The Hypnotic Language Blueprint
by
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“You can't effect the cards that you are dealt, but you can determine how you play them”. - Milton Erickson MD

From Paul Mascetta

Dear reader,

Thanks for downloading The Hypnotic Language Blueprint.

Did you read the quote above? If not do so now. That quote sets the stage for everything you’re about to learn. Hypnotic language is about dealing with other people more effectively. In business and in life you’re going to deal with all kinds of people from all walks of life. Some will be warm hearted and kind while others will be rude, selfish and nasty. The thing is in order to get ahead in life you need to be able to deal with these people. All of them. And dealing with them doesn’t mean avoiding them or running from them. It also doesn’t mean programming them to be who you want them to be. Instead you will take the hand that you are dealt - no matter how good or bad it may be - and play it like a professional so you can win. Hypnotic language will help you do that.
Who This PDF Is For

In my opinion, hypnotic language is for anyone because your ability to communicate effectively will ultimately supersede every other attribute that you have including your education, your experience, your talent, and your persistence. You can have all of those things, but if you can't communicate that you have them to other people, you will more than likely fail or come in second to the person who may not have all of those things but can communicate effectively.

Sales People - When we talk about what kind of people can benefit from hypnotic language directly, I think of salespeople first. If you are in a career or a job where the amount of money that you make is directly linked to the conversations that you have with people, then this PDF will help you.

Public Speakers - If you have a key message that you want to communicate to the masses, you really have to understand how people process information, how they make decisions, and how you sound when you communicate to them otherwise, your message is going to get lost.

Thought Leaders - Pretty much the same as public speakers. If you are a thought leader, an author, an online training expert, your ability to communicate effectively is going to dictate how much of a tribe you have, how much of a following you have, how many people take action on what you ask them to do, what you're asking them to think and believe, and ultimately, how much money you're going to make.
Entrepreneurs - If you have a business, a product, or a service to sell or to provide, or to present to people then it's essential that you learn how to communicate effectively.

Business Executives - You don't necessarily have to be a thought leader, or an online expert, or in business for yourself. If you're looking to climb the corporate ladder you should know how to communicate with the people above you who can get you to where you want to be.

Parents - If you're dealing with an unruly child, or maybe you just want to learn some techniques and strategies to get your child to listen and comply with you then this is going to help you.

Last but not least anybody seeking Mastery Level Communication Skills.

Why Hypnotic Language Works

When we talk about communication, there are two avenues that we use; verbal language and nonverbal language. If you've ever studied influence, persuasion, communication or Psychology, you've likely heard of the Mehrabian Research. The Mehrabian Research tells us that only 7% of our communication takes place verbally and as much as 55-65% of it takes place non-verbally. What that means is when you communicate with someone, the majority of your message gets absorbed by them through your body language, your gestures and your facial expressions as opposed to what's coming out of your mouth. But there is a caveat here and the caveat is this - that while only 7% of the message is absorbed verbally - the truth is that we
communicate verbally most of the time. I know that that's kind of ironic but think about it. You can't just “body language” your way through a date. You can't show up to a job interview and use facial expressions and body gestures without ever actually saying anything and hoping to influence and persuade someone. You have to be conscious of both. There are certain things that you have to do with your body so that you don't counteract the words that are coming out of your mouth. But make no mistake, the words that come out of your mouth and the way that you say them are extremely important.

The Dirty Word That No One Likes To Talk About

RESISTANCE.

What exactly is resistance? When it comes to communication skills - especially when it comes to influence and persuasion - you are going to deal with something called resistance. Resistance is what happens anytime when we as people feel that we're about to be influenced, persuaded, convinced, or sold on something. It's like a defense mechanism kicks in and a siren goes off in our mind warning us about a potential threat. This dates back to primitive times where we as a species had to protect ourselves from threats to our resources. Well, that very ancient part of our brain activates every time we feel like our resources are about to be threatened. It takes place on a subconscious level when someone tries to influence or persuade us to try and behave in a slightly different or even a drastically different way than we currently are because if there wasn't a change required, it wouldn't be influence or persuasion. It would just be compliance. You would ask the person to do it and they would say yes. You wouldn't have to persuade them, convince them, or sell them on anything. But the process of influence, persuasion, selling, whatever you want to call it involves a change on some level and people resist change. So, we have to figure out a way to disarm them and lower that
resistance which naturally takes place. One of the most effective ways to do that - as proven by Dr. Milton Erickson who is known as the father of modern hypnotherapy and medical doctor is through the use of hypnotic language.

**Ever heard of NLP?**

NLP or Neuro-linguistic Programming is a body of knowledge created by Dr. Richard Bandler and John Grinder that helps us better understand the way people make sense of the world through their minds and through their senses so that we can communicate effectively with them. We can also use it internally to achieve results and goals. If you've ever heard of Anthony Robbins and his ability to take celebrities, athletes, performers and others high caliber people and get them to the next level, NLP is his number one tool. While he may not be a "NLP certified practitioner", he is John Grinder’s most prized student and every technique and strategy he uses is based on NLP.

When Bandler and Grinder were developing NLP, one of the things that they focused on was something called modeling which tells us that we can model and observe what someone else does and if they're able to do it with elegance and excellence, then we can do it. They modeled 3 people with masterful communication skills and one of them was Erickson. The reason why they modeled Erickson was because of his ability to achieve results with his hypnosis clients that other hypnotherapists simply could not. He was able to do it by reducing resistance using the power of hypnotic language. So rather than barking orders and commands at his clients like a typical hypnotherapist (and encountering tons of resistance) he used a more indirect approach resulting undeniable compliance from others. This fascinated me but I’m not a hypnotherapist. So I wanted to figure out how to use these techniques in everyday business and social situations.
Indirect Influence vs. Manipulation

Before we go any further, I want to talk about the difference between manipulation and indirect influence. A big reason why hypnotic language works and it reduces resistance is because it utilizes the power of indirect influence. In other words, you're able to influence or persuade someone without them actually realizing that you're doing so. You're slowly and gently leading them to a place where they begin to change their beliefs and thoughts and then they influence and persuade themselves to make the decision to comply which just so happens to be in alignment with what you're asking them to do. As you can see, that could very easily be interpreted as manipulation because you're getting someone to do something without them really realizing what's going on.

So, what's the difference between manipulation and indirect influence? The only difference between the two is the intent of the end user which is you. If your goal is to create a situation where only you get something, where you're never concerned about the benefit of the other person, or you use these techniques and strategies to put people in danger, then you're utilizing manipulation. But if you use them to create win-win situations that benefit you and the other party then it's indirect influence. So, I want you to be cognizant of the fact that you're now going to have a toolbox of techniques and strategies that you need to be careful with and you need to be vigilant with the way that you use them.

The Five Governing Factors

Before we jump into this I need you to understand something. There are five governing factors that will determine how persuasive you will
be in any situation. In other words it doesn’t matter how many techniques, strategies and tactics you learn, if you don’t have these in place you are likely to fail.

Authenticity - How real are you being? You need to make sure that you find your own personal voice when it comes to this stuff. Don’t try too hard or use techniques that don’t feel natural.

Authority - How much perceived expertise, knowledge and credibility do you have? Gaining compliance is always easier when people view you as an authority. Do your homework in making sure you’re perceived as one.

Aptitude - How much actual expertise, knowledge and credibility do you actually have? Make sure you’re in a position to answer any questions or requests for feedback that your audience may have or they will look at you as a phony.

Adaptability - How good are you at changing your presentation based on feedback? - Not every technique is going to work all of the time. You must pay attention to what your audience is saying verbally and non-verbally and pivot accordingly.

Articulative Ability - How good are you at articulating your message? Your message is only as good your ability to make your audience understand it. You can use techniques like metaphors, stories and analogies to communicate more effectively.

Let’s jump in.

The P.R.I.M.E. Method
Remember when I said that because I wasn’t a hypnotherapist interested in using hypnotic language in clinical settings but rather in everyday life situations? Well in order for me to that I needed to come up with a streamlined process to make things easier. After nearly 20 years of testing, tweaking and applying different techniques I came up with one. It’s called the P.R.I.M.E. Method.

P - Prepare: This is where you are right now; learning how and why hypnotic language works, what it is and what isn’t and how you can use it.

R - Reduce Resistance: This is key point in using hypnotic language to begin with. You will learn techniques and strategies to reduce the natural resistance that resides in all of us when we encounter persuasion.

I - Initiate Control: No, we’re not going to be casting spells on people and making them cluck like chickens. Instead we’re going to use certain language patterns that make our message resonate better with them.

M - Monitor Response: Here we simply pay attention to the verbal and non-verbal responses that we get from our audience so we can pivot accordingly if necessary.

E - Engineer Agreement - After deciding the correct course of action based on the previous step we use more hypnotic language patterns to get the desired outcome which is agreement & compliance.

So let’s get started.

Hypnosis has long been trusted by a variety of clinical psychotherapists and other wellness practitioners as a means of
regulating mood, halting problem behaviors, fostering growth, and centering focus. However, hypnosis is not solely the purview of trained, licensed experts, and it certainly doesn’t have to be relegated to private therapeutic offices and clinics.

Quite the contrary; the basic, core principles and lessons of hypnotic language and hypnotherapy can be applied by virtually anyone, in nearly any social setting. When properly applied, hypnotic principles can allow you to increase your social and professional effectiveness, boost others’ moods, improve how other people view you, and even alter people’s opinions and change their minds.

How are such sweeping changes possible in such varied settings? By capitalizing on the utility of hypnotic language. While hypnosis is typically thought of as an effortful, lengthy process requiring an intensive inducement procedure performed by a therapist, in reality subtle hypnosis can be performed by anyone, nearly anywhere, using such a few small cues and properly tuned language.

Hypnotic language techniques allow for discrete, minimalistic influence to be made, and requires virtually no time for induction. By learning a few basic principles, core concepts, and terms and techniques, you can begin to influence other people almost immediately. What follows is a guide to get you started on this path.

**The Basics of Hypnosis**

*How is hypnosis defined, and how does it work?*

*A state of hypnosis is a state of altered human consciousness.*
Hypnosis allows individuals to pinpoint their attention and cognitive processing on one small focal point in their surroundings, their imagination, or their memory. If normal, daily thinking is an overhead light, then hypnotic attention and thinking is a sharply focused, bright laser that directs all mental and emotional resources on a single point.

A state of hypnosis can be achieved in several ways. First, it can be created with the help of a psychotherapist, hypnotherapist, or other hypnotic inducement professional, with the consent of a patient or client. Second, hypnosis can be self-induced, either intentionally or unintentionally, by creating an impetus or motivation to hyper-focus on an element of one’s surroundings or a memory or hypothetical concept in one’s mind. Third, and least commonly known, small hypnotic states can be created in the course of interpersonal communications and interactions, through the use of subtle verbal cues, discussion techniques, and nonverbal behavior. This guide will inform you on the use and application of this third method of hypnotic inducement.

Before we proceed, several key facts regarding hypnosis ought to be emphasized:

1. **Self-hypnotic states cannot be forced on a person; they only occur with the subject’s consent.**

2. **Hypnotic suggestion cannot cause a person to behave in a way that they would find morally or ethically objectionable.**
3. Hypnotic states are created naturally by the brain, and require no substances.

These points may fly in the face of the popular image of hypnosis portrayed in the media. It is important, then, to note that hypnosis is nothing like how it is depicted in most movies and TV shows. Hypnosis is not mind control. Nor is it magic.

**Hypnosis is a form of self-communication, and a method of controlling one’s focus.**

We all have experienced states of heightened self-awareness, where time seemed to slow down and we felt as though we were utterly in control of what we were doing and what happened to us. Some psychologists call this kind of state “flow”. Athletes, artists, performers, and even salespeople are familiar with this heightened state of performance and awareness. You may be able to recall a time when you felt this way, as well. But as desirable as these states of peak focus and performance may be, you may have found that they are hard to create, or to recapture once they have ended.

**Hypnosis allows you to center your focus and maximize your motivation whenever you like.**

In this book, you will be walked through a few basic principles of hypnosis, as well as tips and techniques for using hypnotic language in everyday conversations, as a way to persuade people and achieve the outcomes you desire.
Fundamentals Of Hypnotic Language

Hypnotic language refers to the terms, phrases, and linguistic constructions that can be used to foster or promote hypnotic states in yourself for other people. Hypnotic language is not defined strictly by the exact words or combinations of words that are used, so much as how the words are delivered and framed in order to encourage a hypnotic state of focus and relaxation.

There are a wide variety of types of hypnotic language, and numerous techniques for applying hypnotic words and phrases to the art of persuasion in particular. However, it is vital that when using these terms and phrases, you are mindful, careful, and cognizant of the underlying principles of how hypnosis and hypnotic language work. You cannot simply drop certain words or terms into conversation without any effort and expect them to attain your desired effect.

How does hypnotic language work?

Hypnotic language induces a state of hyper-focused concentration combined with physiological relaxation by distracting the listener from any bothersome personal concerns or large-scale problems that are looming large in their life. Hypnotic language does not force a hypnotic state onto the listener, nor does it “grab ahold” of their attention or “steal” their focus away from them. Hypnosis is, always, a consensual and collaborative process undertaken by both the person performing the hypnosis and the person being hypnotized.

Rather than forcing or pressuring a person into a hypnotic mental state, hypnotic language and hypnotic conversational techniques
guide the listener along, increase their physiological calmness, and encourage a mental state of receptivity and open-ness. Becoming hypnotized can be likened to allowing oneself to slowly lower into a pool of pleasantly warm water. The pleasant sensations and psychological benefits associated with hypnosis are motivation enough to encourage most people to be hypnotized, at least when hypnotic language is used properly.

*How do people prevent themselves from being hypnotized?*

The human mind is adept at preventing persuasion and hypnosis (as well as other forms of influence). One of the most common tools in preventing hypnosis is waking filters. Waking filters are the values, beliefs, intuitions, and attitudes that envelop and shield the unconscious mind from being directly influenced by other people.

Most of the time, people keep these filters up like protective shields as they move about their daily lives. In a context of nearly constant media messages and loud, demanding advertisements, this protective tendency makes perfect sense. If a person were to go through their day in an utterly open-minded, passive state, they would fall prey to all kinds of misleading information and untrustworthy persons.

However, a state of permanent self-protection and close-mindedness is not healthy either. People who over-use waking filters are incredibly stubborn, un-empathic, and have a hard time learning and applying new information. In order for a person to be persuaded in any way whatsoever, they must lower their filters to some degree.
There are ways to circumvent the mind’s defenses and slip past these filters.

There are ways to use hypnotic language as a “go” signal, to soothe people’s nerves and subtly suggest to them that they are in a safe place where mental receptivity is a wise or even healthy choice. By modulating your language and conversation patterns, you can suggest to people that they have no need for heavy, self-protective waking filters – not when they’re with you. By sending such a potent message of goodwill and safety, you can begin to slip past people’s defenses, into their subconscious. Once there, you may begin the work of altering their beliefs and attitudes, or persuading them to behave in a manner that works for you.

What can hypnotic language do for you?

By reading this book, you can learn how to perform low-key, discrete verbal hypnosis to induce relaxed, receptive mental states in your friends, colleagues, family, partners, and even acquaintances on the street. You do not need certification in hypnotherapy to attain this goal, nor do you need years of expensive, time-intensive clinical or counseling training. Instead, all you must learn is a few essential concepts, a few useful hypnotic terms, and a handful of techniques applicable to numerous social situations. This will empower you to hypnotize virtually any receptive conversation partner.

What’s next?

The next part will guide you on the essential tools and techniques that you must master before seriously attempting conversational hypnosis.
in everyday settings. Later sections of Chapter 3 will also inform you on how to navigate challenging situations, and will assist you in troubleshooting common problems. But before tackling these practical topics, here are the core principles of everyday hypnosis.

The Core Principles of Everyday Hypnosis

1. Hypnotic language should only be used when appropriate, and with a conversational partner who appears receptive.

2. Hypnotic language should only be used in a manner that will benefit both yourself and your conversation partner.

3. You must first have your ducks in order with the 5 governing factors I mentioned earlier for this stuff to work.

Hypnotic Language in Everyday Persuasion

Now that you have reviewed the basics of what hypnosis is, how it functions to increase attention and relaxation, and why it can be
useful for you, it is time to study the essentials of using hypnotic language conversationally and informally with conversation partners.

There are two essential aspects to using hypnosis in everyday language: the key terms that encourage and facilitate hypnotic states in a listener, and the core techniques that apply these terms and assist your conversation partner in hypnotic focus. You must master the use of both in order to be an effective conversational hypnotist.

However, memorizing terms and brushing up on a few hypnotic exercises is by no means sufficient. Attaining mastery and fluency in hypnotic language will require practice with a variety of partners, in numerous types of settings. If at first you find hypnotic persuasion to be difficult, do not be discouraged. Each conversation partner is unique, with distinct needs, expectations, and psychological challenges. In time, you will learn how to respond to each unique case with ease and mastery.

At first, try to learn as much as you can from each interaction, and apply your expertise as best you can. The rest will come in time.

Key Terms

In order to encourage a hypnotic state of focus and calmness in your interlocutor, you must use language that is calming, soothing, and focus-drawing to your conversation partner.
Language that is hard on the ear, anxiety-provoking, or at all unpleasant will instate feelings of insecurity in your conversation partner, spurring him or her to throw up protective walls that block off their subconscious mind and make them unreceptive to persuasion. In order to use hypnotic principles as persuasion tools, your words must do the exact opposite: they must make your listener feel at ease with you and trusting of you, so that they might listen carefully to what you have to say, focus on it intently, and hopefully, absorb it into their own existing beliefs.

**Passive language** is incredibly useful in inducing hypnotic states. Passive language often involves heavy use of the verb “to be”, and does not convey heavy activity or agency in any way. Instead, passive sentences place objects at the head of the sentence, rather than subjects, and leave cause and effect relationships or chronological events ambiguous.

Many writing instructors loath passively-voiced sentences, citing them as “boring” or “vague”; however, when your aim is to persuade a listener through the induction of a hypnotic state, allowing your conversation partner to feel calm, non-threatened, and even a little sleepy or bored can be ideal.

When you are trying to create or promote a hypnotic state of focus in a conversation partner, you should aim to use as much passive voice as practically possible. Do not make your language sound unnatural or confusing, as this may cause your conversation partner to throw up defenses. Instead, weave passive phrases and clauses throughout your conversation as effortlessly as possible.
Here is an example of an actively voiced sentence:
“I saved $1,000 on car insurance payments this year.”

Here is an example of a passively voiced alternative:
“Switching to another car insurance provider this year allowed for over $1,000 to be saved.”

**Soft vowels and consonants** also promote hypnotic states. The basic principles here are similar: people are calmed by words that are easily pronounced and which are easy to listen to. Consonant-heavy, glottal words with many syllables tend to be distracting and anxiety-provoking, if only on a subconscious and minor level. However, these small effects can have massive overall consequences on your odds of hypnotic success. Just imagine trying to be persuaded or soothed by someone angrily ranting in German or Russian!

In order to reduce your listener’s defenses and encourage open-mindedness, low blood pressure, and a low, relaxed pulse, you must aim to use as many soft, inoffensive words as possible. It may help to imagine that you are speaking to a small child or an easily frightened animal. Alternatively, it may be useful to practice speaking into a microphone that is highly sensitive, which will allow you to pick up on any words or sounds that cause bursts of air, crackles, clicks, or other distracting noises.

Again, as above, you do not want your use of soft vowels and soft consonants to be obvious to your conversation partner. If a listener suspects that you are aiming to influence or hypnotize them (or if
they sense that something is funny or “off” in how you are speaking, they will feel ill at ease and be highly unlikely to slip into hypnotic focus. Instead, try to use a greater overall percentage of soft-sounding words without totally changing your way of speaking.

Here is an example of a hard sentence:

“I can’t communicate with that freaking guy, he’s so frustrating it’s driving me totally crazy!”

Note the hard c-sounds, the hard k, and the guttural sounds in the word frustrating. Here is an example of a soft sentence:

“I have trouble sometimes being understood by my manager, I wish I had a way of reaching out to him.”

This sentence is comparatively easy on the ears, and conveys a calmer message overall.

**Soothing words** are terms and phrases that (at least in English) are associated with peace or calm. They call forth meaningful images and associations in your conversation partner’s mind, encouraging him or her to slip into a relaxed physical state and an open mind. Imagery and turns of phrase that are positive or enjoyable are particularly useful when choosing soothing words; however, a calm, low tone of voice can render many words soothing.

So just what constitutes a soothing word? Think of words, phrases, or figures of speech that evoke water, stillness, nature, peace, spirituality, or concepts and objects that you know your conversation
partner likes. Depending on the person, language that evokes food, family, celebration, or nostalgia may also be effective.

If your conversation partner is a sports fan or athlete, sports metaphors and references to competition may be soothing words for them (so long as you avoid discussing a hated rival or crushing loss). If your conversation partner is a foodie or an avid cook, language that evokes food or food preparation may encourage a state of passive calmness and mental receptivity.

Soothing words should be delivered casually and softly, and spoken in a pleasant way. You may wish to practice speaking in a soothing fashion on your own in front of a mirror or in the shower. Pay attention to normal everyday conversations, and note the topics and terms that tend to elicit positivity in yourself and other people – at your workplace, for example, discussions about weekends or vacation days may be potent soothing words. When speaking with an especially romantic or love-struck friend or family member, the key soothing words might involve marriage, honeymoons, or romantic comedies. It may take some practice, but soon you will develop an ear for soothing terms and topics.

Here is an example of non-soothing sentences:

“I heard that dad needs to go to the doctor tomorrow, can you drive him there? I’m busy, the kids are super sick.”

And here is an example of a more soothing alternative:

“Would you enjoy going on a short drive with dad Saturday evening? I know he’d love to see you and hear more about your date with Brad!”
The P.R.I.M.E Method in Action

Now that we have discussed some of the key terms you can use to promote a hypnotic mental state, it is time to focus on the actual means and methods of using such terms when conversing with a partner. You cannot simply throw out soothing terms, and soft-sounding words in a passive voice and expect your conversation partner to effortlessly slip into a state of mental and emotional openness, after all. These tools must be deftly wielded in order to encourage relaxation and persuadability. Then, the persuadable state that you have induced must be used properly and responsibly, to foster an attitude change in your interlocutor.

The following techniques can be used out of order, when appropriate. However, hypnotic language when used in everyday conversation typically follows a particular procedure and order, as indicated below. It is recommended that you start by following the ensuing stages of hypnotic persuasion in order, one at a time, gradually advancing from one stage to the next. After you have practiced all these techniques and experienced some success with them, then you may be prepared to mix up the order and method that you use.

Step 1: Prepare

Before attempting to persuade someone using hypnotic language, you should ensure that hypnosis is necessary or even beneficial for
yourself and for them. Begin by asking in a non-confrontational way about the issue or issues that concern you. If you are looking for a raise, ask your boss about the raise schedule, or his or her evaluation of your performance. If you are trying to convince a co-worker to cover a shift for you, ask him or her about their upcoming schedule, or whether they have been getting enough hours of late.

Ask yourself, how far is this person from agreeing with you? Is there a logical or explicit way that you might be able to reason with them or convince them to think or behave in the way that you desire? Is it necessary for you to resort to alternate methods of persuasion to get what you want from them? How badly do you desire the outcome you are seeking? If all your answers to these questions point to the use of hypnosis, move ahead to Step 2.

**Step 2: Reduce Resistance**

Using soothing words, passively voiced sentences, and soft vowels and consonants, speak in a manner that will help to calm and relax your conversation partner. Speak in a low and nonthreatening tone. Repeat some of the phrases or words that your conversation partner says, to communicate with him or her that you are both on the same page.

You may wish to supplement this with body language or behavioral mirroring. Take on a posture or sitting position that emulates your conversation partner’s. Reflect his or her facial expressions or tone of voice, but do so in a way that isn’t overly exaggerated or obvious.

Avoid speaking rapidly, or about any unpleasant topics. Ask your conversation partner about enjoyable experiences or topics that
interest them, but do so in a low energy, slow fashion that will discourage them from getting excited. You can also start using hypnotic language patterns designed to reduce resistance here:

Step 3: Induce Control

As you speak with the person you would like to hypnotize, maintain subtle control of the conversation. If the participant drifts away from the subject desired, pull them back in with a thought-provoking question or interesting fact or note. Do so gently, with a voice that is not forceful or intimidating. Merely reel your conversation partner back into the topic you’d like to persuade them on. If your conversation partner becomes agitated, or becomes focused on a persistent worry or something negative, steer the conversation to something completely different, pleasant, and calming. Never let the conversation veer into negative territory, and do not allow the participant to speak at length about their disagreement with you, or why they cannot do what you’d like from them.

Step 4: Monitor Response

When you speak to your conversation partner, you do not want to dominate the conversation too heavily. This may elicit boredom or leave your conversation partner feeling ignored or alienated, which is a surefire way to put them on the psychological defensive. At the same time, you do not want your conversation partner to be speaking too frequently, too rapidly, or with too much emotion. Excited, lively conversation will pull your conversation partner away from a relaxed state. It will also give them a sense of agency and control, which is not amenable to hypnotic influence.
Instead, listen and guide the conversation. Make soft, but noticeable verbal and physical signs that indicate your attention and interest. Say “hmmm” or “ahh” when your conversation partner speaks about something calming or pleasant. Give your conversation partner the sense that you are drinking in their words. Ask slow, contemplative questions about what they mean or what they feel. As you do so, make heavy, relaxed eye contact. Let your conversation partner stare into your eyes and feel soothed by how receptive you are to their words.

**Step 5: Engineer Agreement**

Using positive language, pleasant behavior, and encouraging nonverbal actions, slowly shape your conversation partner’s behavior and speech in your desired direction. When they disagree with you or seem anxious, redirect conversational attention, or withdraw from the conversation completely. Conversely, when they are in an agreeable, helpful, or passive state, reward and encourage your conversation partner by speaking slowly and calmly about soothing topics, using soft sounding words and a passive voice.

Over time, you will find that you can subtly manipulate your conversation partner into entering a hypnotic state with increasing ease. After habitually directing and shaping your conversations in this way, you will effectively “train” both yourself and your conversation partner, so that every conversation you engage in together leads down a path of mutual understanding, psychological openness, and emotional calmness.
Tips and Tricks

The core techniques and key terms listed above are, strictly speaking, all you should need to induce hypnotic states of focus and calmness in a receptive conversation partner. However, learning the ropes of these techniques may prove tricky at first. It can be unclear where you should begin, or what effective persuasion and hypnotic language “looks like”. Here are some quick tips and tricks for increased success.

Begin with a familiar conversation partner who is relatively easy to persuade on some matters. Getting early positive results is encouraging!

Persuasion and hypnotic inducement is much easier in a familiar setting that you have control over. So test out your techniques by inviting a friend or family member over to your house for dinner, or bring a co-worker into your office or workspace!

Practice meditation or mindfulness exercises so that you can regulate your own emotions and anxiety. Self-hypnosis may help you to attain an external state of calmness, which will help soothe the people around you.

Practice self-hypnosis on a regular basis, so that you can recall what being hyper-focused, alert, and calm feels like.

Approach each persuasion attempt with a sense of gratitude and peace. If you are frustrated with your conversation partner at the outset, or if you are desperate to “win” the interaction, you will not be able to make them feel safe or ease.
Ask your conversation partner about their day, their interests, their family, and their work. Locate the topics that make their eyes “light up” with enthusiasm. This will not only help you better develop the soothing topics to use when speaking with this person, it will immediately make them enjoy speaking to you more as well.

**Troubleshooting**

Of course, not every attempt at everyday hypnosis will be a success, particularly at the outset. When someone struggles to correctly induce a focused, attentive hypnotic state in an interlocutor, there is usually a good reason that can be readily solved. Here are some common problems reported by people new to everyday hypnosis, as well as suggested fixes.

**Problem 1: My Conversation Partner Won’t Listen to Me or Take Me Seriously**

**Solution:** Remove distractions. Try relocating the conversation to a place that is less stimulating or anxiety-provoking – go and grab a drink, a cup of coffee, or a meal. Invite them over to your house, or to a poetry reading, book store, or the park. In a quieter place void of distractions you may find greater success.

**Problem 2: I Feel Awkward Using These Techniques**

**Solution:** Rehearse hypnotic language techniques with a safe friend, or if you’re not yet comfortable, a pet or a pillow. Don’t be afraid to laugh or joke around if a particular sentence, phrase, or tone of voice seems artificial or doesn’t feel right to you. As you practice, try to
actual hypnotize your practice partner. You’ll find it happens when you stop worrying about it!

**Problem 3: I Am Following the Techniques, but Nothing is Happening**

**Solution:** Film yourself doing a mock hypnotic conversation with an imaginary partner. Watch the tape or ask a friend to review it. Take note of anything you do or say that looks unnatural. Is your language stilted, too precise, or otherwise artificial? Do you seem uncomfortable? Do you not sound like yourself? This will help you to locate areas to focus on.

**Problem 4: I Don’t Feel Very Persuasive**

**Solution:** You don’t have to! The best thing about everyday hypnosis is how understated it really is. The most effective of all hypnotists are those who do not seem to be “in control” at all! The ideal hypnotist can take charge of the situation, carefully direct the subject, and put the subject at complete ease without ever appearing to try. If you are a nonthreatening or typically non-persuasive person, you are actually the ideal person to be learning these techniques.

Congratulations! You now know the blueprint to using hypnotic language.

You understand how hypnosis works and how you can use the same techniques involved in hypnosis and apply them to simple everyday language.
What To Do Next

Now that you understand exactly how the blueprint for using hypnotic language works, are you ready to start putting some of this to work?

I want to give you access to....

“Ten Simple But Dangerously Effective Hypnotic Language Patterns Designed To Destroy Resistance So You Can Persuade With Ease”

Click Here To Learn More

Talk soon,

Paul Mascetta