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“You use hypnosis not as a cure but as a means of establishing a favorable climate in which to learn.” – Milton H. Erickson

Hypnosis works. The truth is that even though it does work and has been proven over and over again, no one truly knows all the mysteries of how and why it functions the way it does. For this reason, many people are scared of hypnosis and they associate it with the occult. But you wouldn’t associate dreaming or sleep with the occult, and yet, these activities are very similar to the deepest form of hypnosis. No one can truly explain the mystery of consciousness either but yet no one denies it.

If most people really understood how common the trancelike state is, they wouldn’t be scared of hypnosis. Instead, they would learn about it and use it to improve their own lives and the lives of others. Imagine this scene. A mother wakes up and hears her baby crying. She grabs the baby and takes care of his diaper and then feeds him. In fact, she runs around all day taking care of one task or another. She has her conscious mind percolating on a lot of things at the same time as she multitasks. Then, finally, it’s the end of the day and she
sits in a chair to have a cup of tea, now that the baby is asleep. Her mind wanders to an old memory. It’s her father and her gathering eggs together on her grandparent’s farm when she was a child. The image is sharp in her mind. At that moment, she’s in a trancelike state as she focuses on the sights and sounds and feelings of that particular day and hour. For a few minutes, all the environmental noises and events around her are not taking her attention. Instead, she’s gone deep into her mind to access this hidden memory.

Think about your typical day. Your attention wanders from one task or idea to the next, but there are also times when your attention and concentration are very highly focused. Perhaps you’re watching a riveting drama or you’re doing work you love and you look up to see that the clock has advanced a few hours without your realizing it. Any time during your day when you are so highly focused that other stimuli become dimmer is a state of trance.

Phobias, anxiety, love, and depression are all forms of trance as well. If you are afraid of spiders and you see one on the wall, all your attention will be focused on that scary spider. You may be completely paralyzed and unable to move.
Hypnosis is just one form of trance. It can be induced by a hypnotist and it can also be self-induced. So how did a form of this very natural state of trance become a technique for influence? The history of hypnosis goes back thousands of years. Ancient cultures used dance, chanting, and mantras to get into a highly focused, and sometimes euphoric, state. As early as 2600 BC, the Egyptians used forms of hypnosis, and in 1600 BC, Wong Tai, the father of Chinese medicine, used incantations and rituals as part of his practice.

Around 1776, Franz Anton Mesmer, a German physician began to espouse a theory of animal magnetism, which he humbly called Mesmerism after himself. He felt that all animals had a magnetic force that could be used for healing. Mesmer was getting results with his patients, but a scientific committee including Benjamin Franklin discredited him. Mesmer was using a form of hypnotic induction to get his results but little was understood about the process at the time.

James Braid (1795-1860), a Scottish surgeon, noticed that as patients were in his waiting room they stared at the candlelight, which put them into a state of hypnosis. He coined the word “hypnosis,” which essentially meant a narrow focus on one idea. He experimented with hypnosis to help alleviate his patients’ pain and helped
to reformulate an understanding of hypnosis to separate it from mesmerism and the occult.

A contemporary of Braid’s, another Scottish surgeon working in India, James Esdaile (1808-1859), began using hypnosis as a way to anesthetize his patients. He was highly successful and performed hundreds of painless surgeries using only hypnosis and no drugs. But hypnosis was still associated with the dark arts, so drugs pushed out the use of hypnosis as an anesthetic, even though, unlike drugs, hypnosis didn’t have adverse side effects.

Introduction to Ericksonian Techniques

“Milton listened with his eyes.”—Bertha Erickson Gallun (Erickson’s sister)

As the study of hypnosis evolved, another important figure entered its sphere. Milton Hyland Erickson (1901-1980) was an American psychiatrist who developed a completely new methodology for practicing hypnosis. Erickson’s unique life history had a large impact on his future studies and research. At the age of 17, he contracted polio. He was so paralyzed that he was almost entirely lame and could not even speak. Lying in bed for months on end, his mind began to work overtime. He noticed the significance of nonverbal
communication among his family members and the physicians who attended to his care. He studied body language, the tone of each person’s voice, and the contrast between verbal and nonverbal expression.

In addition to these insights, he also began to have “body memories” of the muscle movements he used to make when he could walk. As he concentrated on these memories, he began to slowly recover the use of his upper body so he could talk and use his arms again. He gave himself a super-human goal. He planned a daring 1,000-mile canoe trip to build up his arm and leg muscles once again. His adventure was exciting and challenging and when he came back, he was able to walk again with the use of a cane. He used self-hypnosis throughout his life to enable him to beat back the pain and lack of mobility associated with his life-threatening bout with polio.

Over a career spanning 50 years he researched the connection between hypnosis and suggestion. He had an impact on family therapy, solution-focused therapy, strategic and systemic therapy, and Neuro-Linguistic Programming (NLP).

An innovative thinker, Erickson developed theories that departed quite radically from the hypnotic techniques used by the psychoanalysts of his time. Unlike a session
where the subject lies on a couch in a passive state while the hypnotist takes him or her into the trance of hypnosis and then offers suggestions, an Ericksonian session would have emphasized the conversation, interaction, and rapport between patient and subject. Erickson believed that hypnosis gave the subject the power to make changes in his or her life. The hypnotist was a guide and catalyst for the subject’s journey to change his or her mindset. The hypnotist opened the door to the unconscious but the patient decided whether to go inside or not.

His philosophy was very different from Freud’s views that the unconscious was a “cesspool” of negative events and psychosis. Instead, Erickson believed that each person’s unconscious was a vast resource that could be used to achieve that individual’s goals. In his sessions, he didn’t concentrate on past life events or trauma. Instead he used the patterns of conversational hypnosis that he developed to help his patients tap into the resources of their own unconscious minds to uncover the tools they needed for change. In this way, his techniques were revolutionary and had a widespread impact on how hypnosis is practiced today.

Because of his life history, Erickson was an intense observer and discovered many of his techniques by watching, listening, and making records of his
observations. For example, he noticed that if you interrupt a habitual behavior you can get a person to go into a trance. He would interrupt a handshake with some type of unusual behavior, such as bumping into the subject or guiding the subject’s arm to be lifted toward his or her forehead. Then he would watch the person go into a trance. He was then able to take his subject into a deeper trance through the use of hypnotic language.

Erickson also noticed that as the hypnotist he also went into a trance as he worked with his patients. His focus was external, as he focused on his patient and the patient’s focus was internal as he or she focused on an internal memory or thought as Erickson guided that focus.

During the course of his lifetime of work, Erickson discovered and developed hundreds of language patterns that opened a portal into the subject’s unconscious mind. Hypnosis can be thought of as a journey from one state of mind to another. By using hypnotic language, Erickson was able to guide his patients to a new state of mind that would give them the power to change, improve, grow, or take action.

There’s a tremendous variety in the language patterns that Erickson used but they all depend on vagueness of language. For example, words like “relax,” “explore,” or
“discover” have a different meaning depending on context. If you say to a subject, “close your eyes and just explore,” each subject would go back into his or her internal resources to follow that suggestion. Each individual’s perception of the word “explore” would lead to different thoughts, memories, and internal focus. The irony of Erickson’s use of language is that he used vague language in a very precise way. In other words, he found the vague language patterns that induced a hypnotic state and then he used them in a very precise way to help his subjects gain mastery over their fears and inhibitions.

What is Rapport?

“People don’t care how much you know until they know how much you care.”—John C. Maxwell

Good conversation of any type, depends on a level of rapport. Think about yourself as you wander around a strange city with different customs and cultures. Far in the distance you see someone walking toward you. You can hardly believe that it’s true, but as the figure gets closer and closer you realize that the person is an old friend. You haven’t seen him for ten years but as children you were very close. How would you feel once you were
face to face with your friend? What would you talk with him about? Could other people around you sense the nature and closeness of your friendship? Would your conversation flow just as if you had never been apart? This is the core of what rapport is. It’s a close, harmonious relationship. In this relationship, the parties understand and empathize with each other’s feelings. Communication flows easily from one person to the next with an equal balance and exchange.

There are many different levels of rapport. You can see it every day if you look around you. You’re standing in your local coffee shop and the typical customer just walks in and grunts as he or she is getting a cup of coffee. Then the next customer walks up and something is different. Now the server talks to this customer as if they are friends. You notice that they know a few details about each other’s lives even though they may never have seen each other outside the coffee shop environment. People who have rapport with each other connect in patterns of body language and conversation.

Recognizing Rapport

“Seeing with the eyes of another, listening with the ears of another, and feeling with the heart of another.” – Alfred Adler
Trust, integrity, respect, kindness, and empathy are all words that apply to the bridge you build to create rapport with others. Rapport is a bridge that is built with language as well as gestures. The world is now a global marketplace where people of all different races, cultures, and creeds come together to do business, grow personally and professionally, and improve the quality of life for themselves and for others. In a way, no matter how different you are from someone else, there are always points of commonality. Each human being is wired to understand the experiences and feelings of others. By listening to others and watching their body language, you can learn a lot about the relationships among other people without being told.

Imagine that you’re in the waiting area of an airport. You see two couples and you watch them closely to uncover the nature of their relationships. One couple sits next to each other but their body language indicates that each person could be a million miles away. They don’t look at each other when they talk, but instead speak in monosyllables. They are bored with each other, it’s clear. Perhaps something in the way they behave also makes you think that their relationship won’t last too much longer. The woman asks a question and the man doesn’t engage her in conversation but instead just shrugs his shoulders and keeps looking at a small screen as news items roll by. On the other side, you see another couple.
They are quietly chatting and facing each other. Their arms and legs are turned toward each other and when the man says something, the woman smiles and touches his arm gently. It’s not difficult to recognize which couple has rapport.

Business rapport is easy to recognize too. You’re walking inside a company where you’ll be interviewed for a position. As the founder is taking you around, you notice that his employees are not looking at him when he says hello or asks what they are doing. Instead, they answer him in short sentences and then quickly move away. There’s a problem here. The founder isn’t connecting with his employees. A few weeks later, at another company, the opposite happens. As you’re being given the tour of this second company by one of the top managers, you notice that the culture is open and friendly. As you observe both body language and conversation, you get the feeling that the trust between management and workers is on solid ground here. Now you’re offered both jobs. If the salary is equivalent, where will you choose to work?

What is Pacing and Leading?
Do you want a better business or personal relationship with someone? Do you want to negotiate? Do you want a better job? Do you want a raise in pay? Do you want to influence someone to take action for a specific cause? Do you want to help someone attain better mental health? Do you want to sell something? Do you want to convince someone to come over to your point of view? Do you want to help someone overcome his or her phobia? All of these situations and many more depend on your being able to establish a rapport with the person or people involved. Without rapport, no one will be able to move from one frame of mind to another. No one will grow or change.

No matter what your reason is for studying hypnosis and hypnotic language, as a hypnotist you have only one job. Your goal is to help your subject narrow his or her focus of attention. Once that has happened, you can guide your subject from his or her current state of mind to another, hopefully more beneficial, state of mind. In the ideal world, you would have time to establish rapport with another individual or with your audience. With the speed of business today, you may only have a limited period of time to establish rapport. Sensitivity is
key here. In order to establish that connection, but then also place yourself in a position to influence and offer suggestions, you can use a pattern called pace, pace, lead.

Imagine you’re running on a beach and you see a runner ahead of you. You want to speak with this other runner so you sprint ahead until you are approaching side by side. Then you slow down a little and pace your steps so that you can keep pace together as you breathlessly talk. In the same way, when you want to establish rapport with someone, you can observe the way he talks and the way he moves. Without being obvious about it, you can pattern his behavior until you get in sync with his. It’s as if you’re tuning into the dial on a radio until you get to the unique frequency that is his.

As you master this art, you won’t have to think about it too much. It will just be natural and easy. If you talk fast and the other person talks more slowly, you’ll adjust your pace accordingly. If the other person is sitting in a chair with her legs crossed, you might pattern that behavior too. Over a course of time you’ll model your subject’s behavior and speech, one aspect at a time. This can even be done if you’re speaking to an entire group of people. You’ve had this experience before either as a presenter or as a member of the audience. You know that feeling when the presenter has the audience in the palm
of his or her hand. They are watching the presenter’s every move and hanging on every word.

Once you’ve mirrored your subject or audience carefully and you feel that you’re “traveling at the same pace,” you keep eye contact as you continue to move forward. Then you make one small shift such as standing straighter or lifting your hands palm up or if you’re a working in a therapeutic session you could shift position in your chair. Do it slowly as to not jar your subject or subjects. Now pay close attention to see if your subject or audience mirrors your behavior.

If the answer is yes, move on to another shift. Let’s say you’re negotiating around a boardroom table and you notice that the group has shifted based on a change you’ve made in posture or language. Now you try a second shift, such as picking something up on the table as you’re talking, and notice whether others have done the same. If the answer is yes and your audience has mirrored two shifts, you now have them in a frame of mind where you can influence them with your hypnotic language suggestions.

**Taking the Lead**
“Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen.” — Winston Churchill

Remember that leaders can lead only when they are trusted. This is why establishing rapport is important. As the hypnotist, your goal is to influence and persuade by reaching the unconscious mind of your subject. There will always be a master plan. The reason you want to reach the unconscious mind is because it processes information at 40 million bits of data per second versus the conscious mind, which only processes at 40 bits per second. If you want your subjects to learn something fast or make changes quickly, the unconscious mind is the way to go.

Are you uncomfortable taking the lead to influence others? Remember that every mother with a child, every speaker, every salesman, every doctor, every psychologist, every negotiator, every manager, every politician, every life coach, and every teacher has at one point established rapport through pacing and then taken the lead. All of these roles require the use of hypnotic techniques.

Great master teachers are able to use pace, pace, lead to open the door to new learning possibilities. As they do, they use vague transitional words to begin the process of
leading and to open that portal to the unconscious. For example, a teacher of hypnotic language might say something like “I’m wondering how you’ll put together all the new ideas you’re getting from this course to help you sell more easily when you make effective business presentations and how it can help you achieve your monthly sales quota.”

The vague word “wondering” has been used to get the subjects to start going inside their own minds to think about how they can put these ideas together. The word “can” offers them choices. It’s all about giving the subjects permission to take action. The phrases “put together all the new ideas,” “sell more easily,” “make effective business presentations,” “achieve your monthly sales quota,” are four embedded commands/suggestions. By pacing, pacing, and then leading, this teacher will have opened his students’ minds to learning hypnotic language to achieve more sales.

Another effective language strategy in building rapport is to get agreement by using truisms. You’ve probably seen others who haven’t used this strategy with much subtlety. It’s important to structure these truisms so that the subject can agree even if the statement is negative. If you guide them into saying “yes” to everything you propose, it can make them feel manipulated over a period of time!
For example, let’s say you’re trying to sell an air conditioning system to a customer. “So I can see that you’re looking at these air conditioning systems and reviewing their different features” (this is a truism and you’re observing the person doing it). “It’s really been unseasonably hot here in the last couple of years” (you wait for the person to say yes or nod his or her head, once again this is based on observable facts). “And you’re not going to make a decision until you understand the benefits and the costs of the different units.” (here again you’re phrasing something in a negative way but you’re looking to see if they agree or not, so the pattern isn’t just yes, yes, yes). “I’ll be glad to answer any questions and I’m sure you can imagine how comfortable you’ll feel if you can control the coolness of the air inside your home.” (now you’ve moved from truisms to something more abstract…having the customer imagine his/her feelings with a house that’s cool on the inside). You’ve moved the customer from what you are physically able to observe to something more abstract, their feelings about having a cool home during the hot summer, by the use of hypnotic language techniques. There are several embedded commands in this sales presentation as well. People tend to gloss over the word “not” so the “going to make a decision” is actually an embedded command….so are “understand
the benefits and costs” and “control the coolness of the air inside your home.”

Four Pacing Strategies to Build Rapport

“No one is every really a stranger. We cling to the belief that we share nothing with certain people. It’s rubbish. We have almost everything in common with everyone.” – Mark Haddon

In order to survive, you need to sell. You’ll either be selling your talents or your business products or your ideas. In order to persuade others, you need to build relationships. The networks you build with friends, associates, and colleagues will help you to succeed as you move forward. However, sometimes you’ll need to build rapport quickly when you’re thrust into business situations where you need to make a presentation or sale. If you’re meeting face to face, this is advantageous because you can listen and learn a lot about the customer or subject during your hypnotic conversation.

Self-confidence is important and in order to present yourself well you should be dressed well, at just a slight notch above your customer, if possible. Study how your
target audience dresses and then make your attire 10-20% better. Use self-hypnosis to gain the charismatic presence that makes people feel you’re magnetic. Study your customer’s or subject’s speech and body movements and mirror them naturally and with subtlety.

In addition to these techniques, there are four different pacing strategies you can use to gain rapport quickly.

Pace with Hypnotic Intention: You can create an environment of truthfulness, and ultimately rapport by explaining to the customer what he will see or feel before it happens. You can do this with small talk and by verifying things that you observe in the physical environment. These truisms will help the customer or subject realize on a subliminal level that you are a logical and truthful individual. Listen to the customer or subject to understand his/her concerns and fears. You don’t have to agree with everything that the customer or subject says but you do need to be empathetic to the way he/she feels.

Pace with Beliefs and Opinions: Whenever you sell, there’s almost always some level of resistance. Rather than fight that resistance it’s best to simply acknowledge what’s being said in a respectful manner and then try another approach to interest the customer. For example, suppose you’re selling dresses and you tell the customer
that a particular garment is the newest fashion and she replies by saying “I could care less what’s in style. I’m more concerned about the quality.” Now you’ve been told something important so don’t ignore it. Just offer her some different alternatives and then you can say something like: “I admire someone who doesn’t really care about trends that much. Did you notice the quality of the stitching on the seams on this dress? It’s made from cashmere fabric.”

Pace with Action Words: Once you’ve built trust and rapport, the next step is to guide the customer or subject to make a decision. You could say something like: “I’m wondering whether you’ll choose the pastel pink or the royal blue. Which do you think suits you best?” Buried in there is the embedded command “you’ll choose.”

Pace the Future to Get Sales or Buy-In for the Present: Once you can see that the customer is ready to make a purchase or the subject is ready to change his or her frame of mind, the next step is to paint a vivid picture of the future. For example, you could say: “Imagine how great you’ll look and feel with this soft cashmere dress on.” In the case of a subject trying to quit smoking, you can say something like “I wonder how great you’re going to feel when you don’t have that urge to grab a cigarette every hour.”

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Body Language to Build Rapport

Imagine that you’re having a conversation with your mother. She seems a little depressed and you ask her “Is everything fine, Mom?” In the first scenario she says “Everything’s fine, dear. I’m just a little tired” and then she comes up to you, presses her cheek against yours, and gives you a reassuring hug. In the second scenario, she says the same words...“Everything’s fine, dear. I’m just a little tired,” but then she wanders across the room, turns away from you, sighs loudly, and stares out the window with her hand propped under her chin. Which of these two scenarios would make you worried that your Mom was suffering from a prolonged depression? Body language sometimes tells you the opposite of what someone is saying. Body language and facial expressions are often more self-revealing than people realize. Words are important and tone of voice is also important, but to truly mirror someone else to establish rapport, matching body language is also critical.

There’s a fine line between moving in rhythm with someone and mimicking him or her. Remember when your little brother or little sister or a minion matched what you said or did and it really got on your nerves. There has to be an ebb and flow between two parties when mirroring is happening so it isn’t obvious, or worse, insulting. Sometimes this is noticeable on the
telephone when you’re not meeting face to face. For example, if one person has a fast, upbeat, perky voice and the other person has a slow, measured, methodical-sounding voice, it’s difficult to have a phone conversation that is harmonious and balanced.

There are four different areas that influence body language:
  1) Gestures and body postures
  2) Rates of breathing
  3) Energy levels and rhythm of movement
  4) Speed of speech and tone of voice

As you pay attention and become aware of these differences in people and in cultures, you’ll be able to discreetly mirror these to establish rapport and it will become a natural and easy process.

Become a good listener and a student of human nature and you’ll discover so much about everyone around you. When you’re in areas where there are lots of people, practice the mirroring process with an individual who’s close by and see if that person stops to talk to you and tells you his or her life story.

**Breaking Rapport**
There are sometimes reasons when you might want to break rapport. Sometimes conversations go on for too long. Sometimes you’re on sensory overload. Sometimes you’re tired and you’re busy. Sometimes the conversation has wandered into politics, religion, or sex and you want to avoid those topics. You can break rapport by doing the opposite that you do when you build rapport. You just need to travel across the bridge instead of burning the bridge down. For example, if you are the person in your office who is a problem solver and everyone comes to you for advice, you might find that your rapport with others is so great that you don’t get your own work done unless you break the pattern. You can move slightly away from someone or break eye contact and fiddle with something on your desk. You can shift the intonation of your voice or become silent for a little while and see if that does the trick. Stand up if you’ve been mirroring someone else’s physical posture by sitting down. And if you’re having an argument with someone and you really want to break rapport, just turn on your heels and walk away, but be aware that that behavior might burn the bridge!

Sometimes when closing an important business deal, the masterful salesperson will walk away and allow the customer to be alone with the contract. By doing this, the salesperson disassociates himself or herself with the
contract and can still maintain rapport over the long term if the buyer has remorse afterwards.

10 Hypnotic Rapport Patterns

There are over 7 billion people on Earth and although each person is unique you share something with each and every one of them. Some people talk fast and some talk very slowly. Some are more visual than others, to others the “feel” of something is most important, and to still others, hearing is the way they learn and make decisions. If you want to establish rapport and then influence another person’s frame of mind, you need to pace, pace, pace and listen carefully. You can slowly align yourself in terms of style, cadence, and body language. Then once you see and feel that harmony between you and your subject, you can make small changes and see if they follow. Once they do, they are ready to let you lead. You’ll have a plan in mind. Perhaps your goal will be to help your subject beat an addiction or build up her self-esteem. Perhaps your goal will be to sell him something or convince him that your point of view is worth listening to.

Be authentic. Care about people. Be subtle. Don’t be afraid to lead in your effort to help people. Then you’ll be able to establish rapport with almost anyone. Here are
10 Ericksonian hypnotic language patterns you can use to establish rapport as you develop your repertoire of conversational tools to influence and sell.

1) **Don’t (fill in the blank) too quickly**
This technique is used effectively when you get a feeling that there’s some resistance and your subject or customer is reluctant to move forward.

Example A: Real Estate Agent: Don’t feel that you have to make a decision about purchasing this house today. Maybe you’ll make a choice in a few days or maybe you’ll want to look at a few more houses before you make a choice. (These statements put the customer at ease, but there’s still an assumption that he or she will make a decision about purchasing a house in the near future).

Example B: Life Coach: Don’t feel that you have to reinvent yourself within a month or two. Maybe you’ll need some time to re-evaluate your interests and talents before you come up with a plan for achieving your goals. (Always remember that people tend to read over the word “don’t.” In this phrase, the embedded command “you have to reinvent yourself” gets through to the subject’s unconscious mind and gets her thinking about how she’ll reinvent herself.)
2) **Can you imagine (Fill in the blank)?**

Once you’ve talked to someone enough to get a sense of her interests you can customize this specifically for that individual. The word “imagine” is one of those magic words that opens up the portal to the unconscious quickly. You can also use language that repeats the person’s interests where applicable. For example, if they love meditation use meditative words like relaxing, soothing, calming. If they love speed, use exciting, dynamic, fast-moving, racing to describe what you’re selling.

Example A: Selling a boat to the meditative individual:
Can you imagine how relaxing it’s going to be as you sail the boat out on the calm waters of the bay on a Sunday afternoon? Once you get to your destination you can just let her drift. The water is bright blue and the boat moves through the water so smoothly that it barely makes a ripple. And you’re on deck in an easy chair, feeling totally relaxed.

Example B: Selling a boat to the speed-loving individual:
Can you imagine how much fun it’s going to be to speed through the water in this dynamic boat? Can you imagine how exciting it’s going to be to steer into fast-moving water and feel blue water and sky surround you as you’re racing out on the lake?
3) **One can, (put in the person’s name)**

Let’s face it! Everyone loves to hear his/her name so once you’re sure you can easily pronounce the name and insert it, you’ll make your embedded commands more powerful by using the individual’s name a few times (Don’t overdo it, otherwise the subject will feel manipulated). The word “can” gets people to think about possibilities and choices they have.

Example A: Teacher: One can, Amanda, easily learn the historical facts about the American Revolution by reading the stories about our founding fathers. (Notice the embedded commands “easily learn the historical facts” and “reading the stories.”)

Example B: Golf Coach: One can, Stephen, easily learn how to perfect your swing by practicing 10-15 minutes every day. (Notice how the phrase starts with “one can” but then switches to the personal “your swing.” At this point Stephen will be thinking about what practice he might have to do to perfect his golf swing and get on the green more often! The golf coach has achieved his goal because there’s an assumption that Stephen will be able to perfect his swing with the golf coach’s help, of course.)
4) **You might notice the feelings...as...you**

Remember that pacing is a subtle art. You have to get a feeling for the person’s frame of mind as you are aligning yourself to him or her. If you’re working with the individual face to face, you’ll see whether you’re making that connection by watching the person’s facial expressions and body language. By establishing rapport you can help others improve themselves and make changes.

Example A: Life coach to sports figure who has stage fright: You might notice the feelings that you have as you achieve that point when you’re on the top of your game. There’s a sense of calm coupled with expectation. You’re in just the right place at just the right time and the play rolls out just as you expect. Once you’re prepared, you can take those same skills you’ve learned on the field to a presenting stage. You’ll notice that as you look out into the audience, people are receptive to what you have to say and you might notice that you’ll have those same “A” game feelings. The stage is just like a big football field and you’re the MVP. (Notice the use of a metaphor at the end of this script, as the coach compares a stage to a football field).

Example B: Diet specialist talking to customer: You might notice the feeling you have when you’re able to eat healthy foods and as you’re able to avoid sugar for just a
You might notice that burst of energy you feel as you’re eating a breakfast that’s filled with vitamins, minerals, and nutrients. It feels so good to do something that totally nurtures your body.

5) **A person might, (fill in the subject’s name)**

Once again, by saying the person’s name you are establishing a connection with him or her. Subtlety is very important here because if you overuse it or do it in a way that shows a lack of genuine interest, it will be noticed by the subject. As you talk with the subject you want them to know that you have their best interests at heart. Even if you disagree there is a mutual respect that underlies the conversation.

Example A: Marriage counselor to client: I agree that sometimes it’s difficult to let go of the problems you had in the past. A person might, Anita, be able to re-evaluate the strengths in her marriage and work with her spouse to forge a completely new relationship built on different values and desires than those of the past. After all, during the course of a 20-year marriage, your needs and wants change. (In this script, the goal of the marriage counselor is to get the client to reframe what she wants out of her marriage and think of the relationship anew. Also notice the embedded commands “re-evaluate the strengths in her marriage,” “work with her spouse,” and “forge a completely new relationship.”)
Example B: Manager speaking to an employee and looking for ways to cut costs:
I agree that sometimes it’s difficult to think of everything from a budget perspective. A person might, Andrew, be able to look at these budget cuts as a way to restructure the department into a leaner, meaner, more able to fight machine. (In this script, the manager is trying to get the employee to look at the challenge of budget cuts as a positive, instead of negative, force.)

6) The issue isn’t (x), it’s (y) and that means
This powerful language pattern can be used to move your subject from one topic to a completely different one. You can use it once rapport has been established. Masters of this pattern weave it into the conversation in such a subtle way that the subject doesn’t even notice that they were talking about one thing and have now shifted into another, and completely different, topic!

Example A: Wife to Husband: I agree that I’ve been spending a lot on clothes for the both of us lately. The issue isn’t the amount of money I’m spending, it’s whether the upgrade in our appearance will help us attract better clients and more money in our consulting business. (In this script, the wife is persuading the husband that the budget spent on clothes will help them
bring in more money, but the two things might not be related at all!

Example B: Boss to Employee: I agree that you’ve been at the company a long time and that you feel you deserve an uptick in pay. The issue isn’t the amount of time you’ve been at the company, it’s whether you have had an impact on the efficiency and profitability of your department. (Now the boss has been clear that if the employee can’t show that he or she has made a difference, then a raise won’t be forthcoming).

7) **One could (fill in the blank), because**

Rapport depends on the feelings of trust, integrity, and credibility. The word “because” gives a feeling of emotional credibility to whatever has preceded it, even if the phrases don’t have a completely clear connection. For example, “I really need a few extra days to complete this writing assignment, because my car’s been in the shop this week.” We don’t know why having a car that needs repairs would impact a writing assignment, but it seems feasible when connected by the word “because.” Because is not the only important word in this hypnotic language phrase. The words “one could” are also important because the listener projects himself or herself into the phrase and visualizes the outcome.
Example A: Teacher: One could easily learn all the math formulas in a single evening because there are tools that enable you to memorize these quickly and recall them at a glance. (With this script, a teacher is convincing her students that they can “learn all the math formulas,” “memorize them quickly,” and “recall them at a glance.”) (By using the word “one” each student will put himself or herself in the place of that “one” and visualize learning the math formulas in a single evening. Also, the word “because” lends credibility to “easily learn all the math formulas in a single evening” when indeed this may be difficult for many students! Notice also the switch of subject from “one” to “you.”)

Example B: Car salesperson: One could easily understand why most people choose Car A (more fully loaded, more expensive) over Car B (less features, less expensive) because it’s been shown that the more fully loaded cars have much better resale value.

8) **You can (fill in the blank), because...**

The power of because makes this hypnotic pattern easy to use. It really flows so easily into a conversation when you tell your subject something and back it up with a rationale for what you’re saying. And, once again, “because” is not the only important word here. The word “can” opens up a world of possibilities for the listener to consider exploring.
Example A: Hypnotist to patient: You can imagine how wonderful, how relaxed, and how healthy you’ll feel when you’ve quit smoking because your lungs will feel clear, and your clothes and breath will stay fresh. (Notice the embedded command “quit smoking.”)

Example B: Saleswoman to customer: You can easily make the decision to choose the emerald necklace over the costume jewelry because it matches the color of your eyes as well as being a great investment. (Notice the embedded command “make the decision.” The saleswoman would have gotten a handle on the customer’s values of enhancing her looks as well as her wealth before making this statement.)

9) **You might notice how good (fill in the blank) feels when you**

We all want to feel good. The problem is that what might make one person happy and joyful, such as researching spiders for a living, might terrify someone else. Through conversation you can find out what your subject’s pleasure and pain points are and then use that information to pace, pace, lead them to a new point of view. Another thing that you can do is listen carefully to see whether a person is using sight words, hearing words, or feeling words in her conversation. Some
people favor one way of taking in sensory information over another so you can use this to your advantage.

Example A: Life coach: Today when you came in for our session I noticed that you were tense (truism). And as we started to talk I could sense that you were shifting in your chair and getting more relaxed (truism). And I know that you won’t be ready to make a change until you’ve fully decided that this is what you want and need. (negatively stated truism). You might notice how good having a different lifestyle feels when you know that you’ve found balance in your home life and in your work life that’s sustainable over the long haul. (This script shows an example of how a life coach is trying to give a workaholic a new point of view).

Example B: Getting a date: You might notice how good it feels when you and I get together for dinner because we’re able to relax away from the office and find out more about each other over a glass of wine without the pressure of getting back in time for these endless meetings. (Let’s hope that rapport has already been established before asking a work colleague out for a date!)
10) **One doesn’t have to, (fill in the subject’s name)**

Even after you’ve established rapport, it’s important that you don’t push or manipulate your customer or subject. Instead, by using the vague language in these patterns you can help the individual put himself in the position you want him to be.

It seems impersonal to begin a sentence with “one” but as soon as you put the person’s name into the phrase she will begin to visualize herself in the position you’re indicating. However, at the same time what you’re really saying is that you don’t “have to do this” and instead you might “choose to do the very same thing.” You’re essentially guiding the subject to the choice you think is best for him or her without forcing the issue. You’re just laying out the choice on a silver platter and hoping your subject takes you up on it.

Example A: Art salesperson to customer: One doesn’t have to, William, make a decision about purchasing this original piece right away. (Even though this phrase starts with “one doesn’t have to” the effect is that the salesperson is sending the embedded command “make a decision about purchasing...right away.”)
Example B: Counselor to student: One doesn’t have to, Jennifer, choose a major as soon as you apply for college. (Once again, the counselor is phrasing this decision in a way to take the pressure off the decision-making process from an emotional standpoint but the embedded message is still “choose a major as soon as you apply for college.”)

Conclusion

“Persuasion is more effectual than force.” —Aesop

Establishing rapport is critical to almost every life endeavor. Do you want to persuade someone to start a relationship with you? Do you want a new job? Do you want to negotiate a new rate of pay? Do you want to sell someone on your products or services? Do you want someone to give you an investment? Do you want to teach your children and give them the proper values?

All of these pursuits require you to influence and persuade. As you continue to develop your knowledge of hypnotic language, you’ll become masterful at tapping into the unconscious minds of others. This is the position that gives you the power to guide them and influence them. Use your new powers wisely.

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