or her with a mental picture of that experience.

• You could be surprised that thoughts of me and the conversation we had tonight might cross your mind as you’re brushing your hair or getting dressed for work.

• You could be in the middle of a business meeting and suddenly you’ll think of the scent of my perfume as I’m kissing your neck.
You might want to (fill in the blank)...now

Seduction requires confidence, it’s a more important factor than looks, achievements, or money...a flirt or a seducer is bold and not afraid of temporary rejection, because he or she knows that most rejections are temporary.

• You might want to leave the party and come home with me right now.

• You might be wondering how I got the courage to come up and talk to you since you’re desired by every man here.
One might, you know (fill in the blank)

Seduction requires creating an image in the other person’s mind, an image of your time together, an image of the benefits of coming over to your way of thinking, even if sometimes the rules have to be bent a little.

- One might, you know, find that getting away for an hour or so in the middle of the day for some quiet (or exciting) time together might be really enjoyable even if you have to make up an excuse to tell your boss.

- One might, you know, discover that you’re pushing me away only because you’re fearful that there could be a real connection between us. (notice the change in subject)
You may or may not (fill in the blank)

A successful seduction convinces the object of your seduction that he is the only man or she is the only woman in the world for you even if it’s just for that hour or that day.

• You may or may not notice the way I feel when I’m around you. It’s really difficult for me to stay focused on anything else but you. (watch your subject carefully to see if he or she is feeling anything similar)

• You may or may not notice how comfortable I feel when you’re around. It almost feels like we’ve known each other for a long time. (again, watch your subject’s verbal and nonverbal responses for agreement)
I agree and (not but)

If you’re in a long-term relationship, disagreements can often be smoothed over by the use of solid hypnotic patterns... in arguments try to use agreement and the word “and” instead of “but” to get your point of view across, the word “but” means you disagree and triggers the fighting spirit in your significant other.

• I agree that I don’t say “I love you” often enough and here are the ways I show you every day that I do.

• I agree that I’ve been too busy with work lately and let’s sit down and come up with a plan so we can spend more quality time together.
What happens when you (fill in the blank)

In the game of seduction learning a lot about another person helps you to decide how to approach him or her in the future if you’re hoping to get involved with them romantically...it also helps not to come on too strong, but just have a playful, fun, flirtatious attitude, make them curious about you.

• Play a game with me. What happens when you imagine the most romantic evening you’ve ever had (give the person time to access their thoughts and go into his/her mind to think about this) Can you tell me three things about that evening without telling me who you were with? Then once they respond, pause as if you’re thinking about your last romantic evening and do the same but make sure the items you list are unusual or make the person curious.
• What happens when you imagine your next relationship? Imagine that feeling of thinking about that person first thing in the morning and all through the day. Imagine thinking of him (or her) right before you sleep. That energy and excitement builds until you can’t think of anything else. Now that would be a relationship that would be worth waiting for, don’t you think?
Some people (fill in the blank)

Ambiguous subjects always make the person you’re talking to go into his/her mind to consider whether the statement that’s been made fits or not...you can use this pattern to get a read on your subject.

• Some people take a long time to get to know someone before they feel comfortable with romantic feelings. (watch how subject reacts)

• Some people can fall in love at the blink of an eye and know that a certain man (or woman) is right for them. (watch how subject reacts)
Try to resist (fill in the blank)

Of course, your subject will try to resist but won’t be able to if your seduction script is going as planned.

• Try to resist looking into my eyes and feeling the sensation of knowing that I see you as you really are, open to new, exciting experiences.

• Try to resist the temptation of thinking about my hand running along the inside of your thigh during your next business meeting.
I could tell you that (fill in the blank) but I won’t because

This pattern is great for avoiding resistance because you’re saying what you want to say but then deflecting it with the “because” part of the statement...your subject has no reason to be put off or get offended.

• I could tell you that you and I are a perfect match, but I won’t because you’ll discover it yourself after we talk for a while.

• I could tell you that you are the most beautiful woman I’ve ever seen but I won’t because I’m sure you’ve heard it many times before. (said with total sincerity otherwise it won’t work!)
20. Conclusion: In summary, what have you learned in this course?
Everyone uses hypnosis in their daily life, whether they understand or acknowledge its use or not.

Most of the time during the day our attention wanders from topic to topic, when we are focusing intently on a book, a movie, or a speaker, our attention is more narrowly focused and we go into a trance. Trance is a common throughout the day. Peak performance is a type of trance.

• Hypnosis is a journey as you and your subject travel from one state of mind to another. You will establish rapport with your subject, and then pace, pace, pace, until you feel the alignment and you and your subject start going into a trance. Then you will lead your subject to the desired outcome.
Although your interaction with your subject, unlike a therapy session, will be in the guise of an informal conversation, you will be guiding your subject to a new frame of mind.

Hypnotic language techniques are powerful and as you continue to study them you’ll find that they are all around you in the books you read, the commercials you see, in the language your boss uses, and in politician’s speeches. As you learn to master these techniques for your own use, consider how ethics enters into the situation. If you have the right attitude, you’ll realize that you are a facilitator in your subject’s life. You are leading your subject to an outcome that is to their benefit.
Hypnosis and hypnotic language goes back thousands of years.

Many people have a fear of formal hypnosis because they think it’s associated with the occult. If they realized how often trance happens and how normal it is, they would lose that fear very quickly. Trance is basically a rapid eye movement state and we spend over half our lives in that type of state, since sleep is the ultimate trance state.

• There are many types of hypnotic techniques, but this course has focused primarily on the work of master hypnotist, Milton H. Erickson (1901-1980). He was a medical doctor who had polio as a youngster and learned about people’s behavior and language use. As a therapist, he developed his own revolutionary techniques for hypnotizing and helping patients.
• Erickson’s techniques were radically different than other therapy techniques. He didn’t concentrate on why a problem existed, instead he would listen carefully to his patient’s frame of mind and then focus on how to move forward from the problem to a successful resolution.

• Unlike Freud’s view that the unconscious mind was a cesspool of negative events, Erickson saw the unconscious mind as an unlimited resource for the patient. His style was conversational in approach and used vague language to get the patient to focus internally and thus go into a trance state. He used the subject’s own speech patterns and thought patterns to construct precisely targeted vague language which would get to the root of the problem quickly. He would then offer embedded suggestions designed to help the client stay in control to overcome his/her problem.
Hypnotic language patterns must be practiced to be mastered.

You’ve learned a lot about the different patterns in this course, now you can move forward to master them and use them in different situations. There is no limit to the ways you can use hypnotic language. It can be used to help others as well as to help yourself on your path to personal development.

• As you become more knowledgeable about trance and trance behavior, you can recognize when your subject or audience have gone into a trance. This is when you can use hypnotic language to its full power.
• Initially, you’ll develop a strong rapport by listening to your subject intently and coming into alignment with their speech patterns, body movements, and frame of mind. Once you’ve closely aligned yourself, then you will make a small change and watch what happens. If they shift in reaction to your change you’ll know that they feel the rapport and are receptive to what you have to say. Then, as you listen, you’ll gently begin to guide using the embedded commands and suggestions within your conversational language.

• Everything you do must be done with subtlety. The vague language provided by the Ericksonian techniques you have used here will give your subject the feeling that he/she is in the driver’s seat to make choices, pick a different outlook, make a product selection, etc.
As you pace, pace, and then lead, you’ll use many different techniques to help your subject move from his/her current frame of mind to a new frame of mind.

You will narrow your subject’s focus of attention so that his/her unconscious mind will be ready to receive the information you have to offer in the form of an embedded command or suggestion.

- By using key words, such as explore, discover, and imagine, you’ll give the subject the opportunity to go to an internal place and tap into resources located in the unconscious. As you have an external focus on the subject, and will go into a trance as you use hypnosis, your subject will also go into a trance with an internal focus.
• The vague language you use will give the subject the opportunity to reframe his/her state of mind to a new state of mind that will be more beneficial to the intended outcome, gaining self-confidence, buying the right house, taking more responsibility, etc.

• You can use undeniable truisms to get the subject to move to an agreement state of mind. Begin with observable facts and then move toward more abstract but still universal facts. A mix of yes and no truisms will allow the subject to feel agreement without the negative feeling of being manipulated.
The pauses in your speech, your tone of voice, your stance, and the feelings you project to your subject are all factors in your success rate as a hypnotist.

• You’ll use linking suggestions to move from the observable (physical) to the nonobservable (mental changes). This is the secret to leading your subject to a new state of mind.

• Your skillful use of presuppositions, binds, commands and suggestions, as well as metaphors and analogies will give you a full repertoire of language techniques to use. Once you understand these categories, the use of specific language patterns will become second nature. You can apply them to almost every life situation where you would like to see the subject move to a different outcome than their current position--sales, negotiation, accepting you as an expert, seduction are all viable situations for hypnotic language. If you can convince a recalcitrant child or an ambivalent teenager, you’re on your way to mastery.
• As you develop mastery, you’ll be able to nest these language patterns to make even more powerful presentations. You’ll be able to easily weave different patterns and techniques together to create your own unique hypnotic style that fits your personality and works for you. Have fun doing it!