

THE ART OF  
**COVERT HYPNOSIS**

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## *Preface*

What we see, what we hear, what we believe, how much of it is real, and how much of it is just an *illusion* that we create?

Whilst you may go about your day to day life quite content that you can explain your surroundings, is there not a little thought within the back of your mind, a thought that tells you that perhaps everything you know about life, is wrong?

What happens when someone comes and demonstrates to you that your knowledge of the world is quite false? What happens when that person seemingly defies the very laws of physics and reads your mind?

They reveal to you your deepest and most inner of thoughts and desires, thoughts that you wouldn't dare tell another person. Suddenly that security that you have, that knowledge you have of the world, is questioned.

But the thing is, is that person didn't break any laws of physics, nor did they read your mind.

All that person did, was make you *believe* that they could read your mind. It was by accepting that false belief, that *illusion*, that you brought on all these odd thoughts entirely by your own doing.

Welcome to **The Art Of Covert Hypnosis.**

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# Chapter 1 - Course Structure

## 1. Introduction

First and foremost, thank you for purchasing this course. Throughout this course you will be learning certain aspects to reality that few people know to exist.

You will learn about how to persuade other people to do things for you, how to make them feel comfortable and happy to be within your presence, and how to make your lovers and companions loyal to you.

You will also learn about the techniques that psychics, clairvoyants, stage hypnotists, politicians, leaders, TV evangelists, spiritualists and many other types of professions use in order to omit a sense of authority and command respect from large groups of people.

The techniques you will learn in this course are no laughing matter, and can be used for purposes of good, or bad. I am teaching you these techniques only in the good faith that you will use them for good purposes, to help both yourself and others. I do not ever condone the use of covert hypnosis on anyone without their permission.

So just what is covert hypnosis exactly? Covert hypnosis is essentially a way to hypnotise people outside of their conscious awareness. It works by influencing a person's subconscious mind as opposed to their conscious mind.

Throughout my use of covert hypnosis I have found that there are three primary fields that must be learned in order to execute covert hypnosis successfully, and these three fields are Hypnosis, NLP, and Mentalism.

Hypnosis is essentially the art of hypnotising people. NLP teaches you the ways to apply hypnosis discreetly, outside of peoples conscious awareness. Mentalism teaches you ways to give people false illusions. These false

illusions can be used to create an environment where people are vulnerable to hypnosis and suggestion.

When these three fields come together, many things become possible. This is what covert hypnosis is, the art of being able to use Hypnosis, NLP and Mentalism together as one in order to achieve your goals.

With this course you have received 20 audio files that you can listen to for your convenience. These audio files will cover everything that's written in this book, so if you'd rather listen to them as opposed to reading this book then you may do that.

It is important however that you **do NOT listen to these audio files when driving, operating machinery or doing any other task that requires concentration or responsibility.**

This is because you may be guided into a state of hypnosis whilst listening to the techniques taught throughout the course. There will be examples given of hypnotic inductions, so you need to be aware that there is a chance you may fall into hypnosis. For this reason only listen to these audio files when you are in the comfort of your own home, and have no obligations.

It is recommended that you now read or listen to the following section in order to understand how this course is structured.

## **2. Course Information**

This course is comprised of 20 chapters. Each of these chapters contains at least 10 pages of information with revision and exercises included.

These chapters will teach you how to use Hypnosis, NLP and Mentalism in applied settings.

The chapters are structured as follows -

### **Chapter 2 - An Introduction to Covert Hypnosis**

This chapter will give you an overview of the fundamentals of Hypnosis, NLP and Mentalism. Consider this chapter to be your introduction into the world of covert hypnosis.

### **Chapter 3 - A Journey Into Hypnosis**

This chapter will start by introducing you to the theory behind how hypnosis works, and will also teach you how to hypnotise someone voluntarily. You will also learn how to conduct self-hypnosis.

### **Chapter 4 - Hetero Hypnosis Explored**

This chapter will further delve into hypnosis and look at how it's applied in more discreet settings. You will also be introduced to Ericksonian Hypnosis, and the power of placebo.

### **Chapter 5 - A Journey Into NLP**

This chapter will introduce you to the core aspects of NLP. You will learn about rapport and anchoring and the ways in which Ericksonian Hypnosis can be applied discreetly through the use of subtle suggestion.

### **Chapter 6 - Exploring Representational Systems**

In this chapter you will be exposed to representational systems and submodalities. You will also learn how eye cues can be used as a way of determining which representational system a person is accessing.

### **Chapter 7 - A Journey Into Mentalism**

In this chapter you will be introduced to mentalism. You will learn how misdirection and sleight of mind can be used to create false realities for people.

### **Chapter 8 - Exploring The Art Of Reading**

In this chapter you will learn the mentalism art of reading and how it can be used to give the illusion of clairvoyance and other paranormal abilities. You

will also learn how to use reading in order to have a seemingly intuitive insight into a person's life.

### **Chapter 9 – Hypnotic Tonality**

In this chapter you will learn how to create a hypnotic tonality, and use it in your day to day conversations in order to establish rapport with people and lower them into relaxed states.

### **Chapter 10 – Personality Types and Suggestion**

In this chapter you will learn how to determine a person's personality type based upon the way they speak and behave, and how you can word suggestions in order to best suit the individual's personality.

### **Chapter 11 – Advanced Hypnotic Principles: Mass Hypnosis**

In this chapter you will learn how to perform hypnosis on both large crowds and small groups of people. You will learn the techniques that stage hypnotists use to convince large amounts of people to do something.

### **Chapter 12 – Advanced NLP Principles: Instant Rapport**

This chapter will further expand upon ways to establish rapport with people, and will teach you how to create an instant rapport with just about anyone you meet.

### **Chapter 13 – Advanced Mentalism: The Illusion of Supernatural Phenomena**

This chapter will teach you exactly how psychics, mediums, spiritualists, faith healers, tarot card readers, astrologists and other types of charlatans operate.

### **Chapter 14 – Body Language Mastery**

This chapter will teach you how to master your body language. It will teach you about body position, breathing rate, hand gestures, the importance of eye contact and other forms of body language.

## **Chapter 15 – Exploring Covert Hypnosis**

This chapter will teach you ways to instantly hypnotise just about anyone you meet through the use of Instant Induction. You will also learn how to manage multiple forms of suggestion, anchoring and rapport in a conversation.

## **Chapter 16 – State of Mind Mastery**

This chapter will teach you the various states of mind you can adopt in order to draw people towards you, keep them away, or just remain relaxed.

## **Chapter 17 – Advanced Covert Hypnosis Techniques**

This chapter will bring all your knowledge together and teach you various covert hypnosis techniques that you can use to achieve various goals.

## **Chapter 18 – Appearance, Perception and Deception**

This chapter will teach you how to act out different types of personalities that will change the way people think of you. These personalities will create a false reality that will allow you to perform various forms of covert hypnosis.

## **Chapter 19 – Mastering Covert Hypnosis**

This chapter will combine many things you have learned in the previous chapters and teach you how to master resistance, rapport and control any conversation that you have with someone.

## **Chapter 20 – Bringing Everything Together**

This chapter will look at combining everything you have learned and applying it to your day to day life.

### **3. What To Expect**

By completing this course in accordance with the Study Guidelines, you can expect to achieve a powerful form of confidence and have an ability to communicate with people unlike you ever have before.

You can expect to be able to make people do things for you, quite happily, by applying the various techniques that you will be taught. With that being said, covert hypnosis does have its limitations.

To start with, you cannot use covert hypnosis, or any other form of hypnosis, in order to bend people against their will. Covert hypnosis works only when a person wants to experience what you're asking them to experience.

The trick is in creating the *desire* for the person to experience something. If you can create this desire, then you can effectively make a person do anything, however they must always be willing to do it.

We can create this desire from a subconscious level, outside of the person's conscious awareness. This means that a person may think they want to do something by their own free will, without realising that you were the one who planted the suggestion.

So whilst covert hypnosis can be a very powerful way to have people do things for you, it also has its limitations. Let's look at some common misconceptions surrounding hypnosis.

#### **Some Misconceptions Surrounding Hypnosis**

Hypnosis is not a field without its misconceptions and myths. Before you proceed any further in this course, you should make yourself aware of just what hypnosis is exactly, and what it is not.

**Myth #1:** Hypnosis can be used against peoples will.

Hypnosis cannot be used against a person's conscious will. As you delve deeper into this course and gain an understanding of the critical mind, you

will learn that people will reject suggestions that they don't agree with. Now there is a twist however.

A lot of hypnotists don't know how to incorporate NLP and Mentalism into hypnosis in order to make a person want to do something that they normally wouldn't want to do. Learning how to do this requires an advanced level of knowledge which will come much later in this course. It is important to understand however that the moment a person *consciously* does not want to do something, then they won't do it.

**Myth #2:** Hypnosis is just placebo

Whilst placebo plays a role in hypnosis, hypnosis certainly isn't just placebo. Scientists have conducted many experiments showing different brain wave functions that are unique to a person experiencing hypnosis.

When people are guided into various states of trance and given suggestions, they will often act upon those suggestions many years in the future, even whilst consciously forgetting any suggestions that may have been planted within them. Phenomena such as this cannot be explained due to placebo alone.

**Myth #3:** Hypnosis offers a means of mass mind control

Whilst hypnosis has been used on vast amounts of people throughout the ages of history, and is still used today by politicians, leaders, advertisers and other people that attempt to sway the masses, the notion of 'mind control' is an incorrect one. Hypnosis cannot ever 'control' a person's mind, it can only offer that person suggestions, which the person's subconscious mind must act upon in order to make a reality.

Hopefully by clarifying these common myths you will have a better idea of what hypnosis is capable of, and what it is not.

## **4. Study Guidelines**

It is highly recommended that you follow the following study routine in order to achieve maximum benefit from this course. If you do not follow this study routine then you run the risk of missing out on some key aspects that later parts of the course will rely upon, and you may soon end up lost and confused.

Maximum benefit from this course will be achieved by studying it over a period of 16 weeks and by achieving a high level of competence with each of the exercises at the end of each chapter before moving on to the next chapter.

The recommended 16 week study routine is as follows -

### **Week 1 -**

Read over Chapter 2 & Chapter 3. Complete the exercises in Chapter 3. Only once you have a high level of competence with the exercises mentioned in Chapter 3 should you progress onto Chapter 4.

### **Week 2 -**

Read over Chapter 4 and complete the exercises mentioned. Only once you have a high level of competence with the exercises mentioned in Chapter 3 should you progress onto Chapter 5.

### **Weeks 3 – 15**

Keep progressing at a rate of one new chapter per week, only proceeding onto the next chapter once you have attained a high level of competence within the exercises mentioned.



## **Week 16**

Read over Chapter 19 & 20. Complete the exercises in Chapter 19. Use the **Revision And Exercise Manual** to go back over previous exercises again and to achieve a level of mastery with them.

### **What to do if you find some exercises too difficult**

If you find some exercises to be too difficult then make a record as to exactly where you failed with the exercise. It is important you at least try each exercise to see where about's you are failing.

If you absolutely cannot complete an exercise, then move on to the next chapter, and revise the exercise at a little stage when you have more competence.

Now, sit back and enjoy your journey into The Art Of Covert Hypnosis.

## Chapter 2 - The Fundamentals of Covert Hypnosis

### **1. Fundamentals of Hypnosis**

Hypnosis, an art that has been used for many years to help people in a variety of ways, has only recently begun to be recognised as a valid field of scientific enquiry. Before anti-pain drugs were invented, hypnosis was commonly used by physicians and other professionals as a means of preventing and managing pain.

Those that were wounded or were undergoing surgery would often enter into a state of hypnosis, through the guidance of a trained hypnotist, so as to alleviate their symptoms and pain.

Since the invention of pain relief drugs, hypnosis has quietly subsided from mainstream knowledge and public awareness. Most people know hypnosis only through stage shows, and most people haven't even witnessed a professional hypnotist in action, at least, not knowingly.

Throughout the ages a number of groups and individuals studied hypnosis extensively, and mastered and refined its many principles. They took hypnosis outside of clinical practice and were able to apply it to every day life, through the use of conversation, body language, even through television and radio.

Over time, and thanks primarily to the contributions of Dr. Milton Erickson, hypnosis was expanded upon and refined in many ways. There was discovered a way to seduce a person's subconscious mind and plant suggestions within it, causing the person to behave in just about any manner the hypnotist pleased, all without the person even being aware that such a thing was going on.

This field came to be known as covert hypnosis, although the term itself is rarely used (those that know of this field rarely speak about it).

## **History of Hypnosis**

In order to understand hypnosis, we first need to look into the history of it. Hypnosis itself has been around since the existence of mankind, it just hasn't been interpreted and defined until recently.

Anton Mesmer is generally credited as being the first person to recognise the effects of hypnosis, however he believed these effects were due to what was known as animal magnetism, which was the use of magnets passing through various parts of the body in order to heal it.

Whilst animal magnetism did seem to have a healing effect, it was later discovered that the effects were not due to magnets at all, but rather due to hypnosis.

It was James Braid that developed the field of hypnosis, and coined the term as such. He found that hypnosis resulted in prolonged eye fixation to an object of some form, which is possibly what led to the popular notion of a hypnotist using a swaying watch in order to hypnotise his or her patients.

Braid's discoveries led to the development and improvement of hypnosis, eventually helping physicians to develop ways to treat patients and amputees with minimal pain through the use of hypnosis.

A number of researchers, psychologists and physicians made contributions to hypnosis over time, however it wasn't until the time of Dr. Milton Erickson in the 1970-1980's that hypnosis really took on its modern form. Erickson separated the states of the conscious and subconscious mind and was famous for being able to establish rapport with his clients through just about any means possible.

He believed that by establishing some form of familiarity with a subject, that work could be undertaken on the unconscious mind of the subject, and positive changes made.

Erickson's finding contributed heavily to the development of the field of NLP, and his techniques are frequently taught and applied in just about all forms of modern hypnosis.

## **The Applications of Hypnosis**

Now that you have an understanding of a little of the history behind hypnosis, we can delve into some of its practical uses.

Hypnosis is used by people every day of the week to help treat a number of addictions, phobias, anxiety, depression and other psychological ailments. Just about anything where the mind is concerned, hypnosis can intervene in some way.

Now hypnosis can be applied in one of two ways, it can be applied through the use of autosuggestion, which is commonly known as 'self hypnosis' or it can be applied in an interpersonal setting, which is known as 'hetero hypnosis'.

Self hypnosis involves repeating messages to oneself whilst in a deeply relaxed state, causing the messages to eventually seep into the subconscious mind and affect the behaviour and thought patterns of the individual.

Hetero hypnosis typically takes place when another person hypnotises you and guides you into a relaxed state. This can take place through either the guidance of a hypnotherapist, or through a hypnotist such as is seen at a stage hypnosis show.

Covert hypnosis is a very advanced form of hetero hypnosis, however before we get into it there are a number of other topics in hypnosis that we must first cover.

## **Your Hypnosis Study Program**

Hypnosis has a set of principles that it must follow. In Chapter 3, you will learn about the Theory of Mind, which is an explanation for the way

hypnosis works. You will also learn about ‘suggestion’, and about the state a person enters into when they’re in hypnosis (known as a trance). In chapter 3 we will be covering some practical explanations surrounding the use of self hypnosis and hetero hypnosis.

In Chapter 4 we will delve into the field of hetero hypnosis, and really examine just how hypnosis works on other people. This section was designed to just wet your appetite a little, and give you a brief introduction into the world of hypnosis.

## **2. - Fundamentals of NLP**

Neurolinguistic Programming (NLP) was created by John Grinder and Richard Bandler after analysing the methodologies that Milton Erickson, Fritz Perls, and Virginia Satir used in their respective fields of psychology and psychiatry.

Whilst NLP incorporates a large amount of hypnosis into it, thanks primarily to the techniques taught by Milton Erickson, the field in itself is not simply another form of hypnosis. NLP examines the way people think and process information, and looks at ways of intercepting and altering this information in order to change learned habits and beliefs.

NLP has undergone many different reforms since it was founded by John Grinder and Richard Bandler, and is taught in so many different ways today that there is little consistency in the curriculum from one school to the next. What I will be teaching you within this course are some of the *principles* used in NLP that can applied to hypnosis.

I have altered a lot of these principles in order to make them suit this course, and disregarded a lot of information that you’d find in a typical NLP course. This is because NLP has a lot of techniques that aren’t useful for covert hypnosis, and since your aim is to learn covert hypnosis, I’ll only be teaching you the necessary techniques from NLP that are required to understand and apply it.

## **Fields of NLP**

NLP is founded upon two different models, known as the Meta model and the Milton model.

The meta model is primarily concerned with the way people interpret and analyse the information they receive, as well as the way they convey information to others. Through the examination of the way a person speaks, one may be able to identify certain presuppositions that a person has about a subject, or about life in general, and challenge these presuppositions in order to make some sort of change in the individual.

The Milton model on the other hand is focused with the subtleties of communication in itself. Erickson quite correctly established that one cannot consciously instruct the subconscious mind, and it's through the use of hidden meaning and messages in words that suggestions are able to flow freely into the subconscious, without being critically analysed by the conscious mind.

For the purposes of learning covert hypnosis, it is the Milton model that we will be learning about the most in NLP, as it's through the use of subtle suggestion in words that we can effect the subconscious mind of another person without them even realising it. The Meta model on the other hand has little application for us as it's more concerned with personal therapy and other such uses.

You shall learn more about the Milton model as you progress with your studies of NLP in Chapter 5.

## **The Aims of NLP**

NLP was created with the mindset that practical skill and application outweigh philosophy in terms of actual usefulness. NLP is generally concerned with finding out *what* works, as opposed to *why* something works. NLP will examine the behaviour of someone and attempt to model their behaviour, as opposed to doing what the person 'says' they're doing.

An example would be a family therapist who uses a set systematic approach to helping families. The therapist may offer certain suggestions to the families that visit her, use a certain amount of body language during the consultation, and connect with her clients in her own unique way. The families that see her may go on to live happy lives after a number of consultations with her, after following her suggestions.

Now why is her method of family therapy so successful? If we wanted to find out via conventional means, then we'd ask the family therapist directly, and find out what it is that *she thinks* is the result of her continued success in bringing families together.

With NLP, we bypass what the family therapist thinks, in fact we don't care what she thinks at all. Instead we model her *behaviour*. We mimic her tonality, the words she uses during the family therapy sessions, her body language, the ideas that she gives.

What we're trying to do is mimic every part of her behaviour, and apply the behaviour ourselves. If we can replicate the same results as the therapist, then we've modelled her behaviour successfully. If we can't achieve the same results, then there's some crucial part of her behaviour that we're missing that we need to adopt.

This is essentially what NLP is about. It's about examining *what works*, as opposed to *why something works*.

## **Your NLP Study Program**

In Chapter 5 we will be covering the Milton model of NLP in more detail. You will also be introduced to some of the techniques and concepts used in NLP, such as anchoring and rapport. This will continue through to Chapter 6 where we will conduct an in-depth examination of representational systems, along with submodalities.

### **3. - Fundamentals of Mentalism**

Mentalism is a form of magic that has been around for hundreds of years, and is practiced by entertainers and illusionists all over the world. Mentalism differs from conventional entertainment magic in that it is primarily concerned with the mind, and plays upon misdirection, confusion and deception.

The mentalist alters what an ordinary person may normally expect to happen in a situation, by offering an alternate, seemingly impossible encounter. This gives the illusion that the mentalist somehow possesses supernatural abilities. A stage mentalist primarily concerns himself with mind magic, however other forms of mentalism are much more discreet, and some of the techniques within mentalism, such as cold reading, are used extensively by psychics, mediums, clairvoyants and fortune tellers.

While a magician is known to be well versed at sleight of hand, a mentalist is known to be proficient at what's known as 'sleight of mind'.

During our study of mentalism, we will be examining the ever so useful set of techniques known as 'reading'. Reading is the ability to give somebody the illusion that you have psychic or some form of paranormal insight into their past, present or future. This is achieved by using subtleties within language that can be interpreted in a number of different ways, making a person think that you somehow knew something about them that you could not possibly know.

An example of such a subtlety in language would be saying something such as "It seems that finance is a big thing in your life at the moment". If the person was rich, this could be interpreted as meaning that they were wealthy, and they would agree with the statement. If the person was poor, this could be interpreted as meaning that they had a lot of financial issues, and they would also agree with such a statement.

Of course reading becomes more complex than this, and as you delve into the course you will be learning a lot more about reading and how it can be



applied to covert hypnosis. Reading is only one of the subfields of mentalism however, and understanding sleight of mind, misdirection and some practical mental magic will all be necessary on your journey to learning and applying covert hypnosis.

#### **4. – Uniting The Three Fields**

By now you should have a basic understanding of what Hypnosis, NLP and Mentalism are. They are three separate fields of study, yet as you progress in each field you will see certain similarities between them. Understanding each of these three fields is absolutely essential to mastering covert hypnosis.

Hypnosis is primarily concerned with the ability to hypnotise other people, and mastering its many facets will allow you to do many things with people when they are in a hypnotic trance. You will learn how to practically bend a person to the brink of their will, and make them do many things whilst they remain under your control, yet how do you easily hypnotise strangers?

That is where the field of NLP comes in. NLP will teach you skills in mastering conversation so that you can establish instant rapport with just about anyone you meet, allowing you to hypnotise them quickly and efficiently. It will also allow you to act in a subtle manner, without people being aware of your intentions. Think of NLP as the discreet tool to use in order to make people vulnerable to hypnosis.

Mentalism is its own unique field, and will allow you to put on a certain appearance that will trick people into believing something that you made up. This false illusion that you bring people into will allow you to easily work your magic using Hypnosis and NLP. Mentalism is sort of the cover up that allows Hypnosis and NLP to flourish, it's a sort of tool that you won't need to use all the time, but when you do it will be immensely valuable.

Once you fully grasp the three fields of Hypnosis, NLP and Mentalism, then you will begin to understand how covert hypnosis really works, and you can then commence study of some serious hypnotic techniques.

## **5. – Possibilities Of Covert Hypnosis**

So just what can you achieve with covert hypnosis? Imagine the following scenario:

You run a shop and a customer walks in. You have a certain product that you need to sell, let's say a plasma television. This customer has no intention whatsoever of buying a plasma TV, yet using the covert hypnosis techniques taught in this course, your aim is to make the customer do just that.

Based upon your observations of the person, you start off a conversation that you think the person will relate to, a conversation totally unrelated to any product. Within a few moments you establish rapport. During the course of the conversation you subliminally plant suggestions about the plasma TV.

Without making any direct reference to the TV, the customer, of his own free will, looks at the plasma TV's on display. With a slight amount of persuasion on your end, the customer buys one.

Now there would be many techniques that went on behind the scenes in the above scenario, involving Hypnosis, NLP and Mentalism. Depending upon the situation, you could use these same techniques of suggestion in just about any circumstance.

Walking into a nightclub and intriguing a group of the opposite sex, inspiring people to join your cause, making people agree with you, turning your enemies into your friends, all these things become possible in covert hypnosis. You're basically planting suggestions in a person, without their knowledge, suggestions that they will act upon if you plant them correctly.

Believe it or not, but this form of covert hypnosis goes on each and every day, and there is a chance you yourself have been hypnotised by another person without even realising it.

Certain acts of subliminal persuasion have been banned in advertising for many years, yet it doesn't mean that these techniques have died off. Politicians, charismatic debaters and great leaders will use subliminal suggestion in order to gather a crowd that supports their cause.

A lot of what is known about mass suggestion has been swept under the rug by both governments and large corporations. A conspiracy? Quite the contrary. One need not look back any further than World War II to see the effects that suggestion and propaganda can have on the masses. Subliminal suggestion is a very real thing, yet most people do not know about it because it's not something that's openly advertised.

Some people study this form of suggestion in great detail, and therefore it should come as no surprise to you that covert hypnosis is as effective as people claim. It's not some fairy tale, the techniques in covert hypnosis do work, and once you learn these techniques, you'll see them being used every single day by powerful people. You may even come across a supposedly ordinary person from time to time and see them using these same techniques.

One need not look any further than the evangelists on TV every morning in order to see mass covert hypnosis in action. It's right there before your very eyes, the power of mass suggestion. I used to be a firm Christian believer until I learnt the techniques that all faith healers use. I was absolutely appalled, shocked, but awed more than anything that such mass persuasion was possible. If you bring people into a false illusion (as you will learn in mentalism), use NLP to establish yourself as an authority in peoples lives, and then use hypnosis to make people do anything you wish, then you will be pulling off the exact same feats that the so called faith-healers on TV use.

I'm not saying that you should exploit peoples vulnerabilities, in fact one of the requirements of this course is that you *don't* exploit anyone, but I believe you should have a deep intricate knowledge of how covert hypnosis works so that you can use it for good, and to protect yourself from people who use this form of power for malicious purposes.

The unfortunate thing is, is that some people will use covert hypnosis for their own benefit, for their own purposes, without any regard for other people.

It's a shocking realisation, and perhaps you're still a little sceptical that any of this works. It's good to be sceptical about things. But as you progress through this course, you'll learn that covert hypnosis is very real. You'll learn the techniques used in it, and before long you will be able to apply them to just about any situation imaginable.

The reason that covert hypnosis is not as widely known as it is used, is because those that know it will rarely advertise their abilities. Famous psychological illusionists and people who pretend to be gifted with seemingly supernatural powers who make their abilities known, are in the minority.

Most people who know these advanced forms of hypnosis and mentalism keep it to themselves, and use their knowledge in their day to day lives without anyone ever being aware they're doing so.

It may seem like a frightening reality, and it is, but it's a reality that you must accept. By studying and applying the techniques taught in this course, you will not only learn how to safeguard yourself against covert hypnosis, but you will learn how to be a practitioner of it as well.

And so begins our next chapter, and the first step of your journey into the world of covert hypnosis.

## Chapter 3 - A Journey Into Hypnosis

### 1. Theory Of Mind

The mind can be thought of as being divided into two distinct parts. The conscious mind and the subconscious mind.

The conscious mind holds all of the thoughts that we're currently aware of, as well as what we determine to be reality. You realising that you're reading or listening to the contents of this ebook right now is governed by your conscious mind.

Beneath the conscious lies the subconscious. Once upon a time you did not understand the meaning of words, and you needed to associate certain objects, emotions and feelings to words in order to make sense of them.

Over time however, the meaning of these words became second nature to you. You no longer required any conscious effort in order to determine the meaning of the words you learned.

This is because your subconscious now determines the meaning of words, as opposed to your conscious.

If you repeat a word or thought in your mind often enough, it will eventually become stored in your subconscious, and you won't need any conscious thought in order to determine its meaning.

The same can be said for learned behaviours such as riding a bike, driving a car, writing, speaking, playing sports. Any task that you can learn will eventually become stored in your subconscious with enough practice, allowing it to become second nature.

There are other types of thoughts that your subconscious stores however. Experiences, emotions and even your personality are stored within your subconscious. Negative emotions and experiences can shape your personality just as much as positive emotions and experiences can.

Those who have had many negative experiences will be more likely to become pessimistic and expect bad things to happen to them in the future, whilst those who have had more positive experiences will generally be optimistic.

Now the thing with our subconscious, is that we don't know what thoughts are stored within it, or how those thoughts are affecting our conscious thoughts and behaviour.

The moment we become aware of a subconscious thought, it becomes a conscious thought, and thus it's no longer a subconscious thought at all. Some of these thoughts that randomly come into our conscious from time to time may however give indications of the sort of information that is stored in our subconscious.

So to summarise: The conscious mind is what stores all the thoughts that we're currently thinking of, and is what makes us aware of our surroundings.

The subconscious mind is what stores the thoughts we're not aware of, such as our learned behaviours, emotions and experiences.

Whilst we may retrieve thoughts from our subconscious, there is no way of knowing all the thoughts that are stored within it, or how they may effect our conscious thinking.

It's very important you understand the difference between the conscious and subconscious, as now we're going to be discussing what's known as the 'critical mind'. If you need to re-read over the above section, then feel free to do so before continuing.

## **The Critical Mind**

For thoughts to be stored in our subconscious, they must first pass through our conscious. Separating the conscious mind and the subconscious mind is what's known as the 'critical mind'.

The critical mind can be best thought of as an imaginary layer of our mind that separates conscious thoughts from entering into our subconscious. Think of it as the guardian at the gate of the conscious and subconscious mind. It examines the conscious thoughts that are attempting to pass through the gate and determines whether or not they're suitable for entering into our subconscious.

It's what safeguards our subconscious against unwanted external suggestion. If we did not have our critical mind, then we would do almost anything that anyone told us to do, even complete strangers.

Now the critical mind *does not* determine whether something should pass into our subconscious based upon whether it's a positive or negative thought. It instead uses our subconscious morals and beliefs to determine whether or not we should accept the thought or suggestion into our subconscious. It's very important you understand this.

Since our morals and beliefs are stored at a subconscious level, it can be hard to tell what sort of thoughts our subconscious will accept, and what sort of thoughts it will reject. If you believe that watching horror films is entertaining, then the subconscious will allow horrific, negative images to seep into it, since such images form part of your belief.

If someone is very negative and twisted, the subconscious may even reject positive thoughts, since the thoughts won't form a part of the person's fundamental morals and beliefs.

So to iterate – the critical mind accepts or rejects thoughts based upon our **morals and beliefs**, not whether the thought is good or bad.

Now in hypnosis, when we have a thought that we act upon in some way, it's known as a 'suggestion'. An example of a suggestion would be someone telling you "Go down to the shops and buy a litre of milk". This suggestion

would be analysed by your critical mind in order to determine whether or not you should act upon it.

Your critical mind may think “I don’t feel like buying a litre of milk, but I respect the person that is telling me to go and buy it, and I respect our relationship, so I will go down the road and buy the litre of milk anyway”. This is an example of the critical mind accepting the suggestion.

On the other hand, your critical mind may think “I don’t feel like buying a litre of milk, and I don’t appreciate that this person told me to buy the litre of milk. It goes against my belief that I’m in control, so I’m not going to go down the road”, in this case the critical mind would have rejected the suggestion given.

As you can see, the critical mind either accepts or rejects suggestions.

Remember, the critical mind determines whether or not a thought or suggestion is accepted or rejected based upon your **morals and beliefs**.

Now you may hold one person in higher regard than another person, and therefore reject the suggestion that one person gives you, but act upon the exact same suggestion if another person gave it to you.

An example would be if you were walking down the road and a stranger approached you. The stranger said “Hey, can I borrow \$100? I really need it for a new television set”. You would most likely reject the suggestion as you don’t hold the stranger in high regard, unless of course you were feeling extra charitable.

Now if on the other hand a close friend or family member asked the same question, there’d be a much greater chance that you’d accept their suggestion, and lend them the \$100.

Once again, your critical mind acted upon the **belief** that you cared about your friend or family member more than the stranger.



Now in hypnosis, a person may act upon suggestions that they normally wouldn't. At stage hypnosis shows, some people will seemingly have no control over the way they behave. This is because a trained hypnotist knows how to *bypass* the critical mind.

### **Bypassing The Critical Mind**

When someone is in a heavily relaxed state, their mind is generally very relaxed. Think of a depressant such as alcohol. When someone drinks a large amount of alcohol, their brain enters into a relaxed, less functional state. This means that as thinking becomes distorted, so too does the critical mind.

If you go to a nightclub where everyone has been drinking heavily, people will be more open to randomly kissing or making out with complete strangers, to commit acts that they wouldn't normally do if they were sober. Alcohol slows the functioning of the brain, the critical mind included. If the critical mind enters into a depressed state, it is not able to analyse external thoughts or suggestions as well as it normally can.

Now imagine someone meditating. They too will be in a heavily relaxed state. The subconscious mind of the person will be more vulnerable to external thought and suggestion as the critical mind will be relaxed.

When we guide someone into a state of hypnosis (known as a 'trance'), their brain becomes heavily relaxed as well. The deeper we guide the person into hypnosis, the more relaxed their brain becomes.

Now, the deeper this relaxed state is, the more relaxed the person's critical mind will be. If the critical mind is heavily relaxed, then it will not be able to function as the gatekeeper between the conscious and subconscious mind as well as it could if it was alert.

When someone has a relaxed critical mind, we can start to plant suggestions within them that they'd normally reject. The more relaxed the person's mind is, the more likely they will be to accept these suggestions.

If a hypnotherapist is treating a patient, the first thing they will do is place the patient in hypnosis. The patient will become more and more vulnerable to suggestion the deeper they fall into hypnosis.

When the patient is in a relaxed enough state, the hypnotherapist will give a suggestion such as *“you will feel your right hand slowly begin to raise itself”*. Since the critical mind of the patient will be heavily relaxed, the patient will likely act upon this suggestion, without them even being aware that they’re doing so.

Now it’s important to understand what’s going on through the patient’s mind when this is happening. The patient is **not** thinking *“Ohh no, my arm is raising and I can’t stop it”*. The patient is instead more likely to be oblivious to the fact that their arm is raising. This is because their critical mind isn’t doing much thinking.

The moment the critical mind realises that the arm is raising, it can immediately stop it from doing so. The trick with hypnosis is to operate outside of the critical mind’s awareness, and this becomes possible by relaxing the critical mind so that it’s not as actively aware as to what is happening.

So just how does the critical mind become ‘relaxed’ in hypnosis? It’s through a process known as an ‘overload of message units’.

## **Message Units**

Before continuing, we should first define what a message unit is. A message unit is basically any form of communication that your conscious mind makes with your subconscious mind. If a person says to you “how are you today?” then they’re sending a number of message units from your conscious into your subconscious. Your subconscious must determine what the phrase “how are you today?” means. It must then think of a possible response and send it to your conscious.

Message units don’t have to be words. Merely looking at an object and determining what colour it is serves as a type of message unit.

A message unit can be just about anything that causes the critical mind to analyse some form of information. It can be an external, environmental thing, or something as simple as an internal thought.

The brain is used to handling a set amount of message units at any given time. If these message units ever exceed a certain threshold however, then the brain will become confused. This state of confusion temporarily dips into what's known as a 'trance'.

Trance is the state that a person enters into when their critical mind is relaxed, and their subconscious becomes more vulnerable to suggestion. Message units that flow into a person's subconscious when they are in a trance are less likely to be rejected.

The process of sending an excess amount of message units into a person's mind, and thereby causing the person to enter into a state of trance, is a process known as an **overload of message units**.

Here's another way of explaining it:

Imagine a person's mind having a set frequency. Whenever the mind analyses something, it causes the frequency to go a little higher. Now imagine if the mind was forced to analyse an incredibly large amount of information within a short period of time. This would cause the frequency to suddenly peak very highly.

If the frequency goes too high too quickly, then the brain will become "overloaded" and enter into a state of confusion. This causes the frequency to temporarily dip to a lower state than it normally exhibits, before gradually returning to its normal state. This can be demonstrated in the following diagram –



As you can see, the brain is maintaining a normal frequency to begin with. As it receives message units, its frequency is raised. When it receives too many message units, it will dip to a lower state than the normal frequency. This lower state is known as a ‘trance’. The trance will gradually return to a normal frequency if it is not maintained.

As you progress with your studies in hypnosis, you will learn how to apply more and more message units in order to cause a person to enter into a deeper and deeper trance, not allowing them to return to a normal frequency until you allow them to. This will be explained later in the chapter.

So just how do you overload someone with message units? Quite simply, you cause confusion within the person. Confusion will always result from an overload of message units.

Confusion doesn’t have to be negative, confusion can be positive, just so long as it relaxes the mind by causing an overload of message units.

Let’s say for example that someone was willing to be hypnotised. You asked the person to take a seat in a chair, and to move their arm in a certain position on the table. You asked them to adjust their chair a number of times.

You then explained to the person what hypnosis was, how it worked, and what they could expect with it. You also explained to them that they could alert you at any time if they wanted to be taken out of hypnosis.

By this stage the person has an expectation that they will be hypnotised. This expectation alone sends a tremendous amount of message units through their mind. You then asked the person to relax themselves, yet still remain alert.

You then begin by giving the person hypnotic suggestions. An example of a hypnotic suggestion would be *“you may begin to feel your right hand raising itself, whilst your left hand has a tendency to sink deeper into the table”*. Such a suggestion would conflict with the mind’s initial belief that the right hand was not raising at all, and an overload of message units would result.

We will now delve into the topic of suggestion, but before we do it’s important you understand the key points about Theory of Mind.

- The mind is separated into the conscious and subconscious
- Separating the conscious and the subconscious is the ‘critical mind’
- The critical mind determines what thoughts and suggestions enter into the subconscious
- A message unit is a unit of information that the critical mind analyses
- If an overload of message units occur, the mind becomes confused and enters into what’s known as a ‘trance’
- We can use an overload of message units to subdue the critical mind, and thereby plant subconscious suggestions that would normally be rejected

The above 6 points effectively explain what Hypnosis is.

## **2. Principles Of Suggestion**

Suggestion is the method that we use to convey thoughts to a person that is in a hypnotic state (a trance).

The way we word a suggestion, how we are viewed by the person we are giving the suggestion to, and how relaxed their critical mind is, all determine whether or not a suggestion will be effective.

What we're trying to do with suggestion is cause some sort of confusion within the mind of the person we're trying to send into a trance. We want to cause this confusion in a relaxed state however. Remember that confusion is simply the result of an overload of message units.

Before we begin, it's important you learn about the use of power words and failure words. As you will see, the use of power words and failure words is crucial to suggestion, as they subconsciously suggest to a subject whether or not they will succeed or fail in what they're trying to do.

### **Power Words And Failure Words**

A power word is a word that evokes success, doing and achieving. A failure word on the other hand is a word that evokes failure. A power word is a word such as 'Do', and a failure word is a word such as 'try'.

'Do' is a word that connotes success because it relates to 'doing'. If you want to 'do' something, then you will 'do' it, there's no trying involved, no maybes, only accomplishment.

'Try' is a word that connotes failure. As long as the word 'try' is associated with a task, then completing the task becomes extremely difficult, if not impossible. This is because there is no success in the word 'try'. As long as someone is 'trying' to do something, they're not actually 'doing' it.

Many years ago when I was a teenager, I used to practice a little bit of martial arts. There was one technique that involved punching through a block of wood that I just could not complete. It didn't matter how long I practiced, or how perfectly I refined the technique, my fist would not break through the block of wood.

Each time before I punched the block of wood, I would think about 'how hard I would try' to get it right that time. Thoughts such as 'what if my hand hurts' and 'what if I fail again' went through my head as well. Not surprisingly, I wasn't able to break the block of wood.

One day I woke up and was incredibly frustrated that I couldn't break this block of wood. It was all I was thinking about during my sleep.

After I got dressed, I walked up to the block of wood, and without even thinking about anything, broke it with one swift punch.

The amazing thing was, was that this didn't feel like a hard punch either, but there was something inside me that had had enough of just 'trying' and that finally wanted to 'do'.

I broke another block of wood again after that, knowing that I could. The blocks of wood eventually became quite easy to break, and I found it odd that I had ever had any difficulty breaking them in the first place.

So what was the lesson I learned from this experience? As long as we try to do something, we won't succeed. When we 'know' we will do something, and the thought of failure doesn't even enter our mind, then we *will* do it.

You see, it may seem odd, but our subconscious associates words such as 'try' and 'do' with our physiological actions a lot more than you may think.

If I asked you to think of a watery lemon right now, full of sour juiciness, and asked you to just imagine biting into this bitter sourness, you may notice that you salivate a little.

This is because you have come to associate lemons with sourness, and thus a physiological process (the salivation) resulted. This was due purely to the thought processes that went on within your subconscious mind.

Likewise, if I asked you to 'try and do twenty pushups', you'd be aiming for those 20 pushups, 'trying' to get there, but failure would of course be a possibility. Whereas if I told you 'Do 20 pushups now', then you'd realise that you had no choice but to do the 20 pushups, because I haven't given you any option for failure.

Words such as 'try' and 'do' both have an effect on the chemicals our brain releases in determining whether or not we can or can't do something. This is

due to the word ‘try’ being conditioned over time to mean failure, and the word ‘do’ being conditioned to mean ‘doing’.

It’s important you understand both power words and failure words as they are both used heavily in suggestion. Let’s examine some more power and failure words –

### **Power Words**

Do  
Will  
Can  
Able  
Easy

### **Failure Words**

Try  
Attempt  
Possibly  
Not Sure  
Hard

There are many power words. Quite simply, a power word is a doing word that isn’t associated with any form of failure. A failure word on the other hand is a word that gives the possibility of failure.

### **Applying Power Words to Suggestion**

One of the ways that we cause an overload of message units in a person is by dispelling their doubts that hypnosis works. We can do this by performing very subtle forms of suggestion when the person is in a deeply relaxed state, and their critical mind is more open to suggestions.

We can start with a typical arm raising induction. This may consist of giving the person suggestions that their arm is relaxed, warm and light. An example would be as follows:

*“As you fall deeper into this relaxed state, you may begin to notice that your arm becomes lighter and lighter, as all the tension flows out from it, it becomes light, as light as a feather. And the more relaxed you feel your arm become, the more you may feel the arm having a tendency to just naturally drift upward”.*



This gives the subtle suggestion that the person's arm will begin raising itself. If the person is in a relaxed enough state, then sure enough, their arm will begin to gently raise.

The reason this phenomenon is observed is because the critical mind is relaxed and not able to effectively reject suggestions from entering the subconscious.

Once the person's subconscious receives the suggestion that their arm is "as light as a feather", then the person will act upon the suggestion and believe that their arm really is as light as a feather. Remember that our beliefs and morals are stored in our subconscious. If our subconscious believes our arm to be light, then our arm will be light.

The more message units that we send into a person's subconscious, the more we overload their critical mind, and the deeper into trance the person will fall. There is nothing dangerous about this, it just means the person will be less able to critically analyse suggestions whilst they're in this state.

This is effectively how we create an 'overload of message units'. We guide the person into a relaxed state, give them subtle suggestions, and when these subtle suggestions appear to work, we can start to plant less subtle, more direct suggestions.

To demonstrate in point form, the process works as follows:

- The person enters into a state of relaxation, causing their critical mind to also become relaxed
- When in this state of relaxation, the hypnotist plants very subtle suggestions. An example may be the person feeling their arm 'become lighter and lighter'
- When the suggestions are observed to take effect (ie: the arm begins to raise), the hypnotist may then work on more direct suggestions

Before we continue any further, we are going to cover the two suggestibility types that people fall under – Physical, and Emotional.

## Physical And Emotional Suggestibility

The way people interpret and respond to suggestions depends upon their suggestibility type. There are two suggestibility types: physical and emotional. To begin with, let's examine the differences between the physical and emotional suggestible.

The physical suggestible is more likely to respond to *direct* suggestions. An example of a direct suggestion would be *“You will now begin to feel your right arm become glued to the table. It feels as if there is a concrete slab on top of it as well, and no matter how hard you try, you just cannot lift your right arm up”*.

The above suggestion directly tells the subconscious that the right arm is effectively sealed to the table. Also notice the use of the failure word ‘try’. This implies that the person cannot lift their arm, since if they ‘try’, they will fail. ‘Cannot’ is a very direct word.

Now, the emotional suggestible is more likely to respond to *indirect* suggestions. An example of an indirect suggestion would be *“as you feel yourself fall deeper into this relaxed state, you may also feel a tendency for your right arm to become heavier. With every breath you inhale, and then exhale, you may begin to feel yourself entering deeper and deeper into this relaxed state, and you may even feel a slight urge to try and lift your right arm up, but after realising you cannot, you may just allow yourself to fall deeply into this state of relaxation, without any resistance”*.

The above suggestion indirectly tells the subconscious that the right arm cannot be lifted up. We never made a direct statement saying that the right arm was glued to the table, instead we said that the more relaxed the person felt, the more they *may* feel a tendency for their right hand to become heavier.

We then said that the person *may* feel themselves become more relaxed with each breath they take. Since we've associated the state of relaxation with the right arm becoming heavier, we don't need to mention the right arm again,

the emotional suggestible will automatically associate the two and their right arm will become heavier whenever we make the person more relaxed.

Also, with the emotional suggestible, we never want to be direct and use words such as 'will' or 'cannot'. This is because a word such as 'will' or 'cannot' is much too direct. We want to use indirect words instead, such as 'may', to give the emotional suggestible the illusion that they're in control.

The difference between the physical and emotional suggestible can perhaps be put down to control. A physical suggestible responds better if he or she is told to do a certain action, they almost want to relinquish their control to the hypnotist.

An emotional suggestible on the other hand wants to remain in control. They don't want to let the hypnotist maintain control over them, therefore we must use indirect suggestions so that they still feel like they're in control, even though they're not.

It's important you understand this crucial difference between physical and emotional suggestibles.

### **Determining Whether Someone Is Physical Or Emotional Suggestible**

Everyone has signs of both emotional and physical suggestibility. What we need to do is determine whether the physical signs outweigh the emotional signs, or the emotional signs outweigh the physical signs. This will help us determine the person's suggestibility type.

In a clinical setting, we can ask the person a number of questions in order to ascertain what their suggestibility type is.

Now if you want to covertly hypnotise someone, then obviously you won't be able to do this and will have to pick up on other cues instead.

Being able to identify whether someone is a physical or emotional suggestible only from their body language and the way they speak will be

discussed later in a more advanced section of this course, as it's beyond the scope of your current level of knowledge.

It's essential you learn how standard forms of hypnosis work before progressing to more advanced forms such as covert hypnosis.

So what's important that you understand at this stage are the exact questions you need to ask someone to determine their suggestibility type. Obviously the person will need to volunteer for this.

What you're looking for in a physical suggestible is someone who is more extroverted in their communication with people, doesn't mind body touch and accepts things at face value. You're looking for someone who is more open with their ideas and often thinks aloud, in a group setting.

An emotional suggestible on the other hand may appear more introverted initially. They may heavily engage in discussion with someone they get on well with, however may not be willing to reach such a deep level with people they don't trust, such as strangers. They may be more resistant to touch and don't respond as well to directness. This is the sort of person that visualises their ideas and does a lot of thinking and reflection.

So imagine a clinical setting where you're asking the person a number of questions. The questions you will need to ask will consist of things such as the following –

*“Are you able to visualise images with your eyes closed?”*

If the answer is yes, then give the person a point towards emotional suggestibility.

Some people tend to visualise thoughts and experiences in their mind, whilst others will imagine sound and touch alone. The visualisation of thoughts is more of an emotional signal than a physical one.

*“Have you ever walked in your sleep before?”*

If yes, give a point to physical suggestibility, if no, then emotional.

*“Do you feel people you've just met are critical of your appearance?”*

If yes, give a point to emotional suggestibility, if no, then physical.

*“Do you feel comfortable showing affection for someone you are in a relationship with in public?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“In a conversation, do you sometimes not pay attention to what the other person is saying because you are too keen to say what you want to say?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“In a group setting with people that you just met, would you feel comfortable being the focus of attention?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“Do you learn better by experiencing things than by reading about them?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“In a class or lecture, would you feel comfortable asking questions in front of a large group?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“Do you enjoy speaking with children?”*

If yes, then give a point to physical suggestibility, if no, then emotional.

*“Have you ever awakened in the night and felt your body unable to move, even though you were awake?”*

If yes, then give a point to emotional suggestibility, if no, then physical.

The above ten questions should give you a rough indication of just how physically suggestible or emotionally suggestible a person is.

### **The Somnambulist**

(note: in hypnosis, this term does **not** refer to a sleep walker)

A somnambulist is someone who is equally physically and emotionally suggestible. In terms of using suggestion, both direct and indirect suggestions work with somnambulists. This means that you don't need to worry about how you shape your suggestions with a somnambulist, as they are naturally suggestible to just about any form of suggestion.

Somnambulists also exhibit a tendency to fall into a trance state quite easily. Somnambulists are the easiest type of person to hypnotise, and are generally highly suggestible people, even when not in hypnosis.

This concludes the introduction to suggestibility. I realise that I went quite in-depth, and some of the concepts may seem a little difficult to grasp initially. I recommend you re-read the above topic until it makes sense to you before moving on, as you will be building upon this knowledge as the course progresses.

Next, we will examine the state that a person enters when they're in hypnosis. This state is known as a 'trance'.

### **3. Trance States**

A trance is best thought of as an altered state of consciousness. When you are waking up, falling asleep, dreaming, feeling euphoric, your brain is operating at varying frequencies and releasing different chemicals.

These frequencies the brain is operating at can cause different physiological feelings of tiredness, relaxation, or alertness.

To best understand how the brain behaves when it's in a hypnotic trance, we need to first define the various frequencies the brain operates in.

#### **Brain Waves**

Brain waves are basically our brains way of communicating. Whenever our brain passes information, it does so with a certain frequency through the waves that it sends out. In physics we know that a wave can be altered by differing frequencies and amplitude. This same concept is applied to brain waves.

The differing brain wave frequencies and their associated states of consciousness are explained below:

#### **Gamma Waves –**

Gamma brain waves have a frequency of approximately 40 Hz. This high level of frequency is exhibited when the brain is in a very high state of mental activity and thinking. It's rare to be in this state for prolonged periods.

#### **Beta Waves –**

Beta brain waves have a frequency between 13-30 Hz. This state of consciousness is mostly associated with intense concentration, deep

analytical thinking and problem solving. It's a common state to be in when studying, learning a new task or analysing a certain situation.

### Alpha Waves –

Alpha brain waves have a frequency somewhere between 8-13 Hz. These waves are exhibited when someone is in a calm yet still alert state of mind. This state is most commonly associated with relaxation, gentle thinking and being care free. This is a healthy state to be in as the mind is not doing any thinking that is too strenuous.

### Theta Waves –

Theta brain waves have a frequency somewhere between 4-7 Hz. A theta state is generally associated with being heavily relaxed, day dreaming and even unconscious. The deep level of subconscious awareness that is exhibited in the theta state makes it the perfect state to plant suggestion. This is the desired state that we wish to send people into in hypnosis, and is what we roughly refer to as the 'trance' state.

### Delta Waves –

Delta brain waves have a frequency between 0.5-4 Hz. This state is associated with unconsciousness and sleep, and has little relevance for the purpose of hypnosis.

As you can see, the theta state is the most desirable state for suggestion as it almost perfectly balances the state of being awake and unconscious.

With the brain being relaxed so much, the critical mind is in a state where just about any suggestion can be planted within it, provided of course that the suggestion does not go against the person's fundamental morals and beliefs.



It's important to understand that we don't want a person to be asleep when we're performing hypnosis on them. If a person is asleep, then they won't respond to our suggestions. Hypnosis is not associated with sleep at all, it's associated with bringing someone into a deeply relaxed state where they're still alert. Hypnosis cannot have any effect on someone if they're asleep.

If you've brought someone into the theta state from an overload of message units, then you don't need to worry about them falling into the delta state, as they most likely won't. The only time they will fall asleep is if they're either very tired, or they become naturally relaxed without you needing to cause any form of confusion. In this case whether or not you overloaded them with message units would have been irrelevant.

An overload of message units in itself does not bring someone into a state of sleep. Hypnosis and sleep are quite separate, it is important you understand this.

### **Peak Of Suggestibility**

Reflecting back to the section on the Theory of Mind, you may remember that a person exhibits a normal brain wave frequency (let's say the alpha state). When we overload the person with message units, this brain wave frequency suddenly peaks (let's say it raises the brain to a gamma state). This sudden influx in frequency will cause the brain frequency to take a sudden dip, bringing the person into a theta state.

When the person is in the theta state, they're in a state of trance. This state of trance is the perfect state to plant suggestion. The dip from the gamma state into the theta state is known as the 'peak of suggestibility', this is the time when a person is most suggestible.

What we want to try and do is maintain this state of suggestibility in the person. We do this by making more suggestions to the person, causing a further overload of message units. The more message units we give the person, the deeper they will fall into trance.

#### **4. Hetero Hypnosis**

Hetero Hypnosis is any form of hypnosis that we conduct on another person.

What we're going to be doing in this section is put everything you have learned so far together, and look at an example of how you would hypnotise a person, voluntarily, in a real life setting, from start to finish.

We're going to do a little revision as well, and examine each step of the process and explain why we do it. This should reinforce the principles you've learned, and clear up any misunderstandings.

Alright, so you have someone sitting on a chair next to you who wants to be hypnotised. Let's say that the person's name is "Mary".

To start with, you will need to find out whether Mary is physically suggestible or emotionally suggestible. This will obviously determine the way we word our suggestions to Mary.

We ask the ten suggestibility questions that I mentioned earlier, and find out that Mary is a physical suggestible. With this in mind, we know that we need to be more direct in our suggestions.

We begin by explaining to Mary what hypnosis is, and what she can expect from it.

**You:** *"So Mary, basically all hypnosis is, is it's a technique that we can use to bring you into a deeply relaxed state of mind where we can explore your subconscious and bring out certain emotions and feelings that you may have stored deep down inside you. If any of these emotions or feelings are negative, we can change them by replacing them with much more positive thoughts. So Mary, do you feel comfortable continuing?"*

**Mary:** "Yes"

What we've done here is we've given Mary the expectation that hypnosis will work, and that we're going to help her. This does two things. First of all it makes Mary's critical mind more likely to initially accept our suggestions, as we're establishing a form of trust with Mary.

Secondly, we're passing a large number of message units to Mary already, causing her brain wave frequencies to enter into a heightened state. This is the first step to causing an overload of message units.

We then continue.

**You:** *“Mary I want you to just sit back now and relax yourself for me. In a few moments I'm going to ask you to focus on your breathing. When I do you will feel a natural tendency for your eyes to become heavier and heavier. Now just sitting back, relaxing yourself for me, I want you to pay attention to every breath you inhale, feeling your lungs being filled up with that freshness, and then as you exhale, feel all that air leaving your body. As you focus on your breathing now you will notice that your breathing becomes slower, and more relaxed. The more you focus on your breathing the more relaxed you become. You will also feel your eyes now becoming heavier and heavier with each breath that you exhale. Just breath now for me, paying attention to your eyes, feeling them become heavier and heavier with each exhale.”*

What we're doing above is we're giving Mary a number of different commands, causing a large amount of message units to pass through her mind. First of all we're telling her that in a few moments she will be focusing on her breathing. This builds up expectation.

Then we're telling her that her eyes will begin to feel heavier when she does focus on her breathing, this creates further expectation. We then get Mary to actually focus on her breathing.

Three things are going on in her subconscious at this stage: 1) She is focusing on her breathing, 2) She is thinking that her eyes will begin to become heavier, 3) She is expecting her eyes to become heavier the more she breaths.

This expectation, combined with the relaxed state she is in, combined with the excessive amount of message units we're sending her, all serve as ways to relax her critical mind. This allows our suggestion to take effect, and Mary will notice that her eyes actually do become heavier.

When they do become heavier and she begins to close them, her subconscious begins to think "Wow, this is actually working", and this creates even more message units inside her, further relaxing her critical mind.

Once Mary's eyes are closed, we can see that she has responded to our first suggestion. This means we can continue with more direct, less subtle suggestions.

**You:** *"Now Mary, I you want to feel your right arm attaching itself to the table it's rested on. In fact, with every breath that you exhale, you will feel your right arm becoming more attached to the table, as if a super powerful glue is holding it against the table. Your arm is now so rigidly attached to the table that no matter how hard you try to lift it up, you quite simply cannot lift it".*

Since Mary is a physical suggestible, we want to give her direct suggestions. Telling her that her arm is attached to the table, and that there is a super powerful glue holding it to the table, are both very direct forms of suggestion.

We then give Mary the challenge by asking her to try and lift her arm up from the table, but no matter how hard she tries, she cannot lift it up.

The keywords here are 'try' and 'hard'. Since both of these words are failure words, Mary will subconsciously believe that she cannot lift her arm up, and sure enough, she won't.

Once Mary realises that she cannot lift her arm up, she will experience an overload of message units and will enter into a trance.

When she's in a trance, she is under our control and we can plant almost any suggestion that we like inside her subconscious.

If we wanted to guide her further into hypnosis before planting more powerful suggestions, we could say something such as the following –

**You:** *“I want you to imagine that you're walking down a staircase that has twenty steps. With each step that you take down this staircase, I want you to feel yourself entering deeper and deeper into this relaxed state. Count the steps in your mind as you're walking down them now.... and as you approach the last few steps, you will see nothing but emptiness at the bottom. This emptiness represents the vastness of your subconscious, and as you take your last step, you feel yourself drifting into this emptiness, becoming one with your subconscious”.*

The above is an example of what's called a **deepening technique**. We can use a deepening technique to ensure that someone remains in a relaxed state of trance.

If for whatever reason a person isn't responding to our suggestions, we can use deepening techniques to make them more receptive to our suggestions.

A deepening technique can be just about anything you want it to be, you can tell the person to 'try and lift their arm' or to 'try and lift their leg', to 'try and stand up', to 'imagine a state of peace and relaxation'.

Anything that causes the person to receive more message units will act as a deepening technique.

Now that Mary is in a relaxed state, we can plant direct suggestions into her subconscious. Let's say that we want to plant a suggestion in Mary that will cause her to have a great amount of confidence whenever she's speaking in public.

**You:** *“Mary, I want you to think about the way you feel when you approach a crowd of people. I want you to feel the utmost confidence and enthusiasm when you see this large group of people. You can't wait to talk to them. In*

*fact, the very idea of speaking in front of them makes you feel relaxed and happy. You will feel like this from now on whenever you approach a crowd, you will feel this confidence and enthusiasm at all times”.*

Planting such a suggestion in Mary’s subconscious would cause her to adapt the suggestion as a fundamental belief.

When she’s taken out of hypnosis this suggestion within her subconscious will affect her conscious thinking, and sure enough, she should display confidence when she’s speaking in public at any time in the future.

Now to guide Mary out of the state of trance she’s in, all we need to do is tell her to become fully aware of her surroundings once again. We want to do this in a relaxing manner however.

**You:** *“Now Mary, I want you to listen to my voice carefully. When I count to the number 5, you will be wide awake and fully alert of you surroundings. You will have full control of your body once again. Right now however you still feel relaxed and at ease... but now as I count to the number 1 you start to feel yourself become more alert. And 2 now... and 3, and 4, and 5 (click fingers), you’re now wide awake and fully alert of your surroundings, open your eyes now”.*

By clicking our fingers we’re bringing Mary’s attention to the current situation at hand. If for whatever reason Mary wasn’t paying attention, this clicking of the fingers will bring her attention to the last command which was *“you’re now wide awake and fully alert of your surroundings”.*

The clicking of the fingers also has other uses which you shall learn later.

So the above is a demonstration of sending someone into a state of trance, the giving of a suggestion whilst they’re in that state, and then bringing them out of that state.

In the above example, Mary will now act upon any suggestions that we gave her. She will act upon these suggestions in her day to day life even though she’s no longer in hypnosis.

Later on you will be learning ways to hypnotise people without them even being aware of it, however it's important to understand that the process of hypnosis is *always* the same. You must overload someone with message units, then plant suggestions within their subconscious whilst their critical mind is relaxed. This procedure never changes.

## **5. Self Hypnosis**

In order to gain a true understanding of the basics of hypnosis, you must also learn how self hypnosis works. Self hypnosis involves what's known as 'autosuggestion'. Autosuggestion involves making suggestions to yourself, without the need for any other person to assist you.

Self hypnosis is very similar to hetero hypnosis, the only part that changes is that instead of there being another person making suggestions to your subconscious, you make the suggestions yourself.

Self hypnosis can be used to help treat and overcome a number of psychological ailments, or it can be used to just experience a deep state of relaxation which washes away stress and promotes calmness and peace with ones self.

The suggestions that we can plant in ourselves with self hypnosis can consist of practically anything imaginable.

We apply self hypnosis to ourselves as follows:

First, we find a comfortable position to relax ourselves in. This position is preferably one where we're less likely to fall asleep.

Sitting down in a comfortable chair is generally better than lying down as there is less likelihood that we will fall asleep. Falling asleep isn't a bad thing, however it's not one of our objectives.

Once we're comfortable, we need to guide our subconscious into a relaxed state. We can do this by imagining the following –

*Imagine that you are standing at the top of a set of twenty stairs. At the bottom of these stairs is your subconscious mind. All you can see is a void of nothingness at the bottom of these stairs, however there seems something attracting about it. As you begin to imagine yourself walking down these stairs, every step that you take down has a tendency to relax you a little more, relaxing your consciousness and opening up your subconscious awareness.*

*Count down in your mind as you take each step, from twenty going down, to fifteen... fourteen... keep counting now...*

*As you reach the last few steps... three, two, one, you now step into the nothingness that is your subconscious. As you take this last step you notice that your surroundings are replaced with a place that you find relaxing and happy. This place can be anything you want it to be. This place is unique to you, and no one else can come into this place. When you're in this place you feel happy, relaxed, and in a care free state of mind.*

You can memorise the above text if you like, and guide yourself into a deep trance by imagining yourself walking down those steps and entering into a relaxed place of your choosing.

Once you're in a state of trance, you can begin making positive affirmations to yourself. Repeating them over and over again, allowing them to sink deeply into your subconscious awareness. This process is known as autosuggestion.

You don't want to use any negative words, even if they're used in a positive context, as the subconscious doesn't think like the conscious mind.

Examples of some good suggestions you can plant include:

*"I will feel calm and relaxed at all times"*



*“Whenever I approach a crowded setting, I will feel confident in my abilities”*

Notice how the above suggestions don't contain any negative keywords.

Examples of bad suggestions include:

*“I won't feel anxious” or “I won't feel nervous when speaking in a crowded setting”.*

The subconscious picks up keywords only and doesn't understand long sentences like your conscious does, so keep the suggestions simple and only use positive words.

You can make just about any suggestion you like. Suggestions to overcome phobias, to quit smoking, to stop eating excessively, to perform better in bed, there is really no limit to what you can suggest to yourself.

After you've made the suggestions, you will then want to guide yourself out of hypnosis. This is an important step and should not be skipped.

To guide yourself out of hypnosis, just imagine yourself returning to the flight of twenty stairs again, imagining yourself at the bottom of them. Imagine taking each step one at a time back up again, with each step you take bringing you into a greater conscious awareness.

As you take your last step, repeat the following words in your mind *“I am now wide awake and fully alert”*. You may then open your eyes. If you followed the techniques properly you should notice the subconscious suggestions taking effect in your day to day life.

Now with self hypnosis, we need to repeat the suggestions to ourselves at least once a day in order for them to have a long term effect. This is because our subconscious views our own internal thinking differently than the voice of an external person, and requires a lot of reinforcement for the suggestions to have long term effect.

Self hypnosis is a great thing to try each night before you go to bed. It can relax you, and also make you feel more confident about certain aspects of yourself that you may want to improve upon.

This concludes your introduction to hypnosis. Next chapter we will be looking at hetero hypnosis more in-depth. It's very important that you understand everything that has been mentioned in this chapter, particularly about suggestion and the difference between physical and emotional suggestibility types.

Whilst things may still seem a little cloudy, you should now be familiar with most of the terms used in hypnosis, and have a general idea of the procedures involved in hypnotising another person voluntarily, and also how to hypnotise yourself.

## **6. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is a message unit?

A. It's any unit of information that our brain analyses.

Q. What is a 'trance'?

A. It's a state that our mind enters into when we're deeply relaxed. Our mind operates at a low frequency when in this state, usually at a theta level.

Q. How does a person enter a trance?

A. By receiving an overload of message units.

Q. What is the difference between a physical and emotional suggestibility type?

A. A physical suggestible responds to direct suggestions, whilst an emotional suggestible responds to indirect suggestions.

Q. What is an example of a direct suggestion?

A. *“You can try to lift your arm, but no matter how hard you try, you can’t lift it”*

Q. What is an example of an indirect suggestion?

A. *“You may feel your arm has a tendency to become heavier and heavier with each breath you take. And as you concentrate on your breathing, you may find that your arm becomes so heavy that it seems to become a part of the table it’s rested on”.*

Q. Why are failure words so important when inducing someone into a trance?

A. They make the person believe that they cannot do something, which is one way of causing an overload of message units, and deepening the state of trance.

Q. How do we send someone even deeper into trance?

A. By overloading them with more message units, such as through the use of a deepening technique.

Q. What is a somnambulist?

A. Someone who is equally emotional and physically suggestible.

Q. What form of suggestion do we use with a somnambulist?

A. Either direct or indirect, it does not matter.

Q. Explain the theory of mind

A. The theory of mind is the belief that there is a conscious and subconscious mind. Separating the two is the critical mind. In order to make suggestions pass into the subconscious, they must first pass the critical mind. We can use hypnosis to send someone into a trance and bypass the critical mind, allowing us to plant suggestions directly into the person's subconscious.

Q. Why can't we make a person do something if it's against their fundamental morals or beliefs?

A. Because a person's fundamental morals and beliefs are stored within the person's subconscious, and govern every aspect of the way they think and behave.

Q. How would you make someone raise their right arm, seemingly outside of that person's control?

A. Cause an overload of message units in the person, and thereby invoke a state of trance. When in trance, give the person a suggestion that their right arm is raising. Word the suggestion in accordance with the person's suggestibility type.

## **7. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Find a friend or family member that is willing to volunteer to be hypnotised. Sit them down and ask them the ten questions mentioned earlier in this chapter in order to determine whether they are of a physical or emotional suggestibility type.

Guide the person into a state of relaxation and build up their hope that hypnosis will work. Give the person subtle suggestions so as to create an overload of message units. When you observe the subtle suggestions to work and the person is in a trance, challenge the person to raise their right hand. Incorporate failure words such as “try” and “cannot” in your suggestion.

Bring the person out of hypnosis. Take note of their experience. You may need to try this a few times to get the hang of it. If it does not work, take note of where you failed and re-read this chapter. You may be missing something important.

Don't worry if you feel nervous at first, as this is perfectly normal.

### **Exercise 2.**

Create a list of friends and family members. Try and determine whether or not they may be more introverted or extroverted. Try to determine whether or not they enjoy talking a lot, or if they prefer to keep to themselves.

Now write down next to each friend and family member whether you think they are physically or emotionally suggestible.

Approach each friend and family member and ask them if they'd be willing to answer the ten suggestibility questions. See how accurate your guesses were. If you keep practicing this exercise your accuracy will increase with time, and eventually you will be able to determine the suggestibility type of a complete stranger after only speaking with them for a short while.

## Chapter 4 - Hetero Hypnosis Explored

### 1. Post-Hypnotic Suggestion

As you have learned, hypnosis is basically the planting of suggestions within the subconscious when one is in a state of trance.

One of the greatest types of suggestions that we can plant is what's known as a 'post-hypnotic suggestion'. A post-hypnotic suggestion is a suggestion that we plant in someone but rather than having the person act upon the suggestion when they're in hypnosis, we can have them act upon the suggestion later, when they're out of hypnosis.

Post hypnotic suggestion is useful for a variety of purposes. We can use it to easily bring someone back into hypnosis. We can use it to make someone spontaneously do something, seemingly outside of their control, even when they're not in hypnosis.

What we must do is plant the post-hypnotic suggestion whilst the person is in hypnosis. If the suggestion isn't successfully planted when the person is in a trance state, then it's unlikely that they will act upon the suggestion.

First of all, let's examine just how we would plant a post-hypnotic suggestion in someone whilst they're in a state of trance.

So imagine you have someone lying down in a chair. The person is in a state of trance after receiving an overload of message units.

Let's say we want to make the person 'cluck like a chicken' when they're out of hypnosis, as this is one that is often used at stage hypnosis shows.

Pretending that our person is an emotional suggestible, we would plant the suggestion as follows:

*“I want you to imagine now that each time you hear me click my fingers, even when you’re out of hypnosis, your arms may have a tendency to feel like feathery wings. As you feel your arms become like feathery wings you may also feel that you have a need to cluck, as if your body feels like that of a chicken. When you hear the clicking of my fingers you may also find it difficult to walk upright, you may feel a need to crouch down with your walk, as we both know chicken’s can’t walk as tall as humans can. Now when I count to five you will be completely aware of your surroundings and outside of this state of hypnosis.”*

We’ve planted a subconscious suggestion, but rather than making the person behave in a certain way depending upon their surroundings (such as making them feel confident when in a crowded setting), we’re instead making the person behave like a chicken whenever they hear our fingers click.

Now even when the person is not in a trance, whenever we click our fingers, the person will genuinely believe they are a chicken.

### **Post-Hypnotic Suggestion To Re-Hypnosis**

We can apply the same technique of post-hypnotic suggestion to easily return someone into a state of hypnosis after they’ve been hypnotised.

This means that once we’ve successfully hypnotised a person once, we can easily bring them back into the same state of trance at any time again in the future, provided that we plant the post-hypnotic suggestion successfully.

I’ll create an example of how this is done below.

Let’s say that you are hypnotising a person for the first time, and they are already in a deep state of trance. Pretending that our person is an emotional suggestible, the suggestion you would give them would be as follows:

*“As you feel yourself now in this deeply relaxed state of hypnosis, I want you to know that whenever I click my fingers and mention the words ‘deep sleep’ you can return to this tranquil, hypnotic state, where your mind may feel open to suggestion and new ideas just like it is now. It doesn’t matter*

*where you are, or what you're doing, whenever you hear my fingers clicks combined with the words 'deep sleep', you may, if you so wish, instantly return to this state. And now, when I count to five, you will be able to open your eyes and become wide awake and fully alert once again... 1, 2, 3, 4... and 5, wide awake and fully alert.... And now... \*click fingers\*, deep sleep... and now I will count to five again, and when I do you will be wide awake and fully alert once more... 1, 2, 3, 4... and 5, wide awake and fully alert."*

Now with the above example we did two things.

First of all, we created the post-hypnotic suggestion that the person would fall into hypnosis any time we clicked our fingers and mentioned the words "deep sleep".

Secondly, at the very end, we tested whether or not our suggestion was successfully planted.

If we brought the person out of hypnosis and clicked our fingers and said "deep sleep" and nothing happened, then we would know that our suggestion wasn't successful.

If on the other hand the person fell back into hypnosis, then we'd know that our suggestion was successfully planted.

If we want to be absolutely certain that someone has received our suggestion, then we may test it, like we did above.

This post-hypnotic suggestion to re-hypnosis is commonly used on stage hypnosis shows, mentalism shows and by psychological illusionists. They will typically hypnotise someone before a show which the audience does not know about.

During the show, they will give the person a post-hypnotic suggestion to re-hypnosis, which can be something as simple as associating hypnosis with the clicking of the hypnotist's fingers.



This gives the crowd the illusion that the hypnotist somehow made the person fall asleep when all the hypnotist did was just click their fingers. In reality however the hypnotist was just using a post-hypnotic suggestion to re-hypnosis on the person.

Post-hypnotic suggestion has a lot in common with the NLP technique known as “anchoring”, in fact, the two are heavily related. When you commence your study on NLP, you will see the similarities.

## **2. Instant Induction**

I’m going to introduce you to a common technique used in covert hypnosis, but a technique that is too advanced for you to learn just yet. The reason I’m going to introduce this technique to you now, even though you won’t be able to use it, is due to the way our mind learns things.

Don’t ask me why or how, or else I’ll have to write another book explaining everything. Just follow this section as you would any other.

‘Instant induction’ is the process of sending someone into a state of trance by creating an overload of message units without the need to sit the person down, explain things to them, and walk them through a whole pre-induction speech.

Instant induction works on people who don’t even volunteer to be hypnotised. It can work on complete strangers that you’ve never met before, and the process itself can take less than a few seconds.

“Well why didn’t you teach me this in the first place instead of teaching me the long way?”

Because in order to understand instant induction, you need a good understanding of how conventional hypnosis works.

Whilst you're not at an advanced enough level to attempt instant induction on anyone yet, it's important that you know of its existence and the theory behind how it works.

As you progress through this course, the way the human mind operates will start to really make sense to you. Eventually you will have a spark that goes off in your mind and you'll think "Ahh, I understand it all now".

So without further ado, let's look at an example of an instant induction.

You are working at a shop, and a customer approaches you. The customer puts out their right hand to shake your right hand.

As you put out your right hand to shake theirs, the customer suddenly pulls away their right hand and gently grabs your right hand with their left hand. They bring up the palm of your right hand near your face. They say to you "*Just focus on the palm of your hand for me*" ...

You feel deeply relaxed and close your eyes. In what seems like a few moments, you open your eyes, as if nothing happened.

Without your knowledge, you were just covertly hypnotised through the use of an instant induction. What suggestions were planted you may never know.

So now let's examine things from the perspective of the hypnotist, who was the customer.

The customer, after switching hands and using his left hand to grab your right hand, and after bringing your right palm to your face, said the following –

*"Just focus on the palm of your hand for me..."* The customer then placed his right index finger on your shoulder and said the words "*Sleep now...now as you feel yourself in this deep relaxed state of sleep, I want you to imagine how relaxed every part of your body feels, as you feel yourself drift deeply into this state of tranquillity. I want you to think now of what a loyal*

*customer I am, how much you want to give me a discount on your best Blu-Ray DVD player... just think about that for me now. Even when you're out of this relaxed state, all you'll want to do is offer me the best possible deal on this DVD player. In a few moments I am going to bring you out of this state by tapping my right index finger on your shoulder, when I do so you will forget this conversation, the only memory that will remain is that you want to give me a discount on the DVD player."*

Sounds like science fiction? Believe me, it's not. I'll explain exactly what happened in the following section. The following section will require your full attention as you're going to be learning some interesting information about the way the mind works.

### **Pattern Interrupts**

Instant induction relies upon what's known as a 'pattern interrupt'. From the moment we're born, we become preconditioned with certain behaviours. There is a certain way we expect our environment to behave based upon our actions. These predictable behaviours are known as 'patterns'.

If you put out your hand to pull over a taxi, you're expecting one of two things to happen: You're either expecting the taxi to drive off because it's busy, or you're expecting the taxi to pull over and let you in.

Now let's say that the taxi for some reason pulled over and the driver got out and said "Could you please take me to the deep oceans of Atlantis?" you most likely wouldn't be expecting such an occurrence. Since something occurred that you weren't expecting, you momentarily become confused.

Refreshing your memory from the last chapter, you will remember how whenever we experience an overload of message units, we enter into a state of confusion. This confusion results in a temporary state of trance, a state where our brain is operating at a low alpha or theta level.

Whenever we become confused, we momentarily become suggestible, since we're in this state of trance. Now the thing is, is that this confusion usually

lasts for no more than a split second. It very rarely lasts for more than a couple of seconds.

Now refreshing your memory from the last chapter, you will also recall that we can keep someone in a state of trance by overloading them with more message units. This process, as you will recall, is known as ‘deepening’. We’re effectively sending the person deeper into trance, and keeping them in it.

A ‘pattern interrupt’ occurs whenever there is an external action that occurs that we’re not expecting. This will result in a brief state of confusion (an overload of message units).

If a hypnotist were to quickly deepen us by telling us to “feel relaxed and sleepy” whilst we were in this momentary state of trance, then we’d remain in this state, even after the split second had elapsed.

A pattern interrupt results from absolutely *anything* that occurs outside of our usual expectations. It can even be something as simple as a handshake not going the way we’d expect.

Now let’s look back to the example of the customer performing an instant induction on us through the use of a handshake.

When we put our right hand forward, we normally expect the person to take hold of our right hand with their right hand.

In the example given, the customer put forward their right hand but then quickly removed it, and grabbed hold of our hand with their left hand instead. This resulted in a pattern interrupt. Nowhere within our calculation of possibilities did we expect something like that to happen.

To quickly take advantage of this momentary state of confusion we were in, the customer brought our palm up to our face and asked us to focus on it. This served as a deepening technique and sent us into an even deeper trance.

If the customer didn't do this immediately, perhaps even if he left it for one whole second, our state of confusion would have ceased and we would have asked the customer "Just what do you think you're doing?" But the customer acted quickly before we had a chance to regain our conscious thought processes.

Once we were in this state of trance, the customer was able to plant any suggestion that he wanted to within our subconscious. With our critical mind operating at a theta wavelength, we could do little to resist.

## **Hypnosis and Amnesia**

The deeper we fall into trance, the less our consciousness can remember what happens whilst in trance. Our subconscious remembers everything, but as you now know, we can't be consciously aware about what our subconscious thinks.

In the example given, the customer sent us into quite a deep trance by reinforcing to us that we were relaxed. The deeper we fell into this trance, the less we'd remember what was said. Only once we were in a deep enough trance did the customer plant his suggestion. The customer also planted the suggestion that we'd forget what happened.

So we had two forces preventing us from remembering what happened –

First, the fact that we were in a deep trance meant that we'd experience amnesia anyway, and forget most of what happened.

Second, the customer gave our subconscious a direct command that it would forget what happened.

These two factors combined made it almost certain that we wouldn't remember what happened.

So the processes involved for an instant induction are as follows –

1. Hypnotist conducts a pattern interrupt.

2. Pattern interrupt causes an overload of message units.
3. Overload of message units result in a temporary state of trance.
4. Hypnotist quickly conducts a deepening technique.
5. A further overload of message units result, and we stay in trance.
6. Hypnotist guides us even deeper into a hypnotic state, making sure that we will experience amnesia when we're taken out of hypnosis.
7. Hypnotist plants the suggestion.
8. Hypnotist affirms that we won't remember anything.
9. Hypnotist brings us out of hypnosis.

The only point that changes is the first point, which is what sort of pattern interrupt you conduct. All the other points remain the same.

Remember that a pattern interrupt can be absolutely anything that the person doesn't perceive as a possible reality.

If someone put a cigarette in their mouth and you quickly removed it from their mouth and said something odd such as "Charlie says", then this will cause a temporary overload of message units (confusion).

If you suddenly burst into tears after someone told you a funny joke then it may cause an overload of message units in the person, as they wouldn't be expecting such a reaction from you.

Causing a pattern interrupt is very easy, however quickly conducting a deepening technique on the person in order to ensure that they remain in their state of confusion is the hard part, and requires more advanced forms of study.

You only have a split second to perform the deepening technique, that's less than a single second, and if you're not confident in what you're doing, it won't work.

You should also understand that the trance state that results from an instant induction lasts far less longer than the trance state that results from a formal, voluntary induction into trance.

This is because when a person is voluntarily being hypnotised they are far less resistant, and their subconscious isn't trying to restore things back to normal. Also, there are plenty of opportunities for the hypnotist to conduct deepening techniques, whereas with an instant induction, you only have one chance, within the split second of the pattern interrupt, to conduct a deepening technique.

I don't expect you to be able to conduct instant inductions yet. All that's important at this stage is that you're aware *why* instant inductions work. You don't need to learn how to do them just yet. We will cover that in more advanced sections.

### **3. Power Of Placebo**

Throughout the ages of history, mystic religions and what we now know to be 'snake oil medicine' were used widely within many societies.

Whilst today we may dismiss a lot of these ancient religions and beliefs, few people realise that a lot of these mystical practices, and 'snake oil remedies', actually worked.

Now don't for a moment think that I somehow believe that any of these religions had supernatural phenomena, or that snake oil medicine actually has any curative properties, you won't find a greater sceptic of paranormal phenomena than a hypnotist and mentalist who specialises in deception.

What I'm saying is that, whether you choose to believe it or not, odd effects (for the time) *did* result from certain mystical practices. People were cured from various ailments through the use of lolly water, or by some ancient shamanism practice that involved little more than someone dressing up and dancing around a fire in an odd manner.

The reason these practices worked was because the people of the time had a genuine *belief* that the practices would work.

With modern science we've come to understand that the reason a lot of these mystical healing practices worked was due to what's known as the placebo effect.

If you think you already understand the power of placebo, then I do apologise for repeating facts that you may know, but I find that most people don't quite understand the true nature of its power. In any case I suggest you read this section intensively.

Placebo is the process of the brain believing that something is so real, that it actually becomes real, even if it isn't.

The term is most commonly used in medicine when testing various drugs, and in psychology when testing various methods of psychological treatment. People are given a placebo drug and a real drug, and the differences between the two are measured.

If there is no difference between the two, then the real drug is shown to not have any benefit outside of the person's belief that the drug works.

Now the funny thing is, is that a lot of people do seem to be cured, or temporarily overcome their symptoms, just by the sheer belief that they're taking a drug that will cure their symptoms, even if the drug itself is no more than a sugar pill.

This is essentially what the 'placebo effect' is. It's the brain's genuine belief that something is so real, that it becomes real.

If you've ever watched 'faith healers' perform live on TV, you'll notice people seemingly become entranced from a higher being.

This process is also explained through the placebo effect. People want something to happen to them so badly, that it actually does. They turn the belief of theirs into a reality.

Whether the belief is false or not is irrelevant, because it becomes real in the person's own reality, provided that the person believes it enough.



The reason I'm telling you all this is because hypnosis itself is often triggered due to placebo. Everyone is familiar with the possible effects of hypnosis. If someone hasn't experienced hypnosis, then they've heard about the possible effects of it from TV or the internet. This alone creates a belief that hypnosis will work.

If someone is a trained hypnotist, and a client of theirs isn't sceptical about hypnosis, then the hypnotist doesn't even need to hypnotise the person. They don't need to even overload the person with message units to induce a trance state. They can just simply tell the person "you can't lift your right arm" and the person will so genuinely believe they can't, that they won't be able to.

It's important to understand that this in itself isn't hypnosis, it's a form of deception, and this form of deception is absolutely crucial to understand.

If you can convince someone that you can do something, then whether or not you can actually do it is irrelevant. According to that person, you will be able to do what you claim.

If someone believed that I could click my fingers and they would be forced to tell me their inner most secrets, then all I'd need to do would be to click my fingers, and they'd do just that.

The person makes the reality happen themselves. In effect, they construct a false reality.

Creating false realities can be a very powerful thing. You can save yourself a lot of work by avoiding the need to perform hypnosis by instead making a person believe in a false reality.

If the person buys into this false belief that you're offering them, then hypnosis becomes irrelevant. The entire theory of mind becomes irrelevant. The person, through placebo, will do anything you tell them to do because they believe that you have complete control over them. They don't even need to be in hypnosis.

The creation of false realities will be covered in detail when we cover the chapters on mentalism. For now however just understand that we can use placebo to our advantage.

One thing you should understand however is that hypnosis **isn't** based on placebo, and shouldn't be confused with placebo. The point I'm making within this section is that if a person *believes* they're hypnotised, it can have an equivalent effect to them *actually* being hypnotised.

#### **4. Ericksonian Hypnosis**

Milton Erickson was a prominent hypnotist in the 1970's to early 1980's and was the first person to discover and apply the use of indirect, subtle forms of suggestion in order to work wonders within the field of hypnosis.

The discovery of covert hypnosis (or conversational hypnosis) is generally credited to Milton Erickson. He learned that the use of indirect suggestion could bypass a lot of the natural resistance that a person exhibits when they're given direct suggestion.

The influencing of the subconscious mind whilst bypassing the critical factors of the conscious mind is central to Ericksonian hypnosis.

If you want to learn covert hypnosis, then you need to understand Ericksonian hypnosis and why it works. This is where you'll begin to understand the subtleties of conversation and the importance of working *with* someone as opposed to *against* them.

#### **Resistance**

When we're given a direct suggestion, we have a natural, conscious tendency to reject the suggestion. Being given a suggestion makes us feel belittled, as if we're somehow inferior to the person giving the suggestion.

Unless we're trying to appease the person giving the suggestion, or unless we have an incredible amount of respect for them, then acting upon a direct suggestion is something that we normally don't want to do.

If you were a heavy smoker and someone told you "Why don't you stop smoking?" then you will automatically come up with an excuse. "It's my choice" "Because I want to" "Because I can't give it up" "It relaxes me". A direct question is a threat, and naturally, you will respond to the threat in defence.

Erickson realised that conventional therapy and hypnosis often failed because the therapist was always being direct. Even though a person would see a therapist to help overcome a problem, the mere mention of the problem as being a "problem" would cause resistance within the client.

Erickson realised that he could overcome this resistance by in fact not identifying the "problem" as a problem at all. Instead he would view the problem as some interesting task or habit that he wanted to find out more about, without making any obvious attempt to get rid of it.

He would go so far as to have a *genuine interest* in the client's habit, and would ask questions about it. Effectively, he would take the side of the client.

At no stage would he make the client uncomfortable by giving any hint that the problem was a bad thing.

By doing this, Erickson was dispelling the natural tendency for the client to reject his suggestions, or anyone else for that matter that was going to tell the client that their problem was somehow a 'bad thing'.

Erickson wasn't giving himself any opportunity to be rejected, because he didn't disagree with the client to begin with, he actually supported the client instead.

The way Erickson changed his clients behaviour was through *subconscious* suggestion. He bypassed the conscious mind of the client altogether, and therefore bypassed the resistance of the critical mind in the process.

By adopting this same principle, practitioners that apply Ericksonian Hypnosis are able to subtly sway a person's opinion, belief or habit, whilst the person believes that they changed the opinion, belief or habit by their own free will, without any external influence.

The actual process itself involves identifying the way the person views their habit or belief, and then agreeing with it. The suggestions that are then given to change the habit or belief are indirect, not direct.

For example, let's say that a person had an eating disorder and couldn't stop putting on weight. This person would typically see a therapist and explain their predicament.

A conventional therapist may say "*well, we'll start by putting you on a dieting plan so that you can lose some weight over time*". Let's say that this person had quite a history of failing to stick to diets, why would this dieting plan be any different? It wouldn't.

Now a therapist applying the principles of Ericksonian hypnosis would approach the situation in a different manner altogether, perhaps in a manner completely opposite to the conventional therapist.

The Ericksonian therapist would start by saying "*So, how much do you enjoy eating every day?*" They would demonstrate a genuine interest and desire to learn about the client's eating disorder.

Notice that the therapist wants to find out how much the person *enjoys* eating, not how much they actually eat. Asking a question such as "How much do you eat each day?" sounds direct, offensive, almost as if the client could predict why the therapist was asking.

The word “enjoy” however is a surprising breath of fresh air, and the client will most likely be keen to answer *“I enjoy eating a lot, the food tastes delicious”*.

The practitioner can now find out more about the client by asking what types of food they find to taste delicious. This further reinforces to the client that the therapist is *genuinely interested* in the client’s eating disorder.

The client may respond *“chocolate rolls and caramels buns are by far my favourite food”*.

Now we, as the therapist, could respond as follows: *“Ahh yes I love chocolate rolls and caramel buns as well. In fact I recommend you add a little custard to the chocolate rolls and caramels buns, it helps enhance the flavour and is extra tasty. Why don’t you go out and buy some chocolate custard rolls and caramel buns when we finish here, and tell me how they tasted?”*

Now the above response may seem quite surprising to you, but it is incredibly important. By identifying the client’s problem, and then making suggestions to build upon it further, the therapist is doing two things.

First of all, the therapist is gaining rapport (which you will learn about shortly). Rapport is essential to establishing trust.

Secondly, the therapist is disassociating the addiction by adding things to it.

This second point will require a bit of an explanation, so bear with me, as I shall attempt to explain what I mean by “disassociating the addiction”.

With any form of addiction or phobia, the subconscious mind views the thing causing the addiction as some sort of essential element to the person’s day to day functioning.

It doesn’t matter if that addiction is a cigarette, or an addiction to video games, whatever the object or habit is that is the cause of the addiction, this in itself is manifested within the subconscious.

Now if we can blur this object or habit, make it less definite in some way, then it doesn't have such a large imprint within the subconscious. If we tell a person they can smoke whenever they like, just so long as they put a green texta mark on each cigarette before they start to smoke it, we're effectively blurring that image of a "cigarette" that is manifested within the subconscious.

The more we blur that image, the more the habit or addiction lacks that "craving" element, since the subconscious image of the habit or addiction is no longer definite. Once this image is blurred enough, we can use other techniques to effectively eliminate it altogether.

So let's look back to our client who has the addiction to chocolate rolls. By telling the client they can eat a chocolate roll whenever they want, but should do so with custard, we're blurring the "chocolate roll" that is planted within the subconscious by adding something to it.

Eventually it will become blurred enough that we can transform the addiction to something else, such as "custard", however the addiction will be weaker and weaker each time it's transferred until eventually it becomes easily manageable and can be eliminated.

So this is what I mean by "disassociating the addiction". We're trying to destroy that subconscious image of the chocolate roll by blurring it in little steps.

Next chapter we will examine how Ericksonian Hypnosis has been incorporated into what's known as the "Milton Model" in NLP.

## **6. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is a post-hypnotic suggestion?

A. It's a suggestion that is planted when a person is in a trance but is activated when the person is out of trance, usually by some external trigger.

Q. What is a post-hypnotic suggestion to re-hypnosis?

A. A post-hypnotic suggestion designed to bring someone instantly back into a state of trance.

Q. What is an instant induction?

A. A way to hypnotise someone through the use of a pattern interrupt.

Q. What is a pattern interrupt?

A. Any occurrence that causes confusion and goes against what a person is expecting to happen.

Q. Does a person have to be in a voluntary state to be hypnotised?

A. No.

Q. For the purposes of hypnosis, what is placebo?

A. The power of the mind to create realities even if they're not real.

Q. How does Ericksonian hypnosis work?

A. By establishing rapport with someone and using indirect suggestion to influence their behaviour.

Q. Does an emotional suggestible person respond best to direct, or indirect suggestions?

A. Indirect.

## **7. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

By now you should have experience with hypnotising at least one person. Practice what you have learned again, however this time add a post-hypnotic suggestion to re-hypnosis when the person is in a state of trance.

Make the trigger to re-hypnosis be the word “Deep sleep” combined with the clicking of your fingers. After you bring the person out of hypnosis, test this suggestion to see if it works.

Practice this exercise until you start to see some success.

### **Exercise 2.**

Begin to practice self hypnosis on yourself at least once a week. When you're in a deeply relaxed state, keep repeating positive suggestions to yourself. An example could include *“I will always be calm, relaxed and at peace with myself and others”*.



## Chapter 5 - A Journey Into NLP

### **1. The Milton Model**

Last chapter you were introduced to Ericksonian hypnosis. The principles from Ericksonian hypnosis are incorporated into NLP with what's known as the 'Milton Model'.

The Milton Model of NLP applies NLP in a manner that is discreet and indirect. For the purposes of learning covert hypnosis, all methods of NLP that you will be learning will be based upon the Milton Model.

As you will now have learned, it is not possible to consciously instruct the subconscious mind. We must first be in a trance in order to give our subconscious suggestions that we desire.

Whilst our external environment is influencing our subconscious every moment that passes, we have little control over just what information seeps into our subconscious.

Our critical mind will filter information from entering into our subconscious, yet we don't have any way of consciously bypassing the critical mind.

What happens if we want to plant a suggestion in our subconscious but our critical mind won't allow it? Perhaps there's an element to our behaviour that we want to change, but since the behaviour is stored in our subconscious, we have no conscious way of managing it.

As you now know, there is a way that we can influence our subconscious. And we can do so by inducing ourselves, or someone else, into a state of trance. In a state of trance the critical mind is relaxed, and suggestions can be planted directly into the subconscious.

But what happens if, for whatever reason, we can't, or don't want to send someone into a trance? Is it still possible to plant subconscious suggestions? The answer is *yes*.

You are about to be introduced to a new way of bypassing the critical mind, and it's not through hypnosis. It's instead through the use of indirect, discreet suggestion.

If we word a suggestion in such a manner that it doesn't arouse any suspicion within a person's conscious mind, then it will flow directly into the person's subconscious without the critical mind even analysing it.

Once the suggestion reaches the person's subconscious, the person will then act upon the suggestion.

The trick lies in making the conscious mind believe that there is no suggestion in the wording at all, whilst making the subconscious recognise the hidden suggestion.

This may sound a little confusing initially. You may be thinking *“well, if the conscious mind doesn't see a suggestion, how will the subconscious mind pick it up?”*

To answer this question, you need to learn the different ways that the conscious mind and the subconscious mind analyse information.

The conscious mind will look at a series of words and draw upon the learned experience of the subconscious mind in order to determine their meaning. You're using your subconscious mind right now in order to determine the meaning of these very words.

Remember those many years back at school when you learned how to sound out an individual letter, and learned how to spell words? All that learning is stored in your subconscious. Your subconscious is doing all the thinking for you right now, outside of your conscious awareness.

The conscious mind is much, much smaller than the subconscious. The conscious mind is really only concerned with your current thoughts. All your other thoughts are stored in your subconscious. Your subconscious is what feeds your conscious with all its current thoughts.

When we consciously look at a sentence, we're only drawing upon our subconscious to understand its initial meaning. We won't pick up any hidden meaning in the sentence unless we really focus on it and allow our subconscious to help us determine such a hidden meaning.

In the course of day to day conversation, we rarely stop and pause each time someone says something and think "*Hmm, I wonder if there's a hidden suggestion in this*". Instead we just take the sentence at face value, and continue the conversation.

Now when this sentence is stored in our memory, our subconscious looks at it over and over again, outside of our conscious awareness. Since our subconscious contains all of our learned behaviours and experiences, it will be able to analyse the sentence in a way that is much more detailed than our conscious mind ever could.

Have you ever had a problem that you just couldn't solve? If you forgot about the problem for a week, you may have suddenly, quite unexpectedly, thought of an answer to the problem when you least expected it.

This was due to your subconscious analysing the problem and thinking of a solution to it without you even being aware it was doing so.

Now if someone were to talk to us, and in doing so planted a hidden suggestion within their sentences, then our consciousness could very well miss this hidden suggestion altogether. Our subconscious on the other hand, would be much more likely to pick it up.

Once our subconscious picks this hidden suggestion up, we will act upon the suggestion without any form of critical analyses, provided that the suggestion does not go against our *fundamental morals and beliefs*

(remember, we cannot be persuaded to act against our fundamental morals and beliefs).

The reason we will act upon the suggestion without thinking twice is because there is no critical mind in our subconscious. The critical mind only exists inside our conscious awareness, it does not exist within our subconscious awareness.

The techniques in NLP that I will be teaching you are all based around ways to discretely word suggestions so that they bypass the critical mind.

This is essentially what the Milton Model is about.

## **2. Principles Of Rapport**

When you speak with someone for the first time, there are a variety of things that will determine whether or not you will get along well with them.

Whether or not you have something in common, how well you feel that 'natural connection' and what your physical attractions are can all seem to play a big part in whether or not you will want to get to know a person better.

In essence, the main thing that determines whether you will want to get to know a person better is rapport. If you can establish rapport with someone, then the interaction will most likely flourish.

So just what is rapport exactly?

Rapport is essentially connection. It's when you and another person can strike off a verbal or non verbal connection, show interest in one another, and enjoy that interest.

Rapport can manifest itself in a number of different ways. Have you ever spoken to someone who had a gentle, consistent tonality in their voice? This may naturally have sent you into a relaxed state of mind, and you may have

enjoyed speaking to the person despite what they were saying, or what their beliefs were.

This is an example of rapport and can exist even when there's no common interest shared between you and the other person. Tonality of voice can play a crucial role to establishing rapport, and in a later chapter I will teach you how to develop a soothing, maternal sort of tone to your voice that is non-threatening and relaxing.

You will notice that once you develop such a tonality, people will enjoy speaking with you, despite what you have to say. You will have a naturally soothing effect on them.

Tonality however is only one way of establishing rapport. Body language is another way.

We subconsciously move our hands about when we talk. We breathe at a certain rate depending upon how alert we are, how much we're focusing our attention on a certain task, and whether or not we may be experiencing anxiety or nervousness in some form. A person's body language can say a lot about the current state of mind a person is in.

What people look for in everyone they meet is a form of connection, a form of familiarity. They want the other person to relate to them, to understand them, even if this is a subconscious form of relation as opposed to a conscious one.

If you can match the breathing patterns of a person when you're speaking to them, and match other aspects of their body language, then they will subconsciously think that you're in a similar state of mind to them, as if you're on the same wave length.

You will appear less threatening, and the person will feel more comfortable opening up to you than they would be if your body language didn't match theirs.

Matching a person's body language however is only one other way we can establish rapport. Another way is by having a genuine understanding in the person and what they're saying.

If you can convince someone that you really are interested in what they're saying, and can convince them to start talking about themselves, then this in itself can be a form of rapport.

If two people approach one another, say "Hi", and then the conversation dies, then there's no real sense of rapport that has been established.

If however the conversation naturally seems to flow freely from that point onward, and both you and the other person are really enjoying the conversation, then that in itself can be considered a form of rapport.

Now imagine if you combined all of these aspects of rapport together. If you had that soft tonality in your voice, if you made a person feel comfortable by matching their body language, and on top of it, you were able to make the person talk about a subject the person really enjoyed talking about.

That person would feel a deep connection to you, a strong desire to converse with you further, and the rapport that you established with that person would only grow stronger as the conversation progressed.

So why is rapport such an important thing to establish?

As you will have learned in your earlier studies on hypnosis, the critical mind is always alert to external influence. It's always ready to dismiss new ideas and suggestions and err on the side of caution.

If however a person has a form of rapport with you, that person will start to develop a subconscious trust for you. They may even want to go out of their way to maintain the rapport that they have with you.

Once this process starts to happen, the person's critical mind becomes a little more lax with your suggestions. In a sense they become more open minded. This presents the perfect opportunity to plant discrete suggestions in the

person's subconscious, since the person's critical mind is less likely to really analyse or reject what you're saying.

It's this relaxed state of mind that you can use to your advantage, and later on you will be learning a variety of techniques to use on a person once you have established rapport with them.

So the purpose of this section is to give you an introduction to rapport, what it is, and also teach you some techniques for establishing rapport with people.

Before I teach you any such techniques however, it's very important you understand one thing that everyone has a deep desire for. Once you understand this desire, establishing rapport becomes a much easier process.

### **Establishing Rapport By Nurturing The Ego**

There is one thing that people love to talk about more than any other subject, and that subject is themselves.

Most people have an incessant like about themselves; they believe they have a form of uniqueness in some way. With most people this is a moderate form of belief, however when the belief gets out of hand it becomes narcissism.

One thing is certain though, and that is that we all display some narcissistic traits, whether or not we're consciously aware of it. This doesn't mean we're narcissistic, it just means we have some form of love for ourselves. As the saying goes, how can you love someone else if you don't love yourself?

By understanding that people love feeling good about themselves, we can use this knowledge as a tool to establish rapport with people by inflating their egos.

If someone talks to us and at the end of the conversation they feel really good about themselves, then they'll most likely want to speak to us again. If however we leave them feeling bad or indifferent, then such a thing cannot be guaranteed.

So the aim with conversation is to make a person feel good about themselves, however it's important not to flatter a person. False praise or flattery doesn't do much for people, in fact it can even have a negative effect.

Before continuing, let's examine why flattery is bad.

### **Why Flattery Doesn't Inflate The Ego In Most Circumstances**

When someone receives a compliment, it reinforces to their subconscious that they're somehow being successful with a task.

Now remember earlier that we mentioned our subconscious has access to a lot more information than our conscious does. Since all our memories and learned behaviours are stored in our subconscious, emotions can be created from the subconscious level, even if we're not consciously aware why we may feel a certain way.

Understanding the above principle is important to understanding the point I am about to make.

Since our brain learns and adapts through either positive or negative reinforcement, when we receive a compliment our brain thinks that it's done something correctly. The thing that our subconscious looks for however is whether or not the compliment is genuine.

If the compliment is false, this tells our subconscious that someone is actually trying to trick us in some way. Why would someone lie that we're good at something when we're not? This question raises further questions.

A person that receives flattery may think things like: "Is this person trying to get something from me by being nice?" "Is the person weak and inferior to me, is that why they're sucking up?" "Why would I even want to talk to someone who gives away compliments so freely when they're not deserved?"



Such thoughts by a person can kill their interest in a conversation within moments.

If you were a male and approached a good looking female in a nightclub and said *“Oh my goodness I can’t get over how gorgeous you are, seriously, do you do modelling?”* she would most likely take that as a form of grovelling, she would be subconsciously thinking *“Why would I want to speak to someone that gives compliments like this so easily?”*. In the given situation, the female would most likely try to end the conversation then and there.

Incessant flattery is usually seen as either one of two things: Weakness, or an attempt to procure something.

The vast, vast majority of people are smart enough to see through flattery the moment it's said.

So what you must understand is this: Flattery does **not** nurture a person’s ego.

The way we nurture a person’s ego is through *genuine compliment*. Quite simply, if we don’t genuinely believe that someone deserves to be complimented for something they’ve said or done, then we shouldn’t compliment them.

If someone says or does something that we think is stupid or nonsensical, then we may ignore the person’s actions, not giving them any response.

This subconsciously builds up a desire to please us within the person’s mind. The person thinks *“this guy (or girl) isn’t going to flatter me, in fact he’s probably a person that’s more likely to give genuine compliments when they’re deserved, I wonder if I can earn his respect”*.

Now if you gave a person a compliment after they’ve vested value in your compliments, then you’d be nurturing their ego. They’ve lived up to your expectations. You’ve made them happy, and they’ll most likely want to talk to you further to gain more acceptance and ego inflation from you.

You must have a *genuine interest* in another person, not a false one.

So how do we have a genuine interest in someone?

This can be difficult to learn, but once you learn it, it becomes very easy. You quite simply must learn *not to be obsessed with yourself* in a conversation. If you can learn this, then you'll be better able to focus on what the other person is saying and doing, and you'll be in a better position to give them a genuine compliment when it's warranted.

Of course we're no different to other people. When we speak with someone obviously we're hoping to gain something from the encounter ourselves. That's fine, and perfectly reasonable, however we must temporarily put aside our interests and make the other person feel good first. Once the other person feels good about us and about themselves, then we can work on our interests.

So establishing rapport with someone is your first goal in a conversation. You establish this rapport by being genuinely interested in the other person and giving them genuine compliments, as opposed to just being interested in yourself.

Once you've done this, and the conversation is going well, *then* you can work on things such as discreet hypnotic suggestion.

Let's look at an example of a genuine compliment as opposed to a petty compliment.

You notice a girl is quite pretty. You want to compliment her on her appearance. An example of flattery which will not establish rapport would be: "*I just have to say, you're really pretty*". This means nothing as it has no substance. It sounds pathetic, and the girl most likely views it as pathetic. It's as if she's already dominated you and has no need to even speak with you.

An example of a genuine compliment would be you noticing that the girl's shoes were made in a certain area, and you genuinely liked her shoes. In this

case you could say “*You bought those shoes in Italy didn’t you?*” the girl may reply “*Yes*”, in which case you could reply “*I can tell from the quality of the fabric design*”.

Notice in the second example we gave no form of flattery. We didn’t say “*Very nice*” “*Ohh how beautiful*” “*They’re fantastic*”, we only gave the compliment strictly in the way that we meant it. We didn’t say “*I can tell from the quality of them, very nice*”.

If we added the words “*very nice*” then we’re overdoing the compliment. It’s like we’re adding artificial sweetened sugar to a fine crème brulee. Leave it at the crème brulee, don’t over do it with anything that’s not genuine.

If we couldn’t think of anything that we were genuinely impressed by with the girl’s appearance, then we *don’t compliment her on her appearance at all*. Making no compliment is far better than making a petty compliment, or flattery.

Obviously the above example could be used in the context of a female talking to a male as well; the principle still remains the same.

### **Maintaining Genuine Interest**

So when we’re striking conversation with people, our aim is to have a genuine interest in them, and give genuine compliments. We want to really listen to what the person is talking about, and ask them questions which will further reinforce to the person that we’re interested.

If someone brought up a boring conversation such as “*Well you see my step brother’s mother’s daughter is getting married next week and I’m really excited*”. Respond with something like “*Where is the wedding being held?*”. This will prompt the person to speak about the wedding further.

You’re giving the person the opportunity to talk about what they want to talk about, not what you want to talk about. Remember, people love talking about themselves, and topics of their own choosing.

If someone said something such as *“Well I hope to return to university next year to continue my study of law, it’s really interesting”*. Respond with something like *“Law sounds like a complex thing to study, what do you find interesting about it?”*. This will allow the person to talk about themselves more, which is exactly what they want.

Let’s say the person didn’t say they found law interesting and made a closed statement. Pretend they only said *“I’m returning to university next year to study law”*. We could reply with *“And tell me, what is it about law that interests you?”*.

Either way, we’re giving the person the opportunity to talk about themselves.

So essentially, all you need to learn to establish rapport at this stage is to ask a person interesting questions which will allow them to talk more openly about themselves.

### **3. Principles Of Anchoring**

When we repeat a task many times over, our subconscious eventually causes our body to automate that task for us. If you drive a car, you may remember how difficult it was when you were first learning how to drive.

Trying to learn how to handle the vehicle, remembering how hard you needed to brake, and attempting to memorise all the road rules seemed like an impossible task to master at the time.

Over time however, you gained confidence, and driving eventually became second nature. This is an example of conditioning. Conditioning works on the principle that if a behaviour is repeated long enough, you will eventually adopt that behaviour as second nature, without the need for any conscious thought.

In NLP, anchoring takes the concept of conditioning a step further. With anchoring, what we’re essentially trying to do is associate certain behaviours and emotional states with certain actions.

These actions can include internal actions or thoughts within ourselves, or external actions that other people perform.

By associating these actions with various psychological states, we can essentially ‘trigger’ the psychological state by simply performing the action.

This is similar to conditioning, but can be applied to interpersonal settings, meaning we can effect the behaviour of others as opposed to just ourselves.

We can use anchoring to make a person happy when they are sad, or sad when they are happy. We can use it to make a person feel a strong lust or desire for someone or something, or even trigger sexual energies or feelings of euphoria.

Essentially any emotional state that a person can experience, we can bring back to the person at any time, provided that we anchor that state correctly through an action.

Now the action itself can be just about anything imaginable, so long as the person cognitively registers the action. The keyword here is cognitively. A person doesn’t have to *consciously* register the action, in fact it’s better if they don’t.

A person can *subconsciously* register an action without even being consciously aware that the action is taking place. So long as the person registers the action, we can associate that action with the mental state that the person is experiencing at the time.

The process of associating actions with emotional states is essentially what anchoring is.

An example of anchoring an emotional state to an action would be tapping a pen on a table when someone is laughing and feeling really energetic and happy.

If the person laughing cognitively registers the pen tapping, either consciously or subconsciously, they will then, in theory, associate the tapping of the pen on the table with a feeling of happiness and laughter.

The next time you tapped the pen on the table, that person would then feel an emotional state of happiness.

Now don't think that you can simply go outside and start anchoring actions to emotional states and expect to see immediate results, because anchoring doesn't work instantaneously.

You need to condition the anchor over time, reinforcing it to the person as time passes by. You need to look for verbal and non verbal cues as to whether or not the anchor has been successfully planted, and unless you have had prior experience in NLP, such a thing is very difficult without lots of practice and training.

This is why I've created this section; to teach you some techniques that will get you started in anchoring emotional states in people to certain actions.

### **The Anchoring Process**

To begin with, let's get some terminology out of the way. When I speak about a 'subject', I'll be referring to the person you're doing the anchoring on. When I speak about a 'trigger', I'll be referring to the action that causes the anchor to activate.

Anchoring is essentially a three step process, which is as follows –

1. Bring the subject into the desired emotional state
2. Anchor some action to the subject's subconscious (the trigger)
3. When the subject is out of the emotional state, trigger the anchor to bring back the emotional state when desired

Bringing the subject into the desired emotional state will become an easy process once you master rapport. In this section I'd prefer to discuss what to do when the subject is already in the desired emotional state.

Let's say you're talking to a person and they're laughing. They're happy, vibrant, and really glowing. This person feels a deep sense of connection to you, and rapport has been established. This is a perfect emotional state to anchor.

As you're talking to the person, what you want to do is conduct some form of action that is outside of the person's tunnel vision, but within their peripheral vision.

Peripheral vision is basically anything that you see out of the corner of your eyes. You can't really focus on anything in your peripheral vision, you're rather just aware of its existence.

Since a person pays little conscious attention to their peripheral vision, it presents the perfect area of sight to conduct an action that a person will register subconsciously.

Now the action that you conduct is irrelevant. All that matters are two things -

- 1) The action must be seen within the person's peripheral vision
- 2) The action must not draw too much conscious attention

A good place to perform the action is to the right or left of a person's sight, between a 45-70 degree angle. Imagine that one of your shoulders is located on a 90 degree angle, and where you are looking is a straight line. You want to perform the action at least half way towards the shoulder, away from the straight line.

The action can be performed from any distance that the person can see, although I find the best distance to be about 50 centimetres (half a metre) from the person.

If you don't have a pen handy, then tapping one of your fingers on an object such as a table can be a great anchor.

When the person is in the desired emotional state, you want to continually tap your finger in a controlled, relaxed manner. You want it to look like a natural thing you're doing, a sort of habit, nothing that would draw any conscious attention.

Continue to plant the anchor as the conversation flows. You can even stop creating the anchor (stop tapping your finger in this instance) whenever the person's emotional state changes.

An example would be that you just said something funny and the person would be laughing. Whilst the person is laughing and immediately after when they're really smiling, you would be creating the anchor.

After a few more seconds however the person's smile may sort of die down a little. In this case you'd decrease the speed with which you create the anchor (in this case, slow the tap of your finger).

What you're trying to do is associate the speed of the tapping of your finger with a state of happiness and laughter. You're trying to essentially create a connection between your finger and the person's emotional state.

If the tapping of your finger isn't consistent with the person's emotional state, then the person's subconscious won't establish any familiarity with the tapping of your finger. If however the person's emotional state remains consistent with the speed that you tap your finger, then the person's subconscious will begin to think that your tapping finger has a connection to it.

There's no set amount of time that you need to create the anchor. Once you have a lot of practice at creating anchors, you'll be able to create them in less than a minute.

When you first start out however, I recommend creating the anchor over a period of at least five minutes to really make sure that the anchor is planted in the person's subconscious.

What you're trying to do is make the person's subconscious almost predict the behaviour of your anchor (in this case the finger tapping). If whenever the person laughs your finger quickly taps, then the next time the person laughs they'll be expecting your finger to tap. When it does, this reinforces to the person's subconscious that your finger can be associated with a state of laughter.



If the person laughs and the anchor doesn't occur (the finger tap), then the person's subconscious will immediately reject your anchor.

It's important to remain consistent with your anchor and the emotional state you're targeting. One obvious mistake and the person's subconscious will reject the anchor.

Now once the anchor is successfully planted in the person, we can trigger the desired emotional state again by simply activating the anchor. This can be an extremely useful form of covert hypnosis.

Let's say that you want to bring the conversation to a deeper level, a level where rapport may potentially be broken due to your directness.

Let's say you ask a person that you're attracted to "*I think you're a really nice person, how would you like to come back to my place?*". A question such as this really limits the person's options down to two things. Yes, or no.

Even if you've really gotten on well with the person, there's a good chance they may say no.

Now if you ask this same question but at the same time tap your finger, then you're bringing back that emotional state of "happiness" in the person whilst they're thinking about your question.

Whilst the person is thinking about your question, they will be feeling really happy since you've brought back this emotional state within them.

Now it just comes down to a conscious decision as to whether or not they will go home with you, however all the chemicals, emotions and feelings within their body will be urging them to say "Yes", all their instincts will be telling them to "go home with you".

Therefore your chances of the person agreeing to your suggestion increase *astronomically*.

Now of course you can apply this same technique to any situation.

Let's say that you have a client that you're trying to coerce into buying a product.

Practicing the principles that have been taught to you thus far, you should be able to initiate a conversation with the client and establish rapport.

Once rapport has been established, you may guide the emotional state of the client into one of "trust" and "belief". Let's say that you decide to talk about how good it is to be able to 'trust' good friends and family members. Whilst you're talking about people that the client finds trustworthy, you may anchor their emotional state to some action.

After the conversation has finished, you may then begin to discuss some product you are planning to sell. Whilst doing so you may bring up the anchor that you used to associate an action of yours with the person's emotional state of 'trust'.

The person should then have a 'trust' for the product that you're attempting to sell them. They should feel some form of deep familiar connection with the product, just as they would to a good friend or family member. This should subliminally prompt them to consider purchasing it.

This is essentially what anchoring is, try practicing it and refining the methods taught here, as we will be expanding on anchoring throughout the course.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. How do we bypass the critical mind using the Milton Model of NLP?

A. By using discreet suggestion

Q. What is the one subject people have a deep down desire to talk about more than any other?

A. Themselves

Q. How do we inflate a person's ego?

A. By showing a genuine interest in the person and prompting them to talk about themselves. We then offer genuine compliments when warranted.

Q. What advantages are there to inflating a person's ego?

A. It is one way of establishing rapport with a person. They will enjoy talking with you since you make them feel good.

Q. Why is it necessary to establish rapport for the purposes of covert hypnosis?

A. Rapport will make the person's subconscious trust you more, and they will therefore be more likely to act upon discreet suggestions.

Q. What is anchoring?

A. Associating an emotional state in a person to a certain action.

Q. How do we create an anchor?

A. By performing an action each time the person is in the height of the desired emotional state, and not performing it when they're not in the desired state.

Q. How do we test whether or not an anchor is planted?

A. By performing the anchor (the action), and observing if the person reverts to the desired emotional state.

Q. Should rapport be established with a person before creating an anchor in them?

A. Yes.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

For the next week, practice communicating with people and showing a genuine interest in what they're talking about. Offer them *genuine* compliments when warranted.

It is important you get used to establishing rapport with people as the advanced techniques you will now be learning will require you to be able to establish rapport.

### **Exercise 2.**

Once you've established a good form of rapport with someone, try anchoring an emotional state of theirs to an action. Once the person is outside of the desired emotional state, try triggering your anchor to see if it brings them back to that state. When you do this, make sure the conversation is still flowing freely so that there is no 'odd silence'. You want this to be a discreet process that they're not paying attention to.

## Chapter 6 - Exploring Representational Systems

### 1. Theory Of Representational Systems

In NLP, representational systems are the medium through which we analyse information.

Representational systems work on the principle that all information we receive is processed by one or more of our senses, and that the way we experience and remember this information is by triggering the exact same sense again.

The senses in NLP are divided into four primary categories: Visual, Kinesthetic, Auditory External and Auditory Internal. The visual, kinesthetic and auditory external senses represent the traditional senses of sight, taste, sound, touch and smell.

The internal auditory sense is our imaged internal voice that we think with. Even though we don't actually 'hear' this voice like we would an external voice (unless we're hallucinating), we still use it to receive and interpret information (such as new thoughts that we create that don't come to us via any of the external senses).

These four main categories of senses are divided into both 'remembered' thoughts and 'constructed' (imagined) thoughts, except for the Auditory Internal sense. This creates a total of 6 ways of analysing information that we call the representational systems.

The six representational systems are as follows -

1. Auditory External – Constructed (abbreviated as Ac)
2. Auditory External – Remembered (abbreviated as Ar)
3. Auditory Internal (abbreviated as Ai)
4. Visual Constructed (abbreviated as Vc)

5. Visual Remembered (abbreviated as Vr)
6. Kinesthetic (abbreviated as K)

If this all sounds a little confusing, don't worry, I will explain everything in detail.

Let's examine the first representational system, which is Auditory External (constructed).

All auditory external means is that the person is thinking about an external noise in their mind. Now the noise that is being thought of can either be remembered (from a real memory) or imagined (constructed).

Just imagine that you heard a glass drop on the floor last night and it made a loud smash. If you thought about the sound that the glass made, you'd be using your Auditory External (remembered) representational system of the mind, since you'd be *remembering* an *external* auditory noise.

Now if I asked you to imagine a fairy flying through the sky as she was sprinkling fairy dust everywhere, and I asked you to imagine the sound of the fairy dust as being anything you liked, then you'd be constructing (imagining) this external noise, since you've never actually experienced it.

This would be an example of using your Auditory External (constructed) representational system of the mind.

So as you can see, the main difference between a remembered representational system and a constructed representational system is whether or not the thought is real and we're just remembering it, or if the thought is actually made up.

Let's move on to the third representational system listed which is Auditory Internal. This form of auditory representational system is neither a remembered thought nor a constructed one, it's rather our own internal dialogue.

Right now in order for you to be reading or listening to this text, your internal dialogue is sounding out the words so that they stay in your memory.

If you just tried scanning over this text without really comprehending it, then you won't remember much of it at all. It's through use of your auditory internal voice that comprehension and thinking becomes possible.

Moving on now to the fourth representational system listed, which is Visual Constructed. An example of a visually constructed thought would be imagining yourself lying down on a sunset laden beach located on a distant island that you've never been to.

The fifth representational system listed is that of Visual Remembered. Now imagine that you really did lay down on a nice beach located on a distant island sometime in the past.

If you remembered this experience then you'd be accessing your Visual Remembered representational system since you're not imagining anything, you're rather remembering what happened.

The last representational system listed is Kinesthetic. Kinesthetic covers anything to do with feeling or touching. The taste of a certain food, the feeling of something hot or cold, heavy or light, feeling any part of your body make contact with something else, all this is an example of kinesthetic touch.

When we remember the way a certain part of our body felt at any given time, be it our hands, tongue, legs, whatever, then we're activating our kinesthetic representational system.

So these six listed representational systems cover every possible experience and memory that we can have.

## 2. Eye Cues

Whilst it may be convenient to know the way people interpret and analyse information through representational systems, just how can any of this be of benefit for the purposes of covert hypnosis?

People display certain types of body language depending upon the representational systems that they are accessing at the time.

If we can analyse this body language then we will be able to get a rough idea about whether a person is thinking about an image, a sound, a feeling, and whether or not they're constructing the image or remembering it.

This can be immensely useful in covert hypnosis as it allows us to use wording that mimics the type of thought that the person is constructing. If someone is thinking of sounds then we can use words such as 'hear' or 'tonal' in order to further reinforce certain states of thinking.

We can also use body language to determine if a person is remembering or making a thought up. This can help us to determine whether someone is lying to us, or whether they have some past connection to what we're saying.

Eye cues are one way that people display the representational system that they are accessing. Whilst the method behind interpreting eye cues that you are about to learn may sound quite simple, it does in fact take a lot of practice to master.

Eye cues basically represent the direction a person looks when they access a certain representational system. In NLP, we are able to determine the representational system that a person is accessing by looking at the direction in which their eyes move.

Now here is a point that you must understand and remember, as it is incredibly important but often forgotten by NLP practitioners, and the point is this: *eye cues are not consistent for everybody.*



There are a standard set of eye cues that conventional NLP will teach you, however I'm going to tell you that you will find they don't apply to everyone. Just as some people are left handed, or more left brain centric than others, so too the NLP cues can be reversed, and in some cases, may tell us very little about what a person is thinking.

Don't let any of this worry or confuse you however, as I will be covering in detail how to adapt to a person's eye accessing cues, even if they differ to the conventional NLP form.

To begin with, I will teach you the conventional NLP form of eye accessing cues. Make sure you memorise these directions and the representational systems each direction represents, as all other models I will be teaching you will be based upon this conventional model.

### **The Conventional Eye Accessing Cue Model (right brain dominant)**

I'll start by explaining the directions associated with the various representational systems.

When a person looks to the upper left or right, they are typically thinking about an image of some form.

When a person looks to the left or right (in a horizontal line), they are typically thinking about a sound of some form.

When a person looks to the lower left they are using their internal voice (Ai), when looking to the lower right they are accessing their kinesthetic representational system (K).

Except for when a person looks down, the direction the person looks (left or right) depends upon whether the person is constructing or remembering an image.

When a person looks to the left, they are typically remembering an experience, and when they look to the right, they're typically constructing one.

This gives us the conventional eye cue model for accessing representational systems, which is as follows -

Looking to the Upper Right: Constructing something visual (Vc)

Looking to the Upper Left: Remembering something visual (Vr)

Looking to the Right: Constructing something auditory (Ac)

Looking to the Left: Remembering something auditory (Ar)

Looking to the Lower Right: Having a Kinesthetic thought (K)

Looking to the Lower Left: Speaking internally (Ai)

From this conventional model we are able to have a vague idea about the type of thought a person is thinking about. Obviously we won't know what thought exactly, but we will know whether or not the thought is visual, auditory, kinesthetic, or internal dialogue.

Let's now look at an example of how observing eye cues can be useful for conversational purposes.

Now for the example, imagine that you're in a nightclub and you approach a member of the opposite sex that you're attracted to (I know I always use examples like this, and I realise that this isn't a seduction guide, but I find that these sort of examples present the diversity of conversation that is required).

So, you approach this person and ask them the following:

*“Hello there, my name is John, may I ask yours?”* (quite tacky I know, but we'll use it for the example)

The person replies to you *“I'm Francesca, pleased to meet you”*

You then decide to say *“So are you enjoying tonight, or is there some place you'd rather be?”*

Francesca may then reply *“Hmm, nope, I like it here”*. Now whilst giving her reply, imagine that Francesca moved her eyes to the upper right. This

would indicate to us that Francesca was accessing the Visual Constructed (Vc) representational system.

This would mean that Francesca was creating an image of some form, if even only for a brief moment.

From this we can deduce that Francesca may have thought of some other place that she hasn't been to, but that she'd rather be. Perhaps a better nightclub, a distant beach, but an image of some form that she created and that she has not experienced (remember the difference between visually constructed images and visually remembered images).

Now even though we don't know what the thought was, we can attempt to establish rapport with Francesca by *identifying with her*.

We do this by mentioning a visually constructed place that we'd rather be, in the hope that she could relate to us.

Let's say that this visually constructed place is some distant location, let's say a beach on the Bahamas. Now imagine our reply is as follows -

*"I'd rather be at a nice far away beach in the Bahamas, watching the sunset"*

This reply could of course be responded to in two ways. One possible reply may be *"I see, I like it here fine though"* however this sort of response is more unlikely if she has also imagined a place that she'd rather be.

She is more likely to respond with something along the lines of *"Yea, that would be nice"*. Now don't mistake this form of response as Francesca just being polite, she may genuinely agree with what we're saying but just be a little shy or hesitant to initially express herself as much as she may like.

From here we may continue the conversation further, after having at least 'broken the ice' (as the saying goes) and established some form of familiarity.

So in the above example, we've identified a representational system (the visually constructed thought), and we've responded to it.

You can just imagine the large number of possible scenarios and the different ways we could continue a conversation based upon the representational system that the person accesses when we're speaking with them.

Now, let's look back to our example.

Initially when Francesca responded “*Hmm, nope, I like it here*” we must think of the possibility that she isn't telling us the truth. This isn't due to dishonesty at all, it could rather be due to her not feeling open enough with us to comfortably disclose her true feelings.

Remember this principle, as it's one I live by in any conversation: *body language speaks louder than words*.

It's such an important principle to grasp, as people will often verbally mislead you, and most of the time it is unintentional. Most people aren't 'liars' in the conventional sense, they're just not that open with their thoughts.

The reason for this could be because of perceived social rules of what's 'appropriate' to say and 'what's not', or because you haven't yet established a deep enough form of rapport in order for them to be open.

All I wish to emphasise is the principle that I gave above: *body language speaks louder than words*.

If a person is saying one thing, but their body language indicates another, go by the body language.

In the above example, you will notice that the person accessed their Visual Constructed representational system. As has been explained, this tells us that they most likely constructed an image.

Now this alone doesn't mean to say that Francesca would rather be at the place that she imaged, but when we use the keywords “*place you'd rather be*”, we're sort of forcing her to think about a place she'd rather be, even if it wasn't her original intention to do so.

We can therefore derive the conclusion that she *most likely* imagined a place that she'd rather be, even though we don't know this for sure.

In the above example I'd be more inclined to believe her body language, which was her eyes moving to the upper right, and believe that there was a place she'd rather be, and that she imagined this place.

I hope you understand the significance of what I'm saying. The words I used in the example aren't relevant to anything, I'm just using the example to demonstrate the way people speak and analyse information, and the eye cues that they display in analysing this information.

If you haven't quite grasped my point then I suggest you re-read over the example and the text up until this point, as now I will be continuing onto a separate sub-topic.

### **Inconsistency In Eye Cues**

Now that you understand the importance of eye cues, I can teach you how to identify the representational system that the person is accessing with them. “But hang on, you just taught me that” is what you may be thinking.

Yes, I did teach you that, I taught you the conventional eye accessing cue system which is the most common way people access information, however that system doesn't apply to everyone.

In fact, you will notice that some people may even look downwards in order to recall auditory thoughts. I realise this makes things complex, however I unfortunately didn't design the human brain, so I shall explain how to identify differing eye cues as best as I can.

One of the main differences you will notice are in people who are left brain dominant. There are several ways to determine whether someone may be left brain dominant as opposed to right brain dominant (the conventional method you were taught earlier applied mostly to people who are right brain dominant).

Signs of left brain dominance include -

- Use of left hand for many tasks
- Often plans ahead for expected future experiences
- Displays more traits from the 'emotional suggestible' type
- May be more introvert as opposed to extrovert

If any of the above signs are displayed, then use them as an indication that someone may be left brain dominant.

Now if someone is left brain dominant, chances are that the way they access representational systems will be reversed.

I will refer to this as the 'left brain dominant eye cue system'. The way a left brain dominant person uses eye cues is most often as follows -

Looking to the Upper Right: Remembering something visual (Vr)

Looking to the Upper Left: Constructing something visual (Vc)

Looking to the Right: Remembering something auditory (Ar)

Looking to the Left: Constructing something auditory (Ac)

Looking to the Lower Right: Speaking internally (Ai)

Looking to the Lower Left: Having a Kinesthetic thought (K)

You will notice that the person looking up still represents visual thoughts, the person looking left or right still represents auditory thoughts, and the person looking down still represents internal dialogue/kinesthetic thoughts, however the directions for remembering/constructing thoughts have been reversed. This is all that has changed.

One way to test whether or not a person's mind uses the conventional representational system or the left brain dominant representational system is through the process of deductive testing.

Try asking the person to “*imagine what it would be like to be on a far away beach that you've never been to, a beach that was most relaxing and calm*”.

Since they're constructing a beach within their mind, see which way their eyes move. If it's to the upper right, then they most likely have a conventional representational system, whereas if it's to the upper left, then the person will most likely have a left brain dominant representational system.

### **3. Submodalities**

If you consider a representational system to be a modality, then imagine a submodality to be a part of a representational system.

The way people interpret and respond to information varies greatly between each individual. With submodalities, we look at the finer points of each thought and see just what it is about the thought that invokes a feeling of positive or negative emotion.

Imagine someone visually remembering (Vr) an image of some form. We can examine the submodalities of such an image as follows -

- Is the image bright or dim?
- How many images are there?
- Is the image quite distinct, or is it fuzzy or vague?
- What does the image represent?
- How big is the image?
- Is there anything next to or behind the image?
- Is the image a certain colour?

If someone remembers something auditorily (Ar), we may examine the submodalities of the sound as follows -

- How loud is the sound?
- Does it have a soft, neutral or loud tonality?
- How many sounds are there?
- Is the sound in mono or stereo?

If someone remembers something kinesthetically (K), we may examine the submodalities as follows -

- What does the touch feel like?
- Is the touch pleasant, neutral, or does it cause discomfort?
- Which part of the body is the touch taking place?
- Is the person relaxed, anxious or indifferent when imagining the touch?

The above submodalities are all things we can examine in a given representational system.

Now I'll give an example of how a submodality is ordinarily triggered in a conversation, and how it can have an effect on the emotions of an individual.

Imagine we are speaking with someone and we say *“Yea I was driving down here earlier, I almost had an accident because this idiot veered into my lane without indicating”*

The person who we're speaking to may have a memory of a car accident they were in where they or a friend of theirs was badly injured. Causing the person to remember such a thought may result in them becoming saddened, or frightened.

Let's examine how such an experience is remembered.

First, the person visually remembers the thought through their Visual Remembrance (Vr) representational system.

The person then associates certain submodalities of the thought with feelings of sadness, or being frightened.



The image of a car and the image of a road are both visual submodalities. These two submodalities, when triggered separately, may cause slight feelings of grief, but when triggered together may cause the person great sadness and/or fear.

In the given conversation, causing the person to visually remember such submodalities may cause these negative emotions, which is something we don't want.

Now let's examine how these exact same submodalities may be positive in another person.

Let's say the person recently bought a new car which had all the latest safety features. This person really enjoyed their car, and loved driving it.

When you mention *“Yea I was driving down here earlier, I almost had an accident because this idiot veered into my lane without indicating”*, the thought that may spring to this person's mind may be something such as *“well my car has the best ABS breaking system, I would have avoided an accident easily, I love my car and its capabilities”*.

In this case the submodalities of a car and a road would bring one of confidence, enjoyment and possibly safety.

As you can see, two entirely different sets of emotions in two different people are brought upon by the exact same submodalities.

The lesson to learn from this is that the way one person responds to submodalities may not be the same as the way another person responds to them.

Now the most important thing to understand at this stage is that when you're having a conversation with someone, try and see the way that the person responds to information; not just with their eye cues, but also with the words they use, their tonality and their body language.

Whilst you may be able to identify whether or not a person is responding to a visual, auditory, internal or kinesthetic thought through eye cues, also see whether or not such thoughts bring comfort or discomfort. Take a look at what it is you're saying and try and determine *why* your words may be causing such emotions.

If you can identify a submodality that makes the person happy, then try and trigger this submodality further by bringing up the same keywords that triggered it initially.

We will be expanding upon representational systems and submodalities in later chapters.

What you should have learned from this chapter is how to identify the representational system a person is accessing through the use of eye cues. You should also now understand that people may respond to the same submodalities in differing manners.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is a representational system?

A. The system through which a person accesses a thought.

Q. What are the four main types of representational systems?

A. Visual, external auditory, internal auditory and kinesthetic.

Q. What two representational systems can be either constructed or remembered?

A. Visual and auditory.

Q. What is one form of body language through which people display the representational system they are using?

A. Eye cues

Q. If a right-brain dominant person looks to the upper right, what is the most likely representational system that they are accessing?

A. Visual constructed (Vc)

Q. What is an example of a visually constructed thought?

A. An example could include: Imagining a blue elephant flying through the sky.

Q. If a right-brain dominant person looks to the upper left, what is the most likely representational system that they are accessing?

A. Visual remembered (Vr)

Q. What is an example of a visually remembered thought?

A. An example could include: Recalling the memory of an event that you enjoyed when you were a child.

Q. If a right-brain dominant person looks to the right, what is the most likely representational system that they are accessing?

A. Auditory constructed (Ac)

Q. What is an example of an auditory constructed thought?

A. An example could include: Imagining what it would sound like to hear the waves of a waterfall crashing at a place you haven't been to before.

Q. If a right-brain dominant person looks to the left, what is the most likely representational system that they are accessing?

A. Auditory remembered (Ar)

Q. What is an example of an auditory remembered thought?

A. An example could include: Remembering the sound of the waves crashing at a waterfall that you have been to before, or remembering something that was told you to by someone.

Q. If a right-brain dominant person looks to the lower right, what is the most likely representational system that they are accessing?

A. Kinesthetic (K)

Q. What is an example of a Kinesthetic thought?

A. Thinking what it would feel like to touch a sponge.

Q. If a right-brain dominant person looks to the lower left, what is the most likely representational system that they are accessing?

A. Auditory Internal (Ai)

Q. What is an example of an Auditory Internal thought?

A. Thinking to yourself 'Hmm, I wonder what I should wear today'.

Q. Give an example of a type of Visual submodality

A. One example is: Brightness

Q. Give an example of a type of Auditory submodality

A. One example is: Pitch

Q. Give an example of a Kinesthetic submodality

A. Hardness of something being touched

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Find a friend or family member to sit down with you. Ask them to think of a number of different thoughts, including remembering and constructing visual and auditory thoughts, and kinesthetic thoughts.

Plot down on a chart the direction the friend/family member looks to when remembering the specific thought you ask of them. See if you can notice any patterns within their eye movement, and try and determine whether they're left brain or right brain dominant when they access their representational systems.

## Chapter 7 - A Journey Into Mentalism

### **1. The Art Of Deception**

One of the things you will be doing as a covert hypnotist is wording suggestions in such a subtle way that people will effectively be deceived from your true intentions.

You may find doing this sort of thing uncomfortable, therefore if you don't want to practice the Mentalism techniques that you will be taught then you should at least learn them so that you can defend yourself from people that do practice them.

Over the next two chapters you will be learning some of the techniques that psychics, mediums, clairvoyants and other charlatans use. It's important to understand that there is no such thing as supernatural phenomena, it is all fake, and it all works simply because you're deceiving other people into believing it works.

I never recommend that you practice any form of deception on anyone without their permission, and I do not condone the way psychics and other charlatans use deception to make money. I teach you these techniques in good faith.

So why is deception an essential part of covert hypnosis?

Covert hypnosis is about creating a false reality for a person, a false reality that they seemingly have no control over.

Just as you are sure that what you see, hear and touch is real, so too you also take for granted certain things you are told. If someone you trusted told you that they just saw a man running across the road, you'd believe them.

However, what if no man ran across the road and the person was just making it up? They've essentially constructed a false reality for you, a reality that isn't real.

We all do it from time to time. We're all prone to taking certain things for fact without testing whether they're real or not. It's just like believing in Santa Claus when we are a child. We take it for granted because the person that's telling us Santa Claus exists is trustworthy in our eyes.

Believe it or not, we fall prone to this form of deception every day of our lives, even as adults. Sometimes in a desperate relationship we may cling to words that a partner is saying, even if they're not real.

People are willing to accept false realities all too often, and in covert hypnosis, we can use this major vulnerability in people to our advantage.

To start with, we will be covering Sleight of Mind.

## **2. Sleight Of Mind**

Sleight of Mind is the art of creating an illusion in a person's mind in order to achieve a certain goal.

The three step procedure that we follow in Sleight of Mind is as follows -

1. Create an expectation
2. Deliver the expectation
3. Act as if the expectation has become a reality

Please note that this three step procedure is something that I created, you probably won't find it elsewhere. I do find it to be a highly effective model for explaining the procedures involved in Sleight of Mind.

We will now cover the three step procedure in a little more detail.

The first step is to create an expectation that something is going to happen. Now this expectation can be anything you like, it can be convincing the person that you can get rid of all their stress, stop them from feeling pain, make them fall in love with you, make them give you a discount on a product, it can be just about anything you can imagine.

Now the trick is, is to create this expectation in a convincing manner. Simply telling someone you just met “*When I touch you, you will feel a tremendous sense of warmth*” won't do much. The person doesn't know who you are, doesn't have any trust for you, and rapport hasn't been established either.

Therefore if we want to create an expectation, the first thing we want to do is to create trust and rapport with the person.

From there, we can build up the expectation in the person. We want the person to desire the expectation, we want them to think that it's really going to happen.

So, let's say for example that we wanted to convince someone that we had clairvoyant powers. Of course initially the person would most likely not believe us, therefore we start by creating the expectation.

We could do this in a number of ways. One of the best ways I find is through the use of a story. So let's look at an example of a story that we could use -

*“You know when I was a kid I always seemed to be able to guess who was calling on the phone before anyone answered. And I don't just mean with people that always used to call at the same time, but with complete strangers too, sometimes people I never met. I know it sounds weird but I sort of found out that I had this ability, this sixth sense of sorts, to be able to see things for what they really are.”*

In the above example, we create curiosity in the person. They may have a slight interest, a slight belief in what we're saying. This creates the expectation in the person that we should be able to somehow prove that we do in fact have clairvoyant abilities.



The next step is to create that false illusion, to pretend to deliver the expectation even though we're not. The way we do this can be through a skill known as cold reading, which plays largely upon the use of observations of a person and generalisations based upon those observations.

If you've practiced the exercises that were mentioned to you in the previous chapters, you should now have a reasonable understanding as to whether or not a person is an emotional suggestible or physical suggestible after conversing with them for a short while.

If our person is an emotional suggestible, we can now pretend to have some clairvoyant insight into their lives, when in fact all we're doing is making a generalisation that would apply to just about every emotional suggestible.

By doing this we're effectively playing out the expectation that the person has of us. In this case it's that we're clairvoyant. Let's look at an example of what we could say to an emotional suggestible -

*“You know I can sense something about you, something that most people don't see... I can sense that you tend to think about things a lot, you tend to analyse your actions and past experiences a fair bit. Would I be correct in saying that you're quite self conscious about your actions?”*

Since the introverted personality type is more likely to apply to an emotional suggestible, the person is likely to be able to relate to what we're saying.

Their reaction may be something along the lines of *“Wow, yea that sums me up pretty real”*.

At this stage the person can see that we must have some sort of clairvoyant ability, as we told them that we were clairvoyant, and we've shown them a deep insight into their personality that they normally wouldn't let anyone know about.

Nevermind the fact that we've just done a basic form of psychological assessment on the person. The person is willing to accept just about anything

they're told, and in this case since we told them we're clairvoyant, they're willing to accept that explanation.

Now we simply progress on to the third step, which is to pretend the expectation has become a reality. From this point forth, we simply pretend that we're clairvoyant, and if the person asks us questions such as *“Are you really clairvoyant, I didn't think that sort of thing was possible, how did you really do that?”* we can simply reply *“It's not something that most people know about, but yes, it's real”*.

By acting upon the expectation, and pretending it's real, we create a false reality for that person. In their world, we're clairvoyant, even though we're not.

Now the above example utilises a form of Mentalism known as 'reading'. The next chapter will be devoted entirely to 'reading', so we won't cover it in any more detail here.

Now Sleight of Mind doesn't just have to involve us pretending to have supernatural powers, we can create other sorts of expectations as well.

Imagine that you're at a nightclub and there's a member of the opposite sex that you're attracted to. Let's say you want to kiss this person. If you simply walked up to them and kissed them, then odds are that they wouldn't feel comfortable with your behaviour.

If however you created the expectation that you kissing them would make them feel really good and happy, then they'll want you to kiss them.

We can apply the same three step principle to this example.

First of all, we create the expectation that a kiss will be a good thing. A way we could do this is by actively asking the person what it is they find makes a good kiss -

*“You know I have a rather interesting question to ask you. I'm just curious, what do you believe makes for a good kisser?”*

If we have established rapport with the person, they should be quite open to responding with a genuine answer, such as the following -

*“I think a good kisser is someone who keeps eye contact through the kiss, someone that you can really connect to”*

You may notice that the person is using a specific keyword here, such as 'connect'. They also mentioned the word 'contact'. We can incorporate these keywords in our response, without the person being consciously aware of it. Subconsciously however it will deepen our rapport with the person -

*“Yea... it's almost as if you can become one with the person for a few moments. You can connect with each other on every level”*

The person will most likely respond -

*“Yea that's right..”*

Now without you even mentioning that you wanted to kiss the person, you're creating the 'expectation' in the person that you're a good kisser.

The person will now carry forth the conversation themselves, and if all you do is maintain rapport, they will present an opportunity for you to deliver a kiss. No further action is required on your part.

You may subtly guide the person into the kiss by completing the second stage, which is acting upon the expectation. Sometimes this won't require any words on your part, you can just immediately go in for the kiss quite calmly, as if it's a natural progression. If you don't show any form of hesitation, the other person most likely won't either.

After the kiss has finished, you act upon the reality that you were a great kisser. You do this by perhaps smiling at the other person.

As you can see, you can apply this three step technique to any situation. Create the expectation, deliver the expectation, then treat the expectation as a reality.

Whilst in the second example the reality wasn't really false, you can use this technique to create real realities as well. This is essentially what Sleight of Mind is about, it's about creating realities through the use of expectation.

### **3. Misdirection**

Misdirection involves diverting a person's attention from the current situation at hand. It may be something you've said, it may be something that's happened, but if for whatever reason you don't want a person to focus on the situation at hand, you may divert their attention elsewhere.

Traditionally misdirection is used by magicians as a means of diverting the audiences attention to something else so that the magician can use sleight of hand or some other technique in order to conduct an action that the magician doesn't want the audience to see.

Whilst the term 'misdirection' has carried itself forward to mentalism, the actual techniques that we use are quite different. The principle of diverting attention away from something still remains the same however.

So when might we want to use misdirection in a conversation? Let's say that we're attempting to plant a discreet suggestion in a person's subconscious, and in doing so the person consciously notices the suggestion we're planting.

We must act very quickly in such a situation, and quickly divert the person's attention to something else, so that they forget the suggestion we were planting. Let me give an example.

Let's say we were trying to get a person to hand us over a certain piece of paper they were holding. We could word a discreet suggestion as follows -

*“You know, sometimes it's a good idea to hand over what you want, whatever it be, I think paper is a good thing to want”*

If the person was in the appropriate state of trance and we had rapport with the person, then there's a chance they'd hypnotically hand over the piece of paper they were holding to us. If on the other hand the person wasn't in a trance, or we didn't have rapport, then they may respond as follows -

*“I'm sorry, are you suggesting that I hand over this piece of paper to you?”*

This is a direct challenge that we need to quickly avoid. We can use a form of misdirection to direct the person's attention away from what we've said. An example could be as follows -

*“No I was saying that sometimes it's a good idea to just do what you want to do, to act upon your impulses, for instance haven't you ever felt the need to just go out with a group of friends when they've called you up, without any prior planning?”*

The person may respond -

*“Well yes, on occasion”*

What we've done is we've misdirected the person's attention from the original suggestion of ours that they discovered, which was for them to give us the piece of paper they were holding.

We've effectively changed the subject without them even noticing.

The way we do this is quite simple. We simply repeat part of what we originally said, and then change the meaning of what we said.

In the above example, we repeated the words “good idea” when we were conducting the misdirection. This made the person think that we were still talking about what we spoke about initially, even though we changed the subject.

Now sometimes we may want to use misdirection to plant a suggestion and then quickly change the subject, even if the person doesn't immediately notice we planted the suggestion.

This may be because if we don't change the subject, the person may eventually consciously think about our suggestion, which we don't want. If we change the subject however, only their subconscious should remember the suggestion, and they will potentially act upon it.

For example, let's say we wanted a person to lift their right arm when we gave them the command 'raise'. We may word the suggestion to the person as follows -

*“I always used to vote right wing, they had my hand in the vote. I've always been raised to vote right wing, my right hand would always be up when I was told to raise any funds.”*

This is a form of discreet suggestion, as you learned about earlier in the topic of Ericksonian hypnosis. We mention the keywords 'right hand' and 'raise'. The subconscious will put these two keywords together, and hopefully associate the word 'raise' with the action of lifting the right hand up.

We may now want to direct the person's attention onto a different subject after we've said what we did above. An example of a misdirection may now be -

*“So anyway, what's your view on the current political situation?”*

By doing this, we're diverging from the suggestion that was planted. This prevents the person from over-analysing our sentence.

So essentially, all misdirection is, is a way that we divert a person's attention from what we're discussing on to something else. We can use this for a number of purposes. Above you saw two examples that this could be used. In the first example, to divert the conversation from a potential conflict, and in the second example, to divert the conversation from a suggestion we

planted to ensure that the person wouldn't over-analyse our suggestion consciously.

Next chapter we will be discussing the mentalism technique known as 'reading'.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is deception?

A. The creation of a false reality.

Q. Why are false realities useful?

A. They allow a person to believe what we tell them, even if it's not real.

Q. What are the three steps involved in Sleight Of Mind?

A. The creation of an expectation, the deliverance of the expectation, and then acting as if the expectation has become a reality.

Q. What is misdirection?

A. Directing a person's attention away from the conversation or action at hand.

Q. What is misdirection useful for?

A. For avoiding a potential conflict in conversation, or to plant a suggestion and then quickly change the subject to prevent the suggestion being noticed.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice talking with someone and saying something that may start an argument. Once you notice a bad reaction from the person, attempt to misdirect the person by subtly changing the subject. You will need to use keywords from the topic that is causing the argument so that the person doesn't notice you're trying to change the subject.

Build up practice with this technique until you are able to seemingly divert people's attention away from potential arguments and maintain rapport.

### **Exercise 2.**

Using the knowledge you've learned thus far, practice giving people discreet suggestions and then quickly changing the topic of conversation so that the person doesn't notice the planting of the suggestion.



## Chapter 8 - Exploring The Art Of Reading

### 1. Cold Reading

Cold reading is commonly used by psychics, mediums, spiritualists and mentalists as a way of giving the illusion of clairvoyance, mind-reading abilities and the illusion of being able to look into a person's past. Dressed up with a good bit of showmanship, cold reading can convince a person that you're just about anything that you say you are.

Cold reading basically involves making observations of a person and then making vague statements based upon those observations that can be interpreted in many different ways.

These statements will seem to be quite direct in their nature, however in reality they're open ended and often a great play on words.

Take the following sentence for example:

*“Hmm, I sense you have a pet... it's not a cat is it?”*

If the person responded: *“Yes, I do have a cat”*, then we may turn the above sentence into a positive by replying *“Ahh yes, I thought so”*. This gives the illusion that we successfully guessed the person had a cat.

Now if on the other hand the person responds: *“No, I don't have a cat”*, then we may turn the above sentence into a negative instead by replying *“No, I didn't think so”*.

Both of our responses make sense and we can twist our sentence into either a positive or a negative depending upon the answer we're given. This is just one example of how cold reading uses such a play on words.

## The Three Step Process

Cold reading essentially follows a three step process, which is as follows -

1. Make a generalised statement
2. If the reaction is positive, make a direct statement, if the action is neutral, make another generalised statement on the same topic, if the action is negative, make a generalised statement on a different topic.
3. If a direct statement receives a positive reaction, keep making direct statements until a negative/neutral response is received, in which case move back to step 1.

I will explain what all this means.

To begin with, a generalised statement is a statement that could apply to many people. It usually has two meanings, and depending upon the reaction given, we pretend it was one meaning over the other.

Generalised statements should be worded in such a way so that you can never be wrong with them. They're designed to be vague, so that the person finds the meaning from the statement themselves.

Let's say we want to find out whether someone is an introvert or an extrovert. A generalised statement we could make to find this out would be as follows -

*“I sense that you're quite expressive with the way that you feel at times, however sometimes you tend to reflect a little on what's happened in the past.”*

As you can see this statement could apply to both an extrovert and an introvert. Now we look at the reaction we're given.

If the person says *“Well yea I am quite expressive but I don't really reflect much”* then we'll make a direct statement based upon the person being an extrovert.

If the person says *“I tend to reflect a lot on things, yea...”* then we'll make a direct statement based upon the person being an introvert.

If the person gave an indifferent response, such as *“Yea that's right”* or *“Well no, not really”* then we'll make another generalised statement as we won't have enough information to make a direct statement.

Now let's pretend the person responded with *“Well yea I am quite expressive but I don't really reflect much”*. This response would indicate the person could be more extroverted.

We will now make a more direct statement to see the response we get -

*“Yes... I can see that you don't mind going up to someone you've never met before and introducing yourself, you don't really seem to have any form of shyness about you”*

This is quite a direct statement. Now we may receive one of three types of responses from this: A positive response, a neutral response, or a negative response.

An example of a positive response could be -

*“Yea that's right, I enjoy meeting new people”*

An example of a neutral response could be -

*“Yea that's mostly correct”*

An example of a negative response could be -

*“Well I do get shy sometimes, and I usually prefer being introduced to people”*

Now keep in mind that the negative response is more unlikely than the positive response, because we've already received a response from the generalised statement indicating that the person is an extrovert.

If we did receive a negative response, we could reply with the following -

*“Yes of course, but I mean once you get to know someone, someone you really get on well with, you're not shy around them ”*

In which case the response would be an almost definite *“Yes that's right”*. Notice how we've quickly reverted to a statement that could apply to anyone? This makes the person think that they simply misinterpreted what we were saying, as opposed to us actually being wrong.

The above statement could apply to absolutely anyone. We all get on well with people that we know really well. So in this way we can turn a negative response into something positive.

Now going back to our original example, if we received a neutral response to our statement, a response such as *“Yea that's mostly correct”*, then we realise that there's something about our statement that doesn't apply to the person.

Let's look at our statement again -

*“Yes... I can see that you don't mind going up to someone you've never met before and introducing yourself, you don't really seem to have any form of shyness about you”*

There's really two parts to this statement. The first part *“I can see that you don't mind going up to someone you've never met before and introducing yourself”* and the second part *“you don't really seem to have any form of shyness about you”*. We need to find out which part applies to the person and which doesn't.

We could make what I like to call a *two-way statement*. A two-way statement is a statement that can be turned into either a positive or a negative depending upon the answer given.

Here is an example of a two-way statement we could use -

*“Yes.. do you have a lot of confidence when meeting new people?”*

If the response is negative: *“No I don't”* then we may reply with *“No, I didn't think you did”*.

If the response is positive: *“Yea I do”* then we may reply with *“Yes, I thought so”*

Either way, the response will confirm with us whether or not the person is generally shy or not. This is an example of how to test whether a neutral response is more positive or negative.

Now going back to our original example, let's say that we received a positive response, such as *“Yea that's right, I enjoy meeting new people”*.

This response indicates that the person is most likely an extrovert, and we can now begin to make direct statements based upon the extrovert personality trait.

Example statements could include -

*“I can also see that if you have new ideas, you prefer to express them in a group setting, share them with other people and get feedback.”*

or

*“I can see that if you're in a group setting, you don't really have any problems participating in the discussion like some people would”*

You can make just about any direct statement based upon the extrovert personality type, since we've received a positive response that the person fits into the extrovert personality type.

Now always be cautious not to over-do it. Always look at the reactions you're getting from the person. Not all extrovert traits will apply to all extroverts, and not all introvert traits will apply to all introverts.

The moment you get a neutral/negative response from a direct statement, clarify the statement so you get a positive response, then move on to another generalised statement in a different category.

Following these three steps is essentially all there is to the Three Step Process.

## **Observations**

Knowing what subject to make generalised statements on can be difficult if you've never spoken to the person before. We can tell a lot from just looking at a person and observing their appearance however.

For instance, if the person is highly decorated with jewellery and is wearing expensive clothing, we may make a generalised statement about finance -

*“I can sense that finance is a great concern of yours. Money is indeed one of the things in life that we can use to reach our goals, and I can see that this is an important part of your life, and rightfully so”*

If the person is in a stressful occupation and it appears they're reaching retirement, an appropriate generalised statement may be -

*“I can see that the day to day hustle of every day work is starting to take its toll on you. It seems you have retirement planned sometime soon, however you still have a lot of things that you're trying to prepare for retirement and this seems to be causing you a lot of stress”*

Just about any observation you make, you can dress up with a bit of good showmanship to give the illusion that you somehow have supernatural powers.

## **2. Warm Reading**

Warm reading involves making generalised statements that can apply to virtually anybody. They're not based upon any observations or responses, they're rather just pre-memorised statements that you can use.

Warm reading is useful if you're having a telephone conversation with someone you don't know, and you haven't had a chance to get a feel for the way the person may think or behave.

Since cold reading works best once you've spoken to a person for a little while, warm reading is a great 'ice-breaker' as it allows you to make accurate statements right off the bat, before the person has even spoken.

Let's look at some warm reading examples -

*“You seem to have certain goals that are quite unique to you, that are quite different to the goals an ordinary person might have. Whilst you don't often make these goals obvious, it seems that you work towards them as best as you can”*

Almost everyone believes that they're somehow unique to most other people in some way. This statement will therefore seem like you have some psychic insight into the person's mind, when in fact all you're doing is just making a statement that could apply to just about anybody.

Another example of a warm reading statement -

*“It seems you've learned a lot in the space of just the last couple of years. You've had a lot of experiences which have effected your outlook on life to*

*some degree, and I can see that you've learned a lot from your past mistakes”*

Since we as humans are most often focusing on the present and future, we often forget our past emotions for any period longer than a couple of years. Whilst we may have specific memories from experiences spanning many years ago, we are generally more focused in the present, in the 'here and now'.

Because of this, it will always seem that it's only in the space of the last couple of years that we've started to really understand certain aspects of life. In reality we felt like this 5 years ago, 10 years ago, however we've just forgotten about it. The above statement can be quite powerful in this regard.

You can construct any statement, so long as it is likely to apply to everyone. You can then give the impression that the statement just applies to the person you're speaking to. This is what warm reading is.

### **3. Hot Reading**

Hot reading involves making statements about a person when you already have prior knowledge about them, without the person knowing that you have such prior knowledge.

You can use this knowledge to give the person the illusion that you somehow have an incredible magical insight into their lives, making them completely dumbfounded and almost guaranteed to believe in whatever you tell them.

Hot reading is by far the most powerful form of reading, as it is incredibly direct and 100% accurate, however obtaining knowledge about a person without them being aware of it can be a difficult task.

An example of hot reading would be speaking to an ex-friend of a person, and having the ex-friend tell you intricate details about the person's life that no one else knows about.



You would then approach the person, pretending to know nothing about them, and tell them that you were psychic or possessed some form of paranormal ability.

This person may reply *“Yea whatever I don't really believe Psychics exist”*

You may then reply *“Looking into your life right now ,I can see that you're depressed, you've recently broken up with your boyfriend, in fact... last week you broke up with him, and this has been causing you a lot of stress... his name, is it.. James.. Jones... no... yes... James? James yes... that's his name, you've been messaging James a lot and he hasn't been responding, I can see this is worrying you a lot. You're also worried about study at the moment, you're losing your enthusiasm to continue your study at college due to your recent break up... I can also see, yes your favourite colour is black”*

Such an incredibly direct and accurate form of reading could not be achieved through cold reading or warm reading, but can be achieved through hot reading if we have the necessary facts about the person beforehand.

The reaction that we get from such a statement is unbelievable. People's mouths will often drop due to how stunned they will be. People will truly believe that you have some form of psychic power.

Hot reading works due to the human mind's natural tendency to believe in things without conducting any form of investigation or critical analyses into them. Hot reading is the perfect method to exploit this tendency.

So we have discussed the three forms of reading – Cold Reading, Warm Reading and Hot Reading. Let's quickly summarise the differences between each form below -

### **Cold Reading -**

The making of generalised statements based upon observations of a person, and then looking for their response. If the response is positive, make a direct statement about the observation. If the response is neutral, make another

generalised statement about the observation, if the response is negative, make a generalised statement about a different observation.

So essentially, cold reading is about reading a person 'coldly', without any prior knowledge about them, and is based upon the way the person looks, behaves and reacts to what you tell them.

### **Warm Reading -**

The making of generalised statements that could apply to almost anyone. These types of statements are usually quite broad and non-specific, and don't have as a deep effect as cold reading or hot reading.

### **Hot Reading -**

The making of direct statements based upon prior knowledge of a person. This form of reading can be incredibly powerful if the person does not know that you have any such prior knowledge about them.

## **4. The Win-Win Game**

Sometimes when making statements, be they through cold reading, warm reading, even hot reading, you will meet resistance, especially when you're first practicing and are perhaps slightly overconfident.

Knowing how to overcome even negative statements and turn them into positive ones is what's called the win-win game. The win-win game basically means that you always turn a negative into a positive.

If someone flat out says “*no, you're wrong*”, then you turn it around and make it seem that they misinterpreted what you were saying. You can do this in a polite way of course, and then using misdirection you can divert the subject to something else, so the person will forget the point you were wrong about.

The trick is to only make direct statements when you're almost certain that they will be correct. Even with your direct statements, always make your wording just slightly cautious. This cautiousness doesn't have to be noticeable, but it can be immensely useful should you be wrong with your statement.

Use of the words “may” “most likely” “I think” are cautious words, and should be employed when possible.

An example of a direct statement that is difficult to back out of is the following -

*“I absolutely know for a fact that you become terrified when speaking with strangers”*

You should *never* use such a direct form of statement in any type of reading. If you're wrong, it becomes very hard to back out of such a direct statement and keep your credibility.

An example of a direct statement that leaves you a back-out plan, should the worst case scenario arise, is the following -

*“I get the feeling that you become quite nervous when speaking with strangers you haven't met before”*

Now if the person replied to the statement with “*no, I actually feel very confident meeting strangers*” we may then use our caution to our advantage. We could reply with -

*“No sorry, I didn't mean the nervousness in a literal sense, I meant a form of excitement, a little shudder of anticipation even, hoping that the person you're meeting is going to be interesting and that you'll have something in common with them, that's what I'm referring to, you feel that don't you?”*

We've overcome the rejection by cautiously backing out of what we said, and then pretending that the person misinterpreted our direct statement.

We've then offered a more likely alternative which is almost certain to be true, since the person said *"I actually feel very confident meeting strangers"*.

We've completely reversed what we've said with our initial statement. In effect we've said the opposite, and the worst that will happen is that the person will simply think that they misunderstood what we meant.

This is essentially what the win-win game is. If it looks like you made an incorrect direct statement, then you can make the person believe that they misinterpreted what you said. You're basically turning the negative into a positive.

Let's look at some more win-win statements.

Incorrect statement: *"I see that someone that was close to you has recently passed away"*

Reply: *"Actually no, no one has passed away"*

Win-win statement: *"No, not someone you know, but someone that looked up to you, that cared about you, they were a secret admirer of sorts, but you didn't know this person very well at all"*

Another example -

Incorrect statement: *"I can see that the stresses of life are starting to take their toll upon you, especially at work. There seems to be possibly something about your work-life that is stressing you"*

Reply: *"Actually I love my job, it's the one thing that keeps me sane"*

Win-win statement: *"I mean there's something about your work life that is stressing someone close to you, someone that loves you a lot... those long hours you spend in the office seem to be causing them a lot of stress"*

For the last example, it doesn't matter that we used the words “stressing you” at the end of our incorrect statement, and then proceeded to talk about the stress happening to someone else in our win-win statement.

You will find that people forget the object of the subject, so long as the subject remains the same. Therefore the object becomes interchangeable.

We will be covering how these forms of reading and the win-win game are used by all types of charlatans in Chapter 12. However there are some other things that you must learn first before we progress with our Mentalism studies.

## **5. Revision**

Make sure you understand the following questions and answers before moving on:

Q. State the three step principle used in Cold Reading

- A. 1. Make a generalised statement  
2. If the reaction is positive, make a direct statement, if the action is neutral, make another generalised statement on the same topic, if the action is negative, make a generalised statement on a different topic.  
3. If a direct statement receives a positive reaction, keep making direct statements until a negative/neutral response is received, in which case move back to step 1.

Q. With cold reading, how do we determine what to make a generalised statement about?

A. By our observations of the person.

Q. Give an example of a possible observation.

A. Observing that a person is wearing a lot of jewellery, and therefore may have quite a focus on their appearance.

Q. What is warm reading?

A. Making statements that could apply to anyone.

Q. When is warm reading useful?

A. When we can't make any observations about a person.

Q. What is hot reading?

A. Making statements with prior knowledge about a person, and pretending that you don't have any such prior knowledge.

Q. How does the win-win game work?

A. If someone responds in a negative way to a direct statement, then make it seem that the person misinterpreted the statement. Turn the statement into a positive.

## **6. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice cold reading on someone you haven't met before. Tell them that you just want to test out a new skill that you've learned. See how far you can get

in impressing the person, and try to use the win-win game to make it seem you're always right.

### **Exercise 2.**

Try making up some generalised statements that seem to be very personal, but can in fact apply to anyone. Practice making these statements on strangers and see how accurate the statements seem to be. See the reactions you get and progress on to cold reading after you've made some observations about the person.

### **Exercise 3.**

Gather some facts about a person and then conduct hot reading on them. Note the reactions you get.

Note that the above three exercises will take a lot of practice to get the hang of. Don't skip this exercises section, as understanding and applying reading is very important.

## Chapter 9 - Hypnotic Tonality

### 1. Importance Of Tonality

Have you ever spoken to someone and their voice just seemed to have such a relaxing, hypnotic effect on you, that it didn't really matter what the person said, you just enjoyed listening to them?

Some people have a natural form of hypnotic tonality, and these people are normally the ones that are able to get on well with a wide variety of people and qualm potentially hostile situations through the use of their voice alone.

The vast majority of us don't have natural hypnotic tonality, however don't worry, because hypnotic tonality can be learned, and in this chapter we will be discussing the exact steps you can take to achieve a hypnotic tonality in no time.

Before continuing, let's first discuss the importance of tonality in general.

You may remember learning about Anchoring and conditioning within the earlier chapters on NLP. Anchoring, as you will recall, is simply the association of an emotional state with an action of some form.

We are going to progress on what you were taught a little.

Anchoring doesn't have to involve actions in order to anchor an emotional state to something. A certain phrase or the tone in a person's voice can anchor things just as well as an action, and in some cases even better.

When you were growing up as a child, you subconsciously registered differing forms of tonality with different emotions.



If your parents were yelling at you as a child, telling you off for doing something wrong, they'd use quite an assertive, maybe even an aggressive tone of voice.

You knew that this tone would result in some form of reprimanding, and therefore whenever you heard this tonality you'd realise that you perhaps did something wrong.

Likewise, when you were being hugged and cared for you were more likely to experience a much more maternal, softer form of tonality from your parents.

Over time you begun to associate this softer form of tonality with an emotional state of happiness, love and openness.

There are many other forms of tonality that we associate with certain emotions from a young age. When we hear a shaking tonality, we associate it with nervousness. When we hear a tonality that is talking down to us, we think of the other person as believing they're an authority over us.

All these different types of tonality are associated with many different emotional states within our subconscious, and the tone someone uses in their voice can trigger a deeper emotional reaction within us than the use of any words alone.

Maintaining a tonality that invokes a state of relaxation and happiness in a person is one of the quickest and easiest ways to establish rapport.

## **2. Desired Tonality**

In this section I will teach you the tonality of voice you should use when speaking with people.

You may think that you'll only want to use this desired tonality when you're trying to covertly hypnotise someone, however if you really want to master

hypnotic tonality, you should use this form of tonality all the time, with everyone you speak to.

Once you see it's powerful effects, you most likely won't want to go back to using your old tonality.

So the first thing you want to do is achieve a soft, relaxing, maternal sort of tonality in your voice.

Don't think that this means you'll be speaking like a woman if you're a man, or like a girl if you're a woman, as this is not the case. You will still be using your natural voice, but just in a softer, less threatening tone.

Let's start with changing the tonality you use when using quite heavy, threatening words. We will start with the word 'argument'.

Say the word 'argument' aloud.

You may notice quite a directness or indifference in your tonality. We want to change this directness/indifference into a tone that is empathetic. By empathetic I mean a caring sort of tone, a tone that doesn't have much pitch to it.

*(Note: You will need to be listening to the Audio CD version of this ebook for the next section)*

Listen to the way I say the word argument normally – 'argument'. Now listen to the way I would say it with an empathetic tone – '*argument*'.

Notice how the second time I said argument I had a much softer, more caring tone in my voice. I essentially desensitised the aggressiveness normally associated with the word.

What we want to do is use this form of empathetic tonality with sentences that would normally sound quite threatening. For example, take the sentence "*He's quite a troubling sort of man*".

Now listen to the same sentence again with an empathetic tone - “*He's quite a troubling sort of man*”. By changing the tone of your voice to be more empathetic, a normally threatening sentence can sound quite relaxing.

### **Pitch of Voice**

Another thing you will want to focus on is the pitch of your voice. The aim is to keep the pitch of your voice nice and consistent, don't lower it or raise it any more than you would normally.

For example, if you're asking a question such as “*but do you really think that?*” there's a natural emphasis on the word 'really'. When using empathetic tonality you want to try and get rid of that emphasis altogether, let the word 'really' blend in with the rest of the sentence.

Listen to the two examples below -

“*but do you really think that?*” - this is an example of the natural tendency to emphasise the word really.

On the other hand -

“*but do you really think that?*” - is an example of maintaining a consistent pitch. Notice how the word 'really' isn't emphasised at all.

The key is to never raise or lower your pitch. Just like your tonality, you want to keep it the same. Doing this will make your voice sound consistent, soothing and relaxing.

### **3. Maintaining Consistent Tonality**

Once you have established an empathetic tonality, the key to making it hypnotic is by maintaining it.

This may sound easy enough, however it can be easy to let emotions change your tonality if you're not careful.

The reason that your tonality must be consistent is that the person you're speaking to must come to trust that you will always have a calm, soothing voice.

At first whilst your voice may seem nice to them, they will still expect you to raise or lower your tonality depending upon your mood or emotions.

If however you keep your tonality consistent, and maintain it even when the other person isn't expecting you to do so, you can create the expectation in the person that your tonality will always be calm, maternal, and relaxing.

Once a person comes to trust you to always use a hypnotic tonality of voice, they will always be drawn to your words, they'll enjoy it whenever you speak.

This in itself can serve as a way to instantly send people into a state of trance, without the need to overload them with message units as you would normally.

It can also be a way to instantly establish and maintain rapport with people, as people will be more willing to try and find a way to like you if they find your tonality to be nice and relaxing.

### **Natural Suggestibility**

Believe it or not, but 20% of people are *naturally* suggestible to you. This means that you don't need to actually establish rapport with these people, you will naturally get on well with them anyway.

The reason this is so is because approximately 50% of people will have the same suggestibility type as you (be it physical or emotional). Out of these 50%, just under half will have the same *degree* of suggestibility as you do.

For example, you may be only a bordering emotional suggestible, however you may come across someone who fits every typical trait of an emotional suggestible (making them an extreme emotional suggestible). In such a case,

just because you and the other person both have the same suggestibility type, it does not necessarily mean you will both get on well together.

Now when you have the same *degree* of suggestibility with another person, then there's a very high chance that you'll naturally get on well with them.

You'll both use the same sort of words, you'll think of things in the same way, and you'll always naturally word suggestions to each other in a way that you're both used to. So about 20% of people you meet will fall into this same degree of suggestibility as you.

The reason it's important to understand this is because when you have a hypnotic tonality with these 20% of people, there's a good chance that they will be in hypnosis whenever you're talking to them.

This means that they will be in a trance state, and will do just about anything you tell them to do, just so long as it doesn't go against the person's fundamentals morals or beliefs.

Therefore: Hypnotic Tonality + Meeting someone with the same degree of suggestibility = Instant Induction Into Hypnosis.

The other 80% of people you meet may still find your voice to be soothing, however you will still have to work at bringing them into a state of trance if you wish to guide them into hypnosis to plant suggestions within them.

If you have rapport established with the person, this becomes an easy process.

### **Wording Suggestions Whilst Using Hypnotic Tonality**

As you're aware, there's two main suggestibility types – physical and emotional. In this section we will be covering a couple of short examples of how you would word some suggestions whilst using hypnotic tonality.

Let's say that you wanted a car salesman to sell you a car at a heavily discounted rate. Let's say that we've identified the car salesman's personality type to be that of an emotional suggestible. Here is the example -

You: *“Not that you'd have to but I know that car would be worth a lot more to me if you were to give me 50% off its value”*

Car Salesman: *“I'm sorry but I can't really give you 50% off”*

You: *“No not at all, I'm not trying to ask for that, I just believe that it would make us both feel very happy to be able to do business with each other today, I think that would be a nice thing for us both”*

Car Salesman: *“Yes, so you'd like to buy the car?”*

You: *“I've given it some thought and yes, given the conditions, I'm happy to accept the 50% discount, but you can't go any lower than that can you?”*

Car Salesman: *“Well no... 50% as it is would be stretching it”*

You: *“That's fine, I wouldn't want to do anything that would prevent this deal from going through, I'm happy with just the 50% discount.”*

Let's have a closer look at the above example.

To begin with, we'll assume that rapport was already established with the car salesman, as this is an obvious first step. Now let's look at our initial statement -

*“Not that you'd have to but I know that car would be worth a lot more to me if you were to give me 50% off its value”*

In this sentence the first thing we're doing is making the person feel like we're not pressuring them in any way. We do this by beginning with the words *“Not that you'd have to...”* this makes the person feel like they're in control of the decision making process.

Now considering that the car salesman has the objective of selling us the car, by saying the words *“that car would be worth a lot more to me...”* we're giving him an indication that we may be interested in buying the car. We're then telling him that the means through which he could sell us the car would be through giving us a 50% discount off the car's value.

Notice that we never directly ask for a 50% discount, as this will be a direct question. We want to be indirect in our suggestion. We're telling him that we may be interested in buying the car if there were a 50% discount. That doesn't put any pressure on the salesman to give us a yes or no answer.

Now the car salesman replies with *“I'm sorry but I can't really give you 50% off”*. This is quite a normal response and is to be expected, since it's a subconscious sort of automated response that the car salesman is used to giving to such suggestions.

Now we then replied with - *“No not at all, I'm not trying to ask for that, I just believe that it would make us both feel very happy to be able to do business with each other today, I think that would be a nice thing for us both”*

We begin the sentence with *“No not at all”*. This shows that we're agreeing with the salesman in that a 50% discount is out of the question. This dispels his automated subconscious response that he can't sell the car for a 50% discount, and allows him to think consciously about the proposition instead.

We further reinforce this by saying *“I'm not trying to ask for that”*.

We then tell him, with our empathetic tone of voice *“I just believe that it would make us both feel very happy to be able to do business with each other today, I think that would be a nice thing for us both”*.

Notice we're using very calm, relaxing words, with a consistent soft tonality of voice. This will have a relaxing, hypnotising effect on the salesman, and he almost certainly won't reject what we're saying, for he doesn't want this relaxing tone in our voice to end.

*“Yes, so you'd like to buy the car?”* is the response.

We then reply: *“I've given it some thought and yes, given the conditions, I'm happy to accept the 50% discount, but you can't go any lower than that can you?”*

Notice how we confirm that we're getting the car for a 50% discount. Before the salesman has any chance to think about what we said, we immediately interrupt the salesman's thinking process saying *“but you can't go any lower than that can you?”*.

This forces him to analyse two questions at the same time. First he's thinking about selling the car for a 50% discount, but then he's also thinking about selling the car for more than a 50% discount. Obviously the latter thought is more severe, and therefore he will respond to this thought first.

The reply in this case is - *“Well no... 50% as it is would be stretching it”*

We then confirm the 50% discount, making the car salesman think that he offered us the discount, even though he never did.

*“That's fine, I wouldn't want to do anything that would prevent this deal from going through, I'm happy with just the 50% discount.”*

This effectively seals the deal. Combined with our empathetic tonality, our suggestion to sell the car for a 50% discount has successfully been planted.

Now let's look at another, more brief example, but in this case we'll choose someone of a physical suggestibility type.

As you know, we need to use discreet wording when we're trying to plant subconscious suggestions. Since physical suggestibles respond to direct suggestions as opposed to indirect ones, you might well ask whether or not we use direct or indirect suggestions when trying to covertly hypnotise a physical suggestible?



The answer is, we use what's known as *direct-indirect* suggestion. We make direct suggestions to the physical suggestible, but word the suggestion in such a way that it appears that they have a choice as to whether or not they accept or reject the suggestion.

For example, say that we want to make a physical suggestible do something that they don't want to do. We may ask them the following question -

*“Do you want to do it now, or later?”*

This gives the person the illusion that they have a choice in the matter, when in fact all we're doing is giving them the choice to do the action either immediately, or at a later period of time. We don't give them the choice to not do the action.

To use a specific example, imagine that you're at a party and you're talking to someone. You need to go for a few minutes but you don't want the person to go anywhere.

You could ask the person the following question -

*“Can I get you a drink now, or do you want to wait until I get back?”*

This makes the person automatically think that they'll be waiting for you to get back either way.

If you just told the person *“I need to go for a few minutes, but I'll be right back”* the person may wander off and find someone else to converse with.

But by telling the person you will be getting them a drink, and then giving them a choice of when they'd like to receive the drink, they will feel as if they decided to wait for you by their own free will, when in fact the question you asked them did not give them any option of saying no.

A similar question could be posed to a stubborn child that refuses to have a shower -

*“Would you like to have a shower now, or later?”* This gives the child the belief that they have a choice in the matter, and they will be happy to accept one option or the other.

All you're really doing is creating the illusion of free will, without the person being aware that you're controlling the outcome.

This technique works a lot better on physical suggestibles than it does on emotional suggestibles, as it limits the choice of the person. You will find that emotional suggestibles don't respond well to their choices being limited, whereas physical suggestibles don't mind so much.

So practice everything you have learned in this course so far and combine it with a hypnotic tonality. By using hypnotic tonality, you will find a much higher success rate in establishing rapport, bringing people into trance, and being able to plant subconscious suggestions.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. Why is it so important to use a hypnotic tonality?

A. It builds instant trust and rapport between you and the person you're speaking with.

Q. What does hypnotic tonality consist of?

A. A soft, maternal tone of voice, that does not vary in pitch, and that remains consistent at all times, through all words, and through all emotions.

Q. Should you ever drop your tone of voice, or raise it, when using hypnotic tonality?

A. No.

Q. What percentage of people are naturally suggestible to you?

A. 20%

Q. Is there a good chance that hypnotic tonality alone will send these 20% of people into a trance, making them suggestible to you, without much other effort on your part?

A. Yes. You will have an instant hypnotising effect on 20% of people if you use a hypnotic tonality.

Q. For the other 80% of people, what strategy can you employ to send them into a trance?

A. Use an overload of message units of some form, such as an instant induction, or discreet suggestion.

Q. Would the following statement work better on a physical suggestible, or on an emotional suggestible? - *“Of course you don't have to give me that watch, it's entirely your choice. I just think it's always a nice thing when people help each other out with what they want”*.

A. Emotional suggestible

Q. Would the following statement work better on a physical suggestible, or an emotional suggestible? - *“Do you want to go out to dinner now, or later?”*

A. Physical suggestible

Q. Refreshing your memory to the chapters on Mentalism, give an example of a misdirection you could employ if someone said “*Are you trying to seduce me?*”

A. “*I wouldn't dare try such a thing, speaking of which, don't you think it's terrible how some people will always try to take advantage of others, especially like James Bond and the way he treats his girls? Have you seen his new movie by the way?*”

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Acquire a tape recorder and record yourself saying a sentence. Practice saying the same sentence again and again until you notice that there's no difference in the tonality between each word. Try changing the sentence and repeat the exercise until you can speak with a tonality and pitch of voice that does not change.

### **Exercise 2.**

After completing exercise 1, try lowering your tonality into one that is softer, more empathetic, and more maternal. Repeat exercise 1 with this new soft, empathetic, maternal tonality until you can maintain it when speaking any sentence.

### **Exercise 3.**

After completing exercise 1 and 2, practice speaking to friends and family members with this new tone of voice. Carefully pay attention to whether or not they are listening to you more than they normally would. If they are, this indicates that your tonality is having a soothing effect on them, and they enjoy listening to you speak.

Always remember to keep your tonality consistent, do not vary it.

## Chapter 10 - Personality Types And Suggestion

### 1. Suggestibility Types

As you are now aware, people fall into one of two suggestibility types: physical or emotional. These two suggestibility types often reflect a person's personality type (extrovert or introvert).

If we can determine whether a person is extrovert or introvert, then we will also have a very good idea as to what their suggestibility type is.

Extroverts are generally physical suggestible and respond to direct suggestion, whereas introverts are generally emotional suggestible and respond to indirect suggestion.

In this section we will be covering the differences between the two.

### **Determining the Personality Type**

The way we determine a person's personality type is by testing how the person reacts to certain questions and statements, and what their general demeanour of talking is.

There is no 'official checklist' that you can use to determine a person's personality type, as it comes down to interaction with the person and getting a feel for the way they communicate as a unique individual.

You can however make very educated guesses about a person's personality based upon certain behaviours.

An introverted person will be more likely to identify with inferences, and will usually plan out their thoughts and opinions often in very precise detail.

They'll use words which convey an opinion or statement of theirs that they're deeply rooted to, that they wouldn't want challenged.

An extroverted person on the other hand will be more likely to identify with direct, practical conversation and will often try to add a little humour to their words.

Their statements will usually not be so carefully thought out in every detail, as they don't see a point to do so in just a random encounter. They don't mind so much if an idea of theirs is challenged, and may even make light of such things.

Whilst the introvert and extrovert may have the same opinion and belief about something, they often go about expressing this belief in an entirely different manner.

Introverts are also more likely to use keywords and phrases that reflect the self. They'll use the word "I" quite frequently. They'll also use words that reference thinking and the self image.

Example keywords to look out for are as follows -

### **Common Introverted Keywords and Phrases:**

A greater emphasis on the word "I" (eg: "I feel that..." "I like the...")

"Myself" (eg: I don't mind the update **myself**)

"Personally" (eg: I **personally** disagree with that view)

"Believe" (eg: I **believe** that what they're doing is wrong)

"Feel" (eg: It **feels** like there's something wrong here)

"Picture" (eg: I can't quite **picture** what went wrong)

"Think" (eg: Don't you **think** that's true?)

"Imagine" (eg: I **imagine** he's telling the truth)

Extroverts on the other hand are more likely to use outgoing keywords that speak about other people more so than themselves.

They'll use the word "you" more frequently. They'll also tend to use words that are associated with excitement and outgoingness.

### **Common Extroverted Keywords and Phrases:**

A greater emphasis on the word "you" (eg: "**You** know...." "**You** can't tell...")

"We" (eg: "**We** had a great time")

"Enjoy" (eg: "Did you **enjoy** that?")

"Social" (eg: "Don't be so anti-**social** Frank...")

"Fun" (eg: "It's **fun** to just run around for a bit")

"Experience" (eg: "I'd love to gain the **experience** as well")

Whilst the above two lists aren't extensive, they do give a rough indication of the types of words and phrases that an introverted or extroverted person may use.

Let's say I was speaking with an introverted person and I asked the following question: "So what are your views on global warming?"

If you had established a degree of rapport with the person, and they were interested in speaking with you, their reply would typically be something as follows - "Well *I think* that global warming is *quite* a real problem that will effect future generations" if they believe that global warming is an issue.

If they don't believe in it they may reply with something such as "*I don't believe* the dangers are as pressing as what the media make them out to be". In both these sentences the introvert has openly stated his opinion and belief, and has made reference to himself on both occasions.

He also hasn't made any direct statement, he has only inferred his beliefs.

If an extrovert was asked the same question, he or she will normally be more direct about his or her beliefs and to the point. They'll also speak about the *other* as opposed to themselves.



Their response may include something such as “Well China *should* cut down on *their* greenhouse gas omissions if anything is to be done as *they're* the *biggest consumer of greenhouse gas*”.

In this statement the extrovert has directly stated their opinion about what China should and should not do. They have not inferred it – it's a direct statement. They've also spoken about “*they're*” (extrovert), as opposed to the “*I*” (introvert).

If they don't believe in global warming then they may say something such as “The media *makes up* half of the facts *themselves*.”

In both sentences the extrovert has given practical, non inferred answers. Statements such as “*they're the biggest...*” and “*the media makes up*” are quite direct.

The extrovert is also referring to another entity other than themselves. Nowhere does the extrovert mention the word “*I*”.

The above two examples are of course extreme, and you'll find that the people you speak with will fall somewhere in between the introvert and extrovert examples.

With practice, you'll be able to make educated guesses as to whether or not a person is more extroverted or introverted, based purely upon what the person says.

What you'll need to pay attention to are the keywords that people use. Take note of how many times someone uses extroverted keywords as opposed to introverted keywords.

Also try and determine whether they're being direct in their conversation, or are inferring things.

It will take practice, but eventually you'll get a knack for working out people's personality type based purely upon the wording they use in their sentences.

Now once we determine whether someone is introvert or extrovert, we'll be able to use appropriate wording in our sentences in order to plant subconscious suggestions in the person's mind. This is what we will be covering in the next section.

## **2. Expanding on Sleight of Mind**

Let's begin by covering what a subconscious suggestion actually is. You've heard the term mentioned a few times in this course already, and no doubt you're wondering what I mean by a 'subconscious suggestion'.

Subconscious suggestion is like indirect suggestion. It's quite simply the ability to suggest an idea to someone without them being aware of it, and having them act upon that idea.

Let's say that I wanted you to drink a chocolate milkshake because I believe that would be a fun thing for you to do. I could give you a direct suggestion by saying *“Why don't you go down the road and buy both of us a chocolate milkshake to drink? It'd be nice and tasty”*.

This direct suggestion might seem a little odd to you. You may think to yourself *“I don't really want to buy a chocolate milkshake for either of us, as I don't feel like one right now”*. If you think that, then you've rejected the suggestion.

When we're given a direct suggestion, our *conscious mind critically analyses it and potentially rejects the suggestion*. As you learned earlier, the conscious mind is critical of everything it sees and hears. It's why we choose to reject certain suggestions that people give us.

As you know however, the subconscious mind does not reject these suggestions so readily, and is much more likely to accept them.

In the scenario above, it would be quite pointless for you to walk down the road and buy two chocolate milkshakes if you didn't feel like having one

yourself. You've critically analysed the suggestion, and determined that it's a bad one, so rejected it.

Now, this is where the power of subconscious suggestion comes into play. When a subconscious suggestion is planted in someone's mind, they're not even aware that it's there.

They'll eventually act upon the suggestion that you planted in their subconscious, but believe that they thought of the suggestion themselves. They won't ever be aware that you planted it in their mind.

Let's say that I talked with you for a while and determined that you were an extrovert, and therefore more prone to direct suggestions as opposed to inference.

Let's say I wanted to make you feel like drinking a chocolate milkshake so badly, that you'd want to go down the road, by your own free will, and buy one. I could do this by planting a suggestion within your subconscious by saying the following:

*“You know the sourness you get in your mouth when you think of a lemon? It's sort of like you almost salivate just thinking of it. Imagine just biting into it and all the lemon juice squirting on the sensitive parts of your tongue, creating that really sour taste that draws saliva from your glands. I don't mind a little bit of lemon juice, but not too much of it! It's like the complete opposite of a chocolate milkshake, which tastes nice and sweet as the chocolaty syrup touches the tip of your tongue. Although I find the sourness of a lemon overpowers the sweetness of a chocolate milkshake unfortunately, the lemon really is so sour”*

By saying the above, I could create a suggestion within your subconscious that you really want to drink a chocolate milkshake. I made this suggestion powerful by comparing the sourness of a lemon to the sweetness of a milkshake.

Since I ended the sentence with you thinking of a sour lemon, you will subconsciously think that you need to drink a milkshake in order to get rid of this sour feeling.

Now the good thing about subconscious suggestions is that they bypass the conscious mind's critical thought processes. As you know, when we're given a suggestion consciously, we critically analyse it, potentially rejecting it.

When we're given a suggestion subconsciously however, we don't critically analyse the suggestion, meaning there's a greater likelihood that it won't be rejected.

If I gave you a conscious suggestion such as “*go and buy a chocolate milkshake*” there'd be less of a chance that you would than if I planted the subconscious suggestion like I did above.

You'll find that advertising works in the same way. Television commercials are full of subconscious suggestions. The next time you watch an advertisement, try and work out the subconscious suggestion that it's trying to plant in your mind. It is very subtle and discreet, but it's there.

Now you must ensure that you're as discreet as possible when attempting to plant subconscious suggestions in other people.

If the other person believes that you're trying to suggest something to them, then it's no longer a subconscious suggestion. It becomes a conscious suggestion, which is not what we want.

I made it blatantly clear to you where the subconscious suggestion was in the example I used of the lemon and the milk shake, so it most likely won't have any effect on you.

This is because you read it with a critical mind. If I said the same thing whilst you were acting on autopilot, unaware that I was trying to plant any suggestion within your subconscious, then it most likely would have made you want to drink a chocolate milkshake.

Now this is where things are about to get really interesting, so pay careful attention. Let's say I want to plant something much simpler in a person's subconscious.

Something as simple as them thinking of a certain colour, or a number. This is achieved via the same means as above, however must be done much more discreetly and must not arouse any suspicion from the person we're talking to.

We will now look at an example of how we can apply this form of subconscious suggestion to mentalism in order to create a false reality.

Now let's say that I wanted to make a girl called Sarah think of the colour red. Say that I conversed with Sarah for a while and determined that she was of a more introverted personality, meaning she accepted suggestions via inference more so than direct suggestion. I could have a conversation with Sarah that went as follows.

Me: *“Ahh there's nothing quite like a good glass of wine whilst eating meat”* (suggestion of the colour red has been planted by mentioning the word wine with red meat, which has an inference to the colour red)

Sarah: *“Nope, it's nice”*

Me: *“Shall we retire for the evening, perhaps chat a little further”*

Sarah: *“Sure, let's go to my place”*

Now that I've planted the subconscious suggestion of the colour red in Sarah's mind, I must now demonstrate, through showmanship, that I can think of the colour that she's thinking of.

Now what's important is that I *don't do this immediately after I've planted the suggestion*. If I immediately went on to say *“I can guess the colour you're thinking of”*, then there's a very high likelihood that she'll remember I just mentioned the word 'meat', and the mentalism would have no mysterious effect whatsoever.

Anyone can go *“think of the word meat, now think of a colour.. is your colour red?”* How boring, stupid, and unoriginal that is! We absolutely *don't* want to conduct the mentalism immediately after we've planted the suggestion. We don't want Sarah to be able to consciously remember the suggestion at all, which is the word 'meat'.

So how do we make their conscious forget the word meat? We quite simply keep talking, changing the conversation entirely, and then naturally progress it onto a magic trick. We don't want to do anything that seems unnatural.

So, going back to our example, let's say that we retired to the person's house and our conversation continued as follows, no more than a minute later -

Me: *“So what do you do with yourself when you're not working?”* (I change the conversation away from anything related to meat)

Sarah: *“Well I just run this guild at the moment, it takes up most of my time”*

Me: *“Ohh I see, any difficulty in recruiting members?”* (focus her mind on something totally unrelated to wine or meat)

Sarah: *“Yea, I always seem to get a few but then they leave”*

Me: *“Ahh it can be difficult, leadership isn't an easy task”*

Sarah: *“Nope, it certainly isn't”*

Me: *“So anyway, it's good to get a break from my usual job, thanks for this”* (I attempt to divert the conversation into me being a magician)

Sarah: *“No worries”* (she shows no interest in my occupation, so I resort to a little small talk)

Me: *“Ahh... it seems so quiet just sitting here. Tell me, I've recently been practising a few magic tricks, just for fun, would you have time for me to show you one perhaps?”*

Sarah: *“Ohh, okay, sounds fun!”*

Me: *“Do you believe in magic may I ask?”*

Sarah: *“Oh, not really!”*

Me: *“Ah hah, I shall change that for you in a few moments. I want you now to sit back and relax for me... and clear your mind, can you do that for me?”*

Sarah: *“ok”*

Me: *“Alright. Now the truth is, I believe that I have some sort of mind reading abilities to some degree, but I'm only able to pick up vague things, visual things so to speak. I can't really pick up thoughts, only colours”*

Sarah: *“ohh wow”*

Me: *“Here's what I want you to do for me. I want you to think of the first colour that just naturally comes into your mind. Once you have it, keep it, don't change it. Tell me once you've got it, but don't tell me what it is.”*

Sarah: *“Ok I've got it”*

Me: *“Alright, I want you to mentally beam this colour to me, I want you to think of it for real, really picture it entering into my mind, do that for me now”.*

Sarah: *“Ok, I'm thinking of it”*

Me: *“Hmm... yes I can see it, quite a vibrant colour. I sense that you're associated with roses a fair bit, you have some connection with flowers, I can see that your colour is red, I'm 100% certain of it”* (notice how I associate red with something not related to wine or meat, ensuring I don't jog her memory about anything related to the comment made earlier).

Sarah: *“Woah! That's amazing, how did you do that?”*

Notice how I turned a relatively simple suggestion into a seemingly magical trick? Now one of the most important concepts to grasp is that of showmanship.

You must display confidence in your abilities, and tell the person that you're absolutely certain that you know what they're thinking. If you don't do that, then you won't have anywhere near the same effect.

Now you can plant suggestions in a myriad of different ways. All you need to do is ensure that the suggestion will not arouse any form of suspicion in the person. It must seem like an ordinary part of the conversation that seems to flow freely.

The difficulty lies in wording the suggestion for the person's personality type. An inferred subconscious suggestion won't work for most extroverts, and likewise a direct subconscious suggestion won't work for most introverts.

### **Wording the Suggestion**

I'll now spend the next few paragraphs more or less explaining how you should word a suggestion depending upon a person's personality type.

Let's start with introverts. As you know, words such as “imagine”, “think” and “picture” will relate well with introverts since they're often more absorbed in their own thoughts than they are with the outside world.

They frequently “imagine, think and picture” things in their mind, as opposed to playing them out in reality. If you can use keywords such as these around your inferred suggestion, there's a greater likelihood that the introvert's subconscious will take the suggestion on board.

Here are a few examples of subconscious suggestions that you could plant with someone of an introverted personality type -



<b>Word to Plant</b>	<b>Wording</b>
Green	<i>I've just ventured from the forests of the Amazon jungle, you can't <i>imagine</i> how beautiful it is there.</i>
White/Blue	<i>I believe that you're as pure as the clouds of heaven itself.</i>
Light	<i>I feel as floaty as a feather gently drifting away.</i>
Heavy	<i>I can only <i>imagine</i> what it <i>feels</i> like to try and lift up all that.</i>
Circle	<i>I personally believe that he's a smooth, well rounded sort of bloke</i>
Square	<i>I believe he's as flat as a cardboard box.</i>

You'd of course incorporate the suggestions into a proper sentence, so that the person wouldn't perceive anything out of the ordinary.

For the last example, you could say something such as “*I spoke with that Frank guy, have you heard of him? His personality is just bland, he seemed as flat as a cardboard box*”.

Notice how I put the keyword *I believe* right next to the suggestion, which was “*as flat as a cardboard box*”? By putting the keyword right next to the suggestion, I'm subconsciously drawing the person's attention to it.

The more natural a suggestion or word seems, the more likelihood it will be picked up. Phrases such as “*I believe*” tend to feel more natural for an introvert.

Now moving onto extroverts. Obviously when we're trying to plant a subconscious suggestion with extroverts, we need to be more direct.

We also need to use keywords such as “You”, “We” and “Enjoy”. This is because extroverts are usually more absorbed in the outside world and those people around them, and spend less time thinking about themselves. They find great *enjoyment* in speaking with others.

Here are a few examples of subconscious suggestions that you could use with someone of an extroverted personality type -

<b>Word to Plant</b>	<b>Wording</b>
Green	<i>You</i> should see this plant. Its colour is the same as any other plant, but it's so huge!
Yellow/White	That place was way too bright, don't <i>you</i> agree?
Light	<i>You</i> know, it feels like there's no weight at all.
Heavy	<i>You</i> can't possibly lift up a thousand boulders.
Circle	This buckler shield is as round as the moon itself.
Square	Have <i>you</i> ever had the <i>fun</i> of putting together a rubix cube?

As you can see, with the extrovert suggestions we need to be more direct. We don't actively mention the word that we want to plant within the person's subconscious, but we make it as obvious and direct as possible about what we're referring to. We also use extrovert keywords around our suggestion.

Now how can you be certain whether or not a person has absorbed a suggestion of yours into their subconscious?

We can do this by paying careful attention to the person's body language. Look at the person's eye cues to see if they have accessed an appropriate representational system.

If you planted a visual image in the person, then see if the person moves their eyes up and to the right as if visually constructing an image. This will indicate that the person has received the suggestion.

### **3. Illusion of Number Guessing**

In this section I will be showing you how someone can walk up to you, ask you to think of any number between 1 and 10, and then land a successful guess. This section will demonstrate a common mentalism trick in terms of guessing numbers.

Before I begin, I just want to say that the highest success rate that you can hope to achieve with this trick is 80%. And that's with people that you've been focusing on for a while, know what their personality type is, and have successfully planted a suggestion within their subconscious.

The trick: To ask a person to think of a number between 1 and 10. Without any form of inquisition, you immediately state what their number is.

Example -

You: *“Think of a number between 1 and 10”*

Participant: *“Alright, I have”*

You: *“Your number is 3”*.

That's all the trick is. But how then, do you achieve an 80% success rate with it as opposed to only an expected 10% success rate? Read on, for I shall explain.

To begin with, you need to understand how the human mind views different numbers. When we're asked to think of a number between 1 and 10, it's not a random process.

Our minds are not computer generators that can churn out fully randomized numbers. When we consciously think of a number, the first number that comes to our mind is one that we've had some recent dealing with.

If for example, I asked you to tell me the time, and then asked you to think of a number between 1 and 10 immediately afterwards, the number you chose would most likely be one of the numbers that was on your watch.

I've immediately narrowed the number you're thinking of down to 3 potential numbers. My odds of guessing your number suddenly jump from 10% up to around 70%.

Obviously we wouldn't really ask someone to look at their watch, as the person would be aware that we're trying to influence the number they're thinking of.

What if however, we could find something that would influence the number a person picked without them being aware of it?

I'll say right now, that not all numbers are picked equally. We therefore have a natural advantage if we know which numbers are picked more frequently than others. What better way to start than by knowing which number is picked the most?

The number that is picked *by far* more than any other is the number 7. I'd say from personal experience that this number is picked approximately 30% of the time, which is very high. I shall explain why people pick this number more than any other.

The number 7 is perhaps the most significant number to us in western society. Whether we're consciously aware of it or not, 7 has a peaceful connotation to it since it's associated with God. It is referred to as the divine number in the Bible.

Since most of us have heard of religion at some point in our lives, we'll subconsciously associate this number as representing something divine, possibly peaceful.

There are also 7 days in a week. We're always subconsciously dividing the week into 5 and 2, as there are 5 week days and 2 weekends. This number 7 is reinforced into our subconscious just about every single day whenever we think about what day it is.

The number 7 is also frequently used in modern sayings, movies, games and music. There is a strong emphasis in many cultures towards the number 7. For this reason, when someone is asked to naturally think of the first number that comes to their head, there's a good chance that it will be the number 7.

Since the number 7 will naturally only be chosen about 30% of the time, we need to plant a subconscious suggestion within the person's mind that will almost certainly cause them to think of the number 7. We need to raise the likelihood that someone will pick it from 30% up to around 80%.

Now, since most people know that the number 7 represents divinity and good, if we're able to suggest something that contains a keyword related to divinity, then odds are the person will subconsciously think of the number 7 when we ask them to pick a number.

The keyword that I find to be the best is that of 'divine'. If you can slip that keyword into a sentence, write personality type keywords around it, and ensure that the sentence flows freely and naturally, then odds are the person will have the word 'divine' within their subconscious.

We'll also need to look for response times, eye cues and reaction to ensure that the person understood our sentences correctly.

Finally we'll need to ensure that we change the topic so that the person doesn't consciously remember the word divine.

So then, we can divide this entire process into five steps -

Step 1) Identify a person's personality type (introvert or extrovert), as explained in the previous section.

Step 2) Write a sentence containing the word 'divine', with personality type keywords based around it.

Step 3) Look for reaction time and response to determine whether the suggestion was successful.

Step 4) Divert the conversation to a different topic so the person's conscious forgets 'divine'.

Step 5) Conduct the magic trick.

Now, if you understood the first section, you should be able to determine a person's personality type and say a sentence containing the word 'divine' based around their personality type, without too much difficulty.

I shall give you two examples. For an introvert you could say -

*“I really enjoyed this party I went to last Friday night, I felt it was divine, have you been to any really good parties lately?”*

We're focusing on the word “I”, only mentioning “you” once out of necessity. We also use words such as “felt”, and the word “good” in addition to “divine”, just to make sure the suggestion set in.

Now for an extrovert you could write -

*“Do you believe in the divinity of God?”*

In the above sentence we're using the word “you”, and didn't need to use “I” even once.

Obviously the sentence you use would need to be based upon the conversation at hand. Don't suddenly bring up random phrases, as it will sound odd. Make your subconscious suggestions sound as naturally flowing as possible.

Now when it comes to actually doing the trick itself, we want to make sure that the person picks the first natural number they think of, and doesn't change it.

If we ask the person to pick any number they like, and their favourite number is 2, then there's a chance they'll simply pick 2 and bypass our suggestion. So make sure you emphasise the *“first natural number you think of”*.

An example would be as follows -

Me: *“Might I show you a little magic trick I've been working on? It incorporates a bit of mentalism actually”*.

Sarah: *“Okay sure”*

Me: *“I want you to think of the first natural number that comes to your mind between 1 and 10. Don't change it, keep it, have you got it?”*

Sarah: *“yea”*

Me: *“Your number is... 7”*

Sarah: *“What the heck?”*

Now in the above example, I've forced the person to quickly think of a number and keep it.

I haven't dragged the trick on and on. Within one single sentence I've told them to think of a number, quite unexpectedly, and then immediately said *“have you got it?”*.

This gives them little time to think or change their answer, meaning there's a much greater likelihood they will pick the first number that comes to their mind.

Now here is something interesting to note. You'll find that religious people will pick the number 7 more so than other numbers. If I'm doing a demonstration for a crowd, and don't want failure to be an option, then I'll invest a little more time in getting to know the person's personality.

I'll try and ascertain from their words whether they seem like a good person, whether or not they're religious, and I'll also determine just how susceptible to suggestion they are.

Now here is something even more interesting. If people have a sort of “bad” hidden side to them, I've found, in my experience, that they will pick the number 6 much more frequently than the number 7.

For this reason you'll want to try and ascertain if the person doesn't mind being a little “dark” from time to time. If you're able to determine that someone is a little more sinister than most, from the beginning, then you'll want to try and emphasise the number 6 more so than any.

Now the number 6 is much more connoted with “badness” than anything else. Therefore if you want to suggest to someone the number 6, then you'll want to use keywords such as “bad” “dark” “evil” and whatnot.

An example might be as follows -

Introvert example: “*I think* some people are a little more *darker* than others”.

Extrovert example: “*You* had to see the *dark* cloak that Sam was wearing the other night, he looked *evil*”

With the introvert example we're obviously inferring darkness, whereas with the extrovert example we're giving a practical and direct explanation for something.

Now remember to always look at a person's response to see whether or not they acknowledged what you had to say. If they didn't, then you'll need to try and plant the suggestion again in a different manner.



An acknowledged response would be: *“Ahh, that's cool”*. Something as simple as that is fine.

Trying to plant the number 7 in a person who has a little “dark” side to them, and likewise trying to plant the number 6 in a person who believes in good, will be difficult.

So try and determine whether a person is religious or good, or if they're bad, and then plant the more appropriate number. If in doubt, plant the number 7. As an overall 7 is thought of more frequently than 6.

Now doing this trick once will raise a little curiosity in the person, “oh wow” “oh nice” “woah...”, will be typical responses. However if you really want to shine in mentalism, you'll repeat the same trick.... twice.

This is where you really begin to get people starting to question their beliefs of the world, and some people will begin to wonder whether you really do have mind reading abilities.

Coupled with good showmanship, you can pull off some amazing things if you execute this trick twice in a row. So without further ado, I'll explain how to do this trick again on the same person.

The first thing you want to establish is whether or not you have any rapport with the person after you've done your first magic trick.

If they're not intrigued by it, then making the second one work will be difficult. I want to test how easily I can predict what Sarah will say, based upon what I say, before I attempt to plant another suggestion.

Sarah: *“How did you guess my number?”*

Me: *“Perhaps I didn't guess it, perhaps I could see it in your mind dearest Sarah. But perhaps I did just guess it, and am pretending else wise?”* (I mention the word “*perhaps*” three times to see if I have any rapport with Sarah and can influence her)

Sarah: “*perhaps...*” (Sarah also mentions the word 'perhaps', demonstrating I have rapport since she is using my wording)

Me: “*What I'm going to do, is do the same trick again, and I'll even guarantee you, absolutely assure you, that I'll guess the number you're thinking of, for a second time.*”

Sarah: “*ok..*”

Me: “*So go ahead, think of another number between 1 and 10, and tell me once you've got it*”.

Sarah: “*Ok got it*”

Me: “*The number you're thinking of is 4, it's quite obvious*”.

Sarah: “*oh my...*”

So how do we guess the second number? Notice how when I asked Sarah to guess the number for a second time I didn't say to her “*the first natural number that comes to your head*”, nor did I say “*don't change your number*”. I actually gave her a free choice in order to pick any number she wished, without any time constraints.

When you ask people to pick a number the second time, they'll want to pick a number as unlike their previous number as possible. If someone picked 7, then the next natural number to pick is either 3 or 4. If someone picked 6, then the next number will usually be either 3,4 or 9.

Now we have a slight degree of persuasion in determining whether the number will be 3 or 4 by planting one of two suggestions. The word “odd” or the word “even”.

Unless I sense that the person has some attachment to the number 3, then I'll plant the suggestion of “even”, meaning that their subconscious will be more likely to pick the number 4, as it's an even number.

Have a read over my example above again, and see if you can locate where I planted the suggestion of an “even” number, being 4.

You'll see that I mentioned “I'll *even* guarantee you”. I also mentioned “for a *second* time”. Second represents 2, which is an even number, but I'm counting on Sarah not to pick 2, since it's a number rarely picked. Since I know Sarah will most likely pick either 3 or 4, if I can sway her to think evenly, she'll most likely pick 4.

If I wanted her to think of the number 3, I'd mention the word odd. I'd say something such as “*I know it's a little odd, but I believe I can guess your number again*”.

Now when it comes to someone who picked the number 6, things are a little more difficult. People who pick 6 are also more likely to try and catch you out a second time round.

I've found that I have a higher failure rate with them than I do with people who picked the number 7. For this reason I don't recommend attempting this trick a second time on someone who picks the number 6, as it is by far too risky.

I'd go on to do some other mentalism tricks outside of numbers instead, and impress them in different ways.

This isn't to say that you can't plant a suggestion in them. You could, but their number is most likely going to end up as either 3 or 9 if you plant the suggestion of “odd”, and possibly 4 if you mentioned the word 'even', although 4 is still too close to 6, so they're not as likely to pick it as they are 3 or 9.

### **Bringing it Together**

Whilst it is true that people often think of an initial number other than 6 or 7, if you successfully plant the suggestion of either “divine” or “dark”, and plant the suggestion in accordance with the person's personality type, and ensure that the suggestion was planted by looking to see if they responded

appropriately, then 80% of the time the person will pick either 6 or 7 as their first number. You can guess which one they picked based upon the methods outlined above.

You will notice a low success rate with this trick initially. If you just guessed the number 7, without attempting to plant any suggestions, you'll notice a success rate of about 30%.

With practice, and as you gain confidence, this success rate will increase. Give yourself at least 2 weeks of practising this before hoping to achieve a success rate of at least 50%.

Remember that how confident the other person perceives you to be is also an important part in determining how the person will react.

If you just say “*Ohh, your number is 7, I think?*” then you may as well burn a pancake and hang it on a clothing line for the world to see, because that pancake would be more entertaining and display more confidence than you would.

If you said “*Your number is definitely 7*”, and you got it wrong, who cares? Move onto someone else to practice on. I can assure you that if you're confident, and you succeed, people's reactions will be a lot different than if you weren't confident, even though it was the same trick.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What are the main differences between an extrovert and an introvert?

A. An extrovert is usually more outgoing and expressive in group settings, whilst an introvert normally performs better by thinking and imagining their own ideas.

Q. What does a person's personality type tell you about their suggestibility type?

A. An extrovert is more likely to be a physical suggestible, and an introvert is more likely to be an emotional suggestible.

Q. What keyword do extroverts prefer to use?

A. 'You'

Q. What keyword do introverts prefer to use?

A. 'I'.

Q. Is the following sentence an example of a suggestion for an extrovert or introvert - *“You will feel a really nice warm sensation when you touch that”*

A. Extrovert.

Q. If you want to make someone think of the number 7, what is a good keyword to use?

A. 'Divine' or 'good'.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

You've practiced trying to identify strangers suggestibility types in a previous exercise, now practice identifying strangers personality types. See if you can guess their personality type based purely upon their observable behaviour, without the need for you to interact with them at all.

After you have done this exercise for a while and become confident with your guesses, see how consistent a person's suggestibility type is with their personality type.

### **Exercise 2.**

Practice wording subconscious suggestions in friends and family members. See if you can make them do things, or want to do things, based purely upon subtle and discreet suggestion.

### **Exercise 3.**

Practice the 'think of a number between 1-10' trick on various people. Plot your results on a graph and see which numbers are picked more frequently than others depending upon your suggestions. This will give you a good insight into the human mind and the way it operates.

## Chapter 11 - Advanced Hypnotic Principles: Mass Hypnosis

### 1. The Crowd Mentality

In this chapter you will be learning the techniques that leaders throughout history, politicians and even stage hypnotists have used and continue to use in order to seemingly hypnotise large amounts of people at the same time.

By understanding the techniques taught in this chapter, you will not only be able to safeguard yourself against mass forms of hypnosis, but you will also be able to use these techniques should the need and occasion ever arise.

One of the secrets to understanding why mass hypnosis works lies within understanding what's known as the 'crowd mentality'.

Have you ever been in a group setting, or a crowd of any form, where you felt yourself become a part of the crowd? You most likely felt a unique form of bonding with those present, as if you shared a common interest with everyone else. Perhaps you even thought or did things that you normally wouldn't.

When we're in a group setting we're looking for acceptance. We want to be part of the group, not be left out of it. This stems back throughout the course of evolution, where animals need to be in a pack in order to survive for any substantial period of time. Without being accepted into a group, or making sacrifices, we were historically more likely to die trying to fend for ourselves. One man alone was unlikely to be able to take upon a giant mammoth.

This same biological functioning has retained itself in our brains throughout history. We still have that need to be in a group, almost at whatever the cost. Look at the way people behave in a riot, or a protest that goes wrong. People that may normally be quite peaceful can suddenly turn into dangerous,

riotous and aggressive individuals. This is due entirely to them being in a group where they share a form of bonding and interest with all those present. They may feel a need to be aggressive because everyone else is, and by not being aggressive they may feel that they will be rejected from the group.

So how does any of this relate to mass hypnosis? Here's the thing: This is Mass Hypnosis.

If you can become the leader of a crowd of people, and you share a common interest with that crowd, then you've effectively established yourself as an authority within their lives. Whilst you maintain this form of leadership over these people, they will do almost anything that you tell them to do. The reason that anyone will be unlikely to disobey you is because they will feel left out of the group if they do, which is something that nobody wants.

If you look throughout history, you will see plenty of examples of leaders who convinced otherwise ordinary people to be turned into raging killing machines with ideals that we would normally consider barbaric. The frightening thing is, is that if you were in the same shoes as any of those people, you too would most likely have tried to gain acceptance into the same group, at whatever the cost.

Politicians themselves are ones that use mass hypnotic principles to hold sway over large amounts of people. They find out what a large group of people want in their lives, and they give the group the promises that they want to hear. Those people will look up to that politician as an authority, and will support them vigorously, even defending the politician from friends or family that may oppose their views.

Think about that for a moment. A complete stranger who you've never met is able to hold more influence over you than people you have known for many years.

The best hypnotists don't need to know someone to establish themselves as an authority, they can do it without even knowing the person.



So the principles behind Crowd Mentality work as follows:

1. A person feels a need for acceptance in a group, and is willing to do anything to gain and retain acceptance.
2. Someone that shares a common interest with the group and is viewed as an authority by the group will become the leader of the group. This leader can effectively lead the group to do almost anything they wish.
3. Because no one wishes to be rejected by the group, each person in the group will do as the leader says, even if it's something they normally wouldn't do.

So now that you understand the crowd mentality, the next thing to learn is how to establish yourself as an authority within a group.

## **2. Establishing Authority**

Authority, in its most basic sense, means that a person looks up to another person and respects or admires them in some way.

When someone is a stranger to us, then they don't have any authority in our life. If however we meet this stranger and get to know them, and end up really liking them, then this stranger becomes an authority in our life.

We may view some people in our lives as having a greater authority than others, and the period that we've known someone *isn't* the only thing that determines authority, although it can contribute to it.

Authority can be established instantly, within the space of a few seconds, or it can exist even before two people have met.

Take for example a young school girl who idolises over her favourite male pop singer. Even though this pop singer and the girl have never met before, the pop singer is still an authority in the girl's life.

If the two were to ever meet, then the girl would view the pop singer very highly and invest a large amount of authority in him, even though she doesn't know him on a personal level. This is an example of how someone can be an authority in another person's life, even if the two haven't met.

Now take for example a corrupt politician, or a military leader with bad intentions. One need not look far back in history to find examples of either of these. People will often invest a lot of authority into these politicians and military leaders, even though they've never met them.

They will be willing to give the leader so much authority that the person will even be willing to die for the leader's cause, even though the person has never met the leader.

The key to mass hypnosis is establishing yourself as an authority to a large amount of people, without you having to meet each person.

Whilst you know the process involved in planting subtle suggestions in one individual, planting suggestions within millions of individuals at once becomes a little more difficult, but is achievable if you are an authority in these people's lives.

So how do you establish authority with large crowds of people? First of all, you need to look at *what the crowd wants*.

If the crowd is conducting a rally against global warming, then all you'd need to do would be to take up a microphone and make some points that the crowd wants to hear, and they will cheer you. If you can establish enough rapport with the crowd, you will eventually become an authority to them, and they will be willing to do as you say.

Take another example of an audience going to see a comedian. After the comedian tells a few jokes that the crowd find funny, the crowd will place some authority in the comedian and they will be more likely to laugh at his or her jokes.

This is because the crowd vests some trust into the comedian. They think that since the comedian told some really good jokes in the past, that he or she will also tell some really good jokes in the future as well.

This expectation results in the comedian being more funny to someone that knows him or her, as opposed to someone who hadn't heard their jokes before.

This is essentially how authority is established in a crowd. If you can prove yourself to a majority of the crowd, then the rest of the crowd will naturally feel obliged to follow you, for fear of being left out. All that is required on your part is that you maintain your authority.

### **3. How Stage Hypnosis Works**

Another unique aspect to crowd psychology is seen in stage hypnosis shows.

You see it on TV all the time, seemingly ordinary people becoming entranced and walking around the stage clucking like a chicken. It seems that all the hypnotist has to do is click his finger and people will do as he says.

*“Surely there's more to it?”* you might ask. And indeed, there is. Here I will explain to you exactly how stage hypnosis works.

Let me start off by saying that a good stage hypnotist does not ever use any actors, nor does he meet any of the audience members before the show. It's not necessary, as stage hypnosis can be done completely genuinely.

Each part of a stage hypnosis show may seem spontaneous to the audience, however to the stage hypnotist, the show is planned very well, and each part of it is important.

There are basically three steps involved in stage hypnosis -

1. Conduct some form of hypnosis on the audience to get everyone 'in the mood' for the show.
2. Whilst completing step 1, scan the entire audience to search for people that are somnambulists. These people are readily identified by the ease with which they fall into a trance.
3. Ask for volunteers, however only choose the somnambulists to come up on stage.

You should remember from the earlier chapters on hypnosis that a somnambulist is someone that is both physically and emotionally suggestible. They're people that can be readily brought into a state of trance without much effort. They respond to both direct and indirect suggestions incredibly well.

A somnambulist makes the ideal volunteer since they're very likely to do as the stage hypnotist tells them.

Now we will examine a typical stage hypnosis show from start to finish, so you can see how the three points mentioned above are incorporated into the show.

First of all, the hypnotist wets the audience's appetite with a few starting tricks. One good one is what's known as the 'finger spreading' technique.

### **The Finger Spreading Technique**

The hypnotist may ask everyone to put both of their hands together, and extend their index fingers as if in a typical gun shape. All other fingers should be locked together, with only the two index fingers pointed out.

The hypnotist will then ask the audience to separate their two index fingers as far away from each other as possible whilst still keeping their hands locked together. Through the process of suggestion, the hypnotist will say the following -

*“Imagine that both of your index fingers have magnets located within their tips. Imagine that these magnets are really strong magnets, and you feel your fingers being drawn together.*

*It doesn't matter how hard you try and resist these magnets, they're just too strong, and you'll find yourself unable to keep your fingers separated. Notice how your fingers slowly come closer together, until eventually... they touch”*

The hypnotist will be keeping a close eye on every audience member to see which ones have their finger's touching first. This indicates that these people are possibly somnambulists, or are otherwise highly suggestible.

The hypnotist will keep these people in the back of his mind and will conduct a number of other hypnotic tricks on the audience to see if these same people remain suggestible throughout all of the tricks.

When the hypnotist has identified a large enough number of people that are somnambulist, he will call for volunteers. The hypnotist only needs one of the somnambulists who he has identified to put up their hand, and the hypnotist will make sure to pick them. The hypnotist does not pick audience members that do not seem to be highly suggestible.

Once the somnambulists are up on stage, they will be willing to do almost anything the hypnotist tells them. This is due to three reasons -

1. The hypnotist would have made sure that these volunteers fell into a state of trance earlier, and thus they are more likely to still be in this trance state.
2. These volunteers would be naturally suggestible anyway, since they are most likely somnambulists.
3. The volunteers would be experiencing what's known as 'crowd pressure'.

Allow me to elaborate on the third point.

One of the reasons that stage hypnosis works is because people feel almost compelled not to make a fool of themselves. You may think that clucking around the stage like a chicken is 'making a fool' of one's self, however this is an acceptable form of behaviour given the fact that it's a stage hypnosis show.

If a volunteer got on stage and did nothing, then the entire crowd would centre their attention on this person. Most people have a fear of being the centre of attention in large crowds, such as in public speaking, and thus people will often 'play along' to avoid such embarrassment.

Since someone is, in the back of their subconscious, always wanting to avoid embarrassment, they will have a natural subconscious tendency to be compelled to do what the stage hypnotist asks of them, even if they wouldn't have done so normally.

Therefore the odds of a volunteer coming up on a stage and not doing as the stage hypnotist tells them are very small.

### **Stage Hypnosis And Crowd Psychology**

You can now see how crowd psychology applies to stage hypnosis. A person is often willing to do anything he or she can to be a part of a group, and if the majority of the crowd view someone (in this case the stage hypnotist) as being an authority figure, then the crowd will naturally feel compelled to do as the stage hypnotist says.

This is also how TV evangelists can seemingly cause large amounts of people to fall on the ground as if being miraculously healed by God.

All these people are experiencing a subconscious form of 'peer pressure' combined with a high amount of authority that they have for the evangelist in question.

Hopefully you now understand how important authority is in any form of mass hypnosis, including stage hypnosis.

#### **4. Application of Suggestion to the Masses**

The thing that really brings mass hypnosis together is what's known as 'mass suggestion'. This is the application of suggestion to the masses.

This form of suggestion may be either direct or indirect, depending upon the authority established, and the crowd you're targeting.

One example I will use is what's known as discreet advertising, which is a form of mass suggestion employed by many major companies. It has been banned in many countries due to its effectiveness.

Take for example a company that was trying to sell you a certain brand of chocolate.

They could use a commercial that used certain words that subconsciously caused the glands within your mouth to salivate, and there would be little you could do about it.

They could use keywords such as *“rich and creamy..” “melts in your mouth” “a subtle form of sweetness that just dissolves on your tongue”* or *“a chocolate that you want to eat right now, this very moment”*

These are all call-to-action phrases which plant suggestions within your subconscious that you want to eat some chocolate.

Likewise a politician that was trying to justify a war could use keywords in his speech such as *“threaten our democracy” “must fight to survive” “defend our nation” “before it's too late”*.

These are all keyword phrases that stir inner emotion within us and will make many of us support the politician purely out of impulse.

Of course mass suggestion doesn't have to work on such a large level. It can work on a much smaller level as well.

Say for example that you were giving a speech to a small crowd of people and your aim was to gather a donation from them for some charity you were organising.

The keywords you used in the speech could consist of phrases such as “*give to others less fortunate*” or “*perhaps you will feel a need to give out to others in need*”. Both are good examples of suggestion.

### **Mass Hypnotic Version of Deep Sleep**

Let's look at a more specific example of a suggestion that we could apply to a group of people. Let's look at an example that will cause a group of people to all fall into a sleep. Let's say that you wanted to associate the phrase “*deep sleep*” with a state where everyone fell asleep.

Keep in mind that for this example to work you will first need to establish rapport with the group of people, and also they must view you as an authority. This is more likely to work in stage hypnosis shows where people are expecting you to perform hypnosis on them.

*“And now, you may feel a natural tendency to just gently fall into an altered state of consciousness where every part of your body feels nice and relaxed... you may feel this state of relaxation become deeper and deeper whenever you hear the words 'deep sleep', these words may cause you to fall deeper and deeper into this altered state.*

*But if you don't hear these words then you will feel fully alert and wide awake... however if you do hear these words, you won't be able to resist the ease with which you can fall into this deeply tranquil, relaxed state of consciousness”*

If these words were said to an audience who held you in authority as a hypnotist, then even if you mentioned the words 'deep sleep' a few hours later at the end of the show, a large portion of the audience members or volunteers will fall into a deep state of trance.



Note that people don't usually fall into an actual sleep, they rather just fall into a very deep trance.

### **Authority Isn't Universal**

One last important point to understand in this chapter is that authority isn't universal.

Just because you are held as an authority by a group of people with one thing, it won't make you an authority with another thing.

Take for example the leader of a large group of protesters. That leader could ask the group to parade through the streets, and the group would follow him.

If however that same leader attempted to hypnotise everyone in the crowd then the people in the crowd would most likely think that the leader was somehow disillusioned or mentally challenged.

Now take for example the case of the stage hypnotist. The stage hypnotist attempting to hypnotise his or her crowd would be quite willingly accepted by the audience.

They would hold the stage hypnotist as an authority within the field of hypnosis, and therefore would expect to be hypnotised by him.

If however the stage hypnotist starting ranting off about a personal political agenda, then he would lose any rapport and authority he had with the crowd, as the authority that is vested in him is for hypnosis, and not for politics.

So what's important to understand is that just because someone is an authority in one subject, or field, it doesn't make them an authority in every field.

It's important you understand this should you ever wish to practice mass hypnosis. Make sure that you act in a way that is consistent with the way the crowd holds you as an authority.

If you suddenly try to transfer your authority to another area, then you may find that rapport will be broken quite quickly.

## **5. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What are the three principles of Crowd Mentality?

- A. 1. A person feels a need for acceptance in a group, and is willing to do anything to gain and retain acceptance.
2. Someone that shares a common interest with the group and is viewed as an authority by the group will become the leader of the group. This leader can effectively lead the group to do almost anything they wish.
3. Because no one wishes to be rejected by the group, each person in the group will do as the leader says, even if it's something they normally wouldn't do.

Q. How does the crowd mentality apply to mass hypnosis?

A. People that belong to the same group will be willing to do what the person in authority says, provided that the majority of the group supports the person in authority.

Q. What prevents a person in the group from speaking out against the authority figure of the group?

A. Fear of rejection from the group.

Q. Explain the three steps involved in stage hypnosis.

- A. 1. Conduct some form of hypnosis on the audience to get everyone 'in the mood' for the show.
2. Whilst completing step 1, scan the entire audience to search for people that are somnambulist. These people are readily identified by the ease with which they fall into a trance.
3. Ask for volunteers, however only choose the somnambulists to come up on stage.

Q. When using mass hypnosis, is it better to use direct suggestion or indirect suggestion?

A. Either, depending upon the circumstance and the crowd.

Q. Is authority transferable from one field of trust into another?

A. No.

## **6. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Whilst it is a little difficult to practice mass hypnosis, being aware of the techniques that other people use can be useful.

To start with, watch the techniques employed by some great psychological illusionists such as Derren Brown and Criss Angel.

See how they're able to hold such a persuasive effect over many people, all through the use of establishing themselves as an authority and by maintaining rapport.

After you have watched these people perform, watch some people that make a living from using mass hypnosis on large amounts of people. Any TV evangelist who causes multiple people to fall over is good to observe.

Watch their techniques very closely, and notice the amount of authority that the crowd vests in them as well as the rapport they have with the crowd.

You will soon learn that authority and rapport are the two most essential techniques to conducting any form of mass hypnosis.

## Chapter 12 - Advanced NLP Principles: Instant Rapport

### 1. Anchoring States of Rapport

In earlier chapters you learned how to establish rapport with people by establishing a sense of trust with them, showing a genuine interest in them, and giving them genuine compliments when warranted.

You later learned the use of hypnotic tonality and how that can go towards also establishing rapport.

When these two techniques are combined, rapport becomes even easier to establish and maintain, and in this chapter we will be examining ways to establish instant rapport with just about anyone you meet.

Refresh your memory now to what you learned about 'anchoring' (associating an action or word with an emotional state), as we are going to apply these techniques of anchoring to states of rapport.

When you have rapport established with someone, there's a natural emotional state that the person is experiencing. This emotional state is one of trust, and one that the person is feeling for you, and you alone.

What we can do is anchor this emotional state of trust, just as we would any other emotional state, in order to bring back the form of rapport that we have established with the person.

Whilst we may use just about any action to anchor this state of rapport, one of the best ways to anchor rapport is to use body language, such as a facial expression or a hand gesture.

## Facial Expression Anchoring

Did you know that we give off hundreds of different facial expressions during the course of an ordinary conversation with someone? These facial expressions subconsciously tell a person a lot about what we are thinking.

Whilst we will be covering facial expressions in more detail in Chapter 14, I will nevertheless introduce you to some basic facial expressions in this chapter.

Take for example a frown, where the top of your eyebrows contract closer to your eyes. A frown can signify a number of things depending upon the situation. It can signify disapproval, confusion, doubt, even amazement.

If you said to someone *“You know I really hope that Candidate X gets elected in the upcoming election”* and the person frowned in response, then before they've even spoken you can almost predict that they don't agree that Candidate X should be elected.

Now let's look at a frown in a different context. Let's say you said to someone *“So how do you think that eukaryotic organisms evolved from prokaryotes?”* and the person frowned before responding. In such a situation, this frown would be more likely to signify deep thinking, or confusion. The body language of the frown speaks more than any words the person says, as body language conveys the true way we feel about a situation.

Now what about a more positive form of facial expression? Imagine if you were speaking with someone and they closed their eyes slightly, as if narrowing in on you whilst you were talking. This could signify intense concentration, as if the person was really interested in what you had to say.

This facial expression makes for a perfect anchor to rapport, as the facial expression naturally encourages the person to talk more. Since people love talking, and especially love it if someone else is interested in what they're

talking about, then this facial expression may signify to a person that you're interested in what they have to say.

So let's look at how you could anchor this facial expression (the eyes narrowing slightly, indicating intense interest) to a state of rapport.

First, you'd obviously need to establish a deep form of rapport with the person. Once rapport is established, you want to use the facial expression every time the person speaks, without making it obvious. You really want to show the person that you're interested in what they have to say.

Make sure not to use the facial expression when you're speaking, only use it when the other person is speaking. This builds up trust in the person. They'll come to believe that the facial expression you're using indicates a strong sense of interest in what *they're* talking about.

Now let's say a period of time elapses where you haven't spoken to this person, and you meet them again some time in the future. Your goal is to establish instant rapport with this person by triggering the anchor you planted in them when you last spoke.

Since you've anchored the state of rapport to a specific facial expression (the eyes narrowing slightly), then all you need to do is replicate that same facial expression in order to trigger the anchor.

Don't walk up to the person and display the facial expression immediately, first ask the person how are they doing. Then ask them a question that they have to respond to, and then once they're answering it, display the facial expression.

An example could include -

You: *“So Geoff, how has everything been with you and Susan?”*

Immediately display the facial expression of the eyes narrowing whilst Geoff responds.

Geoff: *“Well we've been getting on a bit better”*

Geoff will see this facial expression you display and will subconsciously remember the rapport that you had established with him the last time you spoke.

Keep in mind that you can use just about any facial expression you wish, though I like to use the eye narrowing expression since it indicates interest.

### **Hand Movement Anchoring**

We can also use our hands to anchor states of rapport.

A great form of hand anchoring that I like to use is moving my left or right hand in a circular motion whilst I'm speaking about something that the other person is really interested in.

If you rotate your hand around your wrist in a clockwise direction, it sort of signifies that you're making a really interesting point in conversation. You may not be aware of it, but often when you're talking about something that you find really exciting, and you're trying to think of a certain set of words to say, you will move your hand in that clockwise direction.

If you pay close attention to your conversations in future, you'll be surprised how often you do this.

We can use this motion as a way of anchoring rapport when someone is really interested in what we're saying. Let's say someone has asked us a question about a trip that we've had overseas, and we're describing it to them

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*“When I went to Japan it was amazing, the culture over there is fascinating, and the food is absolutely delicious.. you wouldn't believe how deep the culture is over there, you can spend one night in a maid bar, enjoying the finest sake, and the next night in a gourmet restaurant being served the finest and most exquisite of sushi...”*



Whilst you're making this statement you could also be rotating your hand in that clockwise direction.

You want to look at the person's eye's and see if they're maintaining eye contact with you, perhaps even narrowing their eyes slightly as if signifying intense interest. If the person is, then this is the perfect opportunity to rotate your hand in that clockwise direction in order to anchor that intense state of rapport and interest that the person has with you.

Over the course of the conversation, whenever the other person appears to be really interested in what you're saying, make sure to move your hand in that clockwise direction.

This will reinforce the anchor and build up trust in the person's subconscious. Whenever they see the rotating of your hand they will associate it with a feeling of intense interest and rapport.

Now if you were to meet the person again sometime in the future, you could begin the conversation by saying something that the person would find interesting, and then move your hand in a clockwise direction at the same time. This would instantly re-establish rapport with the person, provided that the anchor was planted successfully the first time you spoke.

### **Combining The Two Anchors**

The real trick lies in combining both the facial expression and the hand gesture together.

When you're speaking with someone and they're saying something interesting, use the eye narrowing facial expression to demonstrate interest.

If on the other hand the other person appears to be interested in what you're saying, then use the rotating hand anchor.

The next time you meet the person, use both of these anchors interchangeably, depending upon whether you or the other person is talking.

Combined together, you will be able to re-establish rapport quite easily, as you have both anchors working in your favour.

## **2. Subtleties of Language**

The English language has many subtleties to it that aren't initially obvious.

We can use sentences and put them in different contexts in order to give them an entirely different meaning.

Take for example the sentence “*He seems like a charming sort of guy*”.

There are many ways we could use this sentence. We could use it in a true sense, a sarcastic sense, an inquisitive sense or as a question. All of which would have entirely different meanings.

For instance if two females were talking about a male that took off his coat and gave it to one them when they were cold, they may use the sentence “*he seems like a charming sort of guy*” in a true sense.

If however there was a male that was yelling out obscenities in public to anyone that was walking by, someone might say to their friend “*He seems like a charming sort of guy*” but in a sarcastic sense.

Now imagine a conversation where someone was saying “*I went out on a date with Frank yesterday*” and another person replied “*He seems like a charming sort of guy?*” with a raising of the tone at the end of the statement. This would indicate more of a question.

As you can see from the above three examples, the same sentence can mean three entirely different things depending upon the situation, and the tonality used.

One of the things you must pay attention to in conversation is the tonality a person is using in their words. You may sometimes miss questions that

contain some hidden innuendo simply because you weren't paying attention to the person's tonality.

Take for example the phrase - *“Would that interest you, would it...”*

This could be taken to mean “that's really bad of you if it does interest you” if it's used with a lower tone at the end.

Now imagine the same phrase - *“Would that interest you, would it?”* said with a slightly higher, enlightened tone at the end.

This enlightened tone indicates that the person would be happy if you were interested in the thing, whatever it is. Being able to pick up this subtle difference in conversation can help you respond better to the way the person expects you to respond.

Start to pay attention to the tonality people use in their words, and see if you can pick up the responses that they're expecting from you.

People often unintentionally break rapport because they didn't pick up the tonality from the other person that indicated a subtle hint or suggestion.

### **3. Autopilot Resistance**

When was the last time you walked down the footpath, or drove your car? I'm sure you have at least a vague recollection of where you left and where you arrived.

Now tell me, can you remember what happened during the trip itself? Do you consciously recall making certain turns, or waiting at certain lights? In fact, do you even remember the journey at all?

When you've driven down a road many times; not just the first time nor the second time, but many times over, you can begin to predict how long it will take you to travel down this road, what the traffic conditions will be, and where the road will lead.

You don't need to consciously remember whether or not you need to drive down the road to reach your destination, you just know that you do – it doesn't require any thought on your part.

When you've become so used to doing something, be it driving down a road, speaking with the same people about the same things, or performing the same exercise each day, you begin to do things automatically, with no thought required on your part.

This is often referred to as 'autopilot behaviour'. Your subconscious is automatically driving your actions as opposed to your conscious mind.

Now the interesting thing with the human mind is that memories from our subconscious are often locked away and stored forever, with only a small percentage of them ever being retrieved again.

Throughout our lives we have had a vast number of experiences that are trapped away within our subconscious that our conscious will never remember.

A vast number of incidents have occurred that for whatever reason, either due to lack of interest, or fear, we have chosen not to remember consciously.

Now think about it for a moment – if our subconscious is what drives us when we're acting on autopilot, how would we consciously remember anything that happens?

The simple and short answer is – we don't. When we're acting on autopilot, from the subconscious level, we're effectively in a state of hypnosis. When we're in this state of hypnosis, we forget what happens to us in varying degrees.

You may remember something such as speaking to someone on the phone whilst you were driving, particularly if that conversation had something that was of importance to you, however the rest of the trip will fade from your conscious memory.

You can try as hard as you like to remember a drive you had down a familiar road two months ago, where nothing adverse happened, but you just can't. But what if something adverse did happen?

Let's say you drove down a road and had a car accident. That would stay within your conscious memory almost forever. It's not something you'd easily forget because a car accident is outside of your familiar day to day routine.

Anything that isn't a part of your daily routine will bring you out of your autopilot response, and of course when you're not acting on autopilot, your conscious mind is doing the thinking for you, as opposed to your subconscious mind.

This means that you'll remember things, since you're operating from a conscious level.

Now where am I going with all this? People will react with autopilot behaviour whenever they hear or see something that is normal to them.

Imagine a girl at a nightclub who has a male walk up to her and tell her that she's pretty. This girl would probably experience the same sort of thing every time she went out, and thus she would respond with an autopilot response “*Umm thanks*” and then ignore the person.

Likewise if you said to a car salesman “*I'm really interested in that car, what can you tell me about it?*” you'd simply be triggering a pre-programmed response from him, and he'd go on to tell you about all the great features of the car and why you should buy it.

What we want to do is overcome this autopilot behaviour by never giving the person a 'typical' statement that they have a pre-programmed response to. We want to get them talking to us on a conscious level as opposed to a subconscious level.

So how do we do all this? It's all about in the approach we take.

If we want to approach that girl in the nightclub, why not try the following approach - *“You know what's funny? The amount of people that come here to try and pick up but never get anywhere. You must find it quite funny the number of guys that try their various tricks on you”*.

All of a sudden the girl can suddenly think on a conscious level. Her initial thoughts of *“Ohh here comes another pick-up line”* are instantly destroyed once you make a unique introduction such as the one above.

This is because she'd consciously be able to identify with what you were saying. This effectively destroys her resistance to you, and will help establish rapport.

Let's look at the example of the car salesman.

If we approached him and said *“You know what? I know you'll try and sell me this car anyway, and I've done all the research about it myself, but in your honest opinion, how do you think it compares to the XYZ company model?”*

This statement will bring him out of his autopilot response because we're identifying with him by saying that we *know* that he will try and sell us the car.

Suddenly we're saying something that no one else has said. The car salesman will be more likely to give us an honest run down than what he would have done had we not identified with him on his level.

So what you want to do is look at the sort of question, or statement, that the person would normally receive from other people, and then make a question or statement that is *completely different* to anything they may have a pre-programmed autopilot response to.

Not only will this separate you from the many other people that have spoken to the person, it will also cause them to believe that you understand where

they're coming from, and this will go towards helping you establish rapport with the person.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. Give an example of a facial expression you could use to anchor rapport?

A. Narrowing your eyes when the other person is saying something in order to indicate interest.

Q. Give an example of a hand gesture you could use to anchor rapport?

A. Moving your hand in a clockwise direction whilst you're saying something that the other person is interested in.

Q. What is autopilot behaviour?

A. Our subconscious behaviour or reaction to a situation that we're used to.

Q. How can we overcome another person's subconscious behaviour or reaction?

A. By bringing them into a situation that they're not used to, and therefore requiring them to consciously think about the situation.

Q. What happens if we can identify with the way a person is thinking?

A. The person will feel a sense of familiarity with us and it will go towards establishing rapport.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Establish rapport with someone and practice planting the 'eye narrowing' facial expression as an anchor whenever they say something of interest. Try breaking rapport with the person and then re-establishing it using the eye narrowing facial expression.

### **Exercise 2.**

Establish rapport with a person and talk about something that interests them. Whilst doing so use the hand rotating technique in order to anchor the state of rapport. Try breaking rapport and then re-establishing it using the hand rotating technique.

### **Exercise 3.**

Try approaching someone that would typically give you an autopilot response to your questions or statements. Make a statement that goes against anything they'd be used to hearing and see if you can use that statement to establish rapport with the person. Good examples of people to try this exercise on including members of the opposite sex at a pub, salesmen, shopkeepers and anyone else that is used to talking with people in a certain way.



## Chapter 13 - Advanced Mentalism: The Illusion of Supernatural Phenomena

### 1. The Psychic

By now you should be aware of the techniques used in cold reading. In this first section we are going to expose exactly how the psychic operates by utilising cold reading.

#### **The False Environment**

One of the main things that the psychic does is build up the expectation in their clients that they (the psychic) do in fact have psychic abilities. They will do this by displaying various charms, certificates and alternative medicinal objects around their home or office where they practice.

This builds up the illusion that the psychic is someone genuine, authentic, or some form of authority in their trade. It casts away any doubt that the client may have as to whether or not the psychic is real or a fake.

Creating this fake environment is an incredibly important step as it creates a false sense of reality for the client. You will recall earlier how we discussed the ease with which people can be brought into false realities, and how people will accept things as being factual without conducting any independent research.

Unfortunately the people who see psychics fall into this category, and they create a false reality for themselves by believing that the psychic is real.

Once someone believes in something, then in that person's world, it is very real. If someone believes someone is a psychic, then they start desperately searching for the faintest hints that demonstrate the person's psychic abilities, even though such 'abilities' may be purely based on chance.

## The Application of Cold Reading

To start with the psychic will estimate the person's age, look at what they're wearing, and may even ask the person a few questions about their family or marital status.

The psychic plays upon the fact that out of all things in life, people are most concerned about three things, and these are -

- Health
- Wealth
- Love

Just about everything the psychic says will play upon these three deep concerns in order to create the illusion that the psychic somehow knows that the person is thinking a lot of about their health, or knows that the person is concerned about financial matters, or knows that the person is in search of true love.

The client never realises that the above three concerns apply to *everyone*. Such is the stupidity we exhibit when we're brought into a false sense of reality. Our rationality and critical judgement is essentially killed, which is of course a very sad thing.

So with these three subjects at his or her disposal, the psychic will make observations about the client and begin by making a generalised statement based upon one of those three subjects.

You should recall what a generalised statement is from Chapter 8 where we explored cold reading in detail.

Let's say that the psychic notices that the client has a pendant on a chain around their neck. Many people will often carry pendants around their neck that once belonged to deceased relatives.

The psychic could make a generalised statement such as the following -

*“And I sense that someone... a loved one of yours, who has passed away... perhaps not recently, but this loved one always seems to be on your mind”*

If the psychic received a positive response, the psychic could then delve further.

*“I can sense that this person gave something to you... a part of them... and that you carry this with you wherever you go”*

If the person replied no, then the psychic could simply say *“I don't mean a physical object, but rather a part of their spirit, I can see that they're always with you”*. The person will readily accept this as being true and wouldn't notice that the psychic actually made an incorrect statement (remember the Win-Win game).

If however the person replied with a positive response, then the psychic could go on to make a direct statement - *“Hmm, I sense that this object they gave you... it's... it's a pendent of some form, this meant a lot to them... does that make sense to you?”*

The person would then reply *“Yes, it's on my necklace!”* seemingly amazed about the psychic's apparent supernatural powers.

Now you may remember about the Win-Win game in chapter 8 when we covered cold reading. A psychic will never admit they are wrong, only that the person has misinterpreted what they were saying, or that the images that he or she gets are quite 'vague'.

If a person were to respond *“Actually no, that person never had a pendent”*, then the psychic would simply reply *“I'm getting a pendent for some reason, it could perhaps be symbolic, as if a way of representing the way they feel about you”*.

So the procedures a psychic follows are really quite straightforward, and are as follows -

- Create a false environment that makes the person believe the psychic has real powers
- Make a mental note of various things about the client's appearance
- Conduct cold reading on the client using the subjects of Health, Wealth and Love in order to stir emotion

## **2. The Medium**

Some charlatans decide to go a step further than a psychic and portray themselves as a 'medium', a person that communes with the dead. A 'spiritualist' is also a very similar disguise.

These people will often have large congregations and audiences and may even mix in certain aspects of religion to enhance their illusion. They portray themselves as being able to speak with the deceased loved ones of certain audience members.

The techniques involved, like with most forms of clairvoyant charlatanism, involve cold reading to some extent, and aren't too different to the way a psychic operates. There is however one thing going in the mediums favour: He or She has the entire audience to play with.

You will remember from the chapter on Mass Hypnosis that a stage hypnotist uses his audience to his advantage by only selecting audience members who are somnambulist. The larger the audience, the more somnambulists there will be.

This advantage of a large crowd also works in the mediums favour, as the more people there are, the more likelihood that someone in the audience will be able to pick up on the medium's 'signs'.

Similar to the psychic, the medium creates a false environment which make people believe that he or she has supernatural powers to commune with the departed.

The medium will use certain lingo such as “in spirit form” “passing into spirit” “a sign from the spirit world”. All these words give the illusion that the medium is somehow genuine.

The stage itself may have a number of torches on it, or candles, as if trying to create an immersive medieval sort of 'feel' for the audience.

When the act begins, the medium will start with being very vague, hoping that the audience will make sense of what he's talking about.

This is often backed up with a disclaimer such as *“Sometimes the connections I get with the spirit world are very faint, so I need you to try and make sense of what I'm talking about as sometimes it will be more obvious to you than it is to me about what someone in the spirit world is saying”*.

The medium will then begin with a statement such as *“So I've got a Jack with me here now... who here in the audience has had a family member recently pass into spirit by the name of Jack?”*

If there is no response, the medium will pretend that he misinterpreted the name *“Jack.. maybe... Jake, yes Jake...is making more sense to me, who here knew a Jake?”*

The medium can keep changing the name slightly until he gets a hit in an audience member. Once he does, the medium simply performs cold reading on the audience member by making statements with double meanings -

*“I can see that Jake recently passed into spirit due to something.. in his chest he's indicating to me? Something in his chest... he had a heart attack?”*

Since coronary related problems are one of the most common reasons for death, there is a good chance that 'Jake' did die due to heart problems. This hit amazes the audience.

If however the audience member responded with something like - *“Actually no, he was killed instantly in a car accident”*, then the medium can still respond *“Ahh yes, I can see that now, but he's still indicating to me his chest... I believe, ohh dear... I believe he had a heart attack the moment before the two cars collided... yes that's what he's indicating to me.. the shock of it all caused his body to shut down... but he just wants you to know that he didn't feel any pain, and that he's safe now”*.

This will explain the reason why 'Jake' may have been 'spiritually' indicating to his chest as a reason for his passing. We also go on to establish closure with the audience member by telling him or her that Jake is safe.

By stating that the person is safe, we cast away any doubts that the audience member may have. If you provide the closure to them, they'll be willing to accept what you're saying, only due to the fact that it sounds good. Whether or not what you're saying is actually true is an entirely different story.

So the principles a medium follows are -

- Mention a name to the audience, or a type of death, or an age category, and hope that someone in the audience can pick up the 'clues' being given to them.
- Conduct cold reading on the audience member that identifies with the name given, playing the Win-Win game to ensure that nothing said can be incorrect, only misinterpreted.
- Establish closure with the audience member so that they're 'happy'. This will mean they're less likely to doubt what they've been told.

### **3. The TV Evangelist**

If you turn on TV early on a Sunday morning, you will sometimes see 'faith healers', people who have a 'divine insight from God' and who are able to supposedly perform miracles in the name of Jesus.

Little do people know that these TV Evangelists are the biggest form of charlatans there are.

Like with all other forms of mass scams, the TV Evangelist relies on establishing a false illusion with the audience. The false illusion is that the TV Evangelist possesses supernatural powers granted to him by God.

Now here is where the power of suggestion shows its true capabilities. I cannot think of any other example in modern hypnosis where the power of suggestion is so incredibly strong.

The amount of faith that people will vest within a faith healer is extraordinary. There is no other thing that people will be willing to vest so much faith in. Because of this, the effects of suggestion are quite simply incredible.

Establishing a false environment is *the* most important thing for any faith healer or TV evangelist. If his audience are willing to believe in anything he says, then he's already done everything that's necessary to pull off remarkable feats.

All the faith healer must then do is give people the suggestion that they **HAVE** been healed by the Holy Ghost, or they **WILL** fall to the ground immediately. Because people vest so much faith that they will fall down into a spiritual tremble when the faith healer says so, they actually do.

This is an example of the incredible power of subconscious persuasion. If someone believes in something enough, then they make it a reality.

All the faith healer has to do is maintain the illusion that they have healing powers, and people will believe that they'll be healed when the faith healer touches them.

You will recall that we covered the placebo effect in earlier chapters on hypnosis. A faith healer can trigger this placebo effect in members of the congregation if they believe in him enough.

Another thing that faith healers will typically do at healing seminars is that they will select people who don't have any debilitating illness.

People who are missing a limb, or have a severe psychological illness, will not be chosen. You will find that only people who have an illness that is not readily visible will be supposedly 'healed' by the faith healer.

People that watch the faith healer will believe that someone is healed because the person will fall to the ground, as if having the Holy Spirit pass through them.

Indeed it is controversial to say such things, but I believe it's important you're aware just how faith healers operate. Pay close attention to their methodology, even if you are religious, and you may end up being frighteningly surprised as to how these people operate.

#### **4. The Astrologist and Tarot Card Reader**

Astrologists will claim to be able to determine real life events from analysing the planets and stars, and tarot card readers will claim that certain cards hold information about a person's past, present or future.

I've lumped both of these professions into the same category as I believe their methodology is similar: both rely on the interpretation of external objects in order to determine real life events.

Just like with the psychic, medium and TV evangelist, the astrologist and tarot card reader both setup a false environment in order to create the illusion that they're somehow genuine.

People will unfortunately believe in these false environments, and accept them as a reality, just as they accept any of the false realities that other charlatans create.

Let's start with the tarot card reader. The interesting thing with them is that in order to be a tarot card reader, you don't actually need to have any knowledge of any of the tarot cards.



You can make up your own mystical sounding jargon, and provided that the client doesn't know what you're talking about, you can give the illusion that the cards are 'speaking to you'.

This works perfectly because tarot card readers will often state that the cards only give them 'vague images'. Combine these 'vague images' with jargonistic language, and you can say just about anything and people will find meaning in it.

Let's look at the following example of what a tarot card reader may say -

*“The card of the Magician indicates a change in your life that you are worrying about at the moment. This change could be one of finance, one of love, or one of health... however the change is on your mind a lot at the moment.. what do you make of this?”*

As you can see from this example, the tarot card reader can make up anything they like about the card of the 'magician' since the client most likely wouldn't have a clue about any of the cards to begin with.

Also notice how the tarot card reader will mention those three key subjects from cold reading – Love, Health and Wealth. It's sort of like shooting fish in a barrel, the tarot card reader is almost guaranteed to say something that relates to the person by mentioning those three subjects.

Also notice the vagueness in the wording. The tarot card reader rarely makes precise statements about a person's past or present, but will make precise statements about a person's future.

This is because they can't be proven wrong when predicting any 'future' events. Just think about it, by the time anything happens 6 months down the track, the tarot card reading session will be well and truly over, most likely forgotten, and the the tarot card reader will be richer.

Now let's look at the methodology of the astrologist.

The astrologist will make statements about the emotions a person is going through based upon their star sign. Depending upon the shift of the planets and other such nonsense, the astrologist will claim that a person may be feeling 'down' or 'happy' or 'going through change' or 'can expect some change' be it financially, in love, or in health.

Of course these statements could apply to absolutely everyone, and if you look at any experiments that have been conducted to determine the efficacy of star signs, you will find that on average no star sign applies to one person more so than any other.

## **5. Safeguarding Against The Use of Charlatanism**

Charlatanism is a massive multi-billionaire dollar industry that scams millions of people each and every day of their lives.

Mainstream newspapers contain horoscopes, psychic predictions and other such nonsense which give just some of these many fake professions a sense of authenticity.

There is one thing that you can do to make sure that you never waste your hard earned money on any of these fake ventures, and that one thing is maintaining a critical mind.

In this chapter I explained to you how a lot of scam artists operate. I explained this to you so that you can see how cold reading, placebo and authority are used in real life situations to deceive millions of people.

Of course you don't have to use the skills you're taught for bad purposes, in fact I hope that you don't, but it is important that you're aware just how some people misuse the skills that you've learned so far.

Always look at scientific experiments and studies before believing in any form of alternative medicine or paranormal phenomena. You'd be surprised how 'snake oil' disguises itself as almost purely legitimate fields in this day and age.

Now you will commonly hear the argument 'science cannot explain everything', and whilst this is true, it doesn't mean the alternatives out there are true. Think about it.

The scientific method that exists today has been built upon by many years of refinement and testing in order to discover the truth about our world, and cast the fiction aside.

If science can't explain something yet, then odds are no one else can. So before you ever decide to believe in the supernatural, ask yourself “what *real* scientific evidence is there for this?”. If there is none, then wait until there is. Until then, be careful what you believe.

## **6. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is a false environment?

A. A false sense of reality that another person creates for someone.

Q. Why is it necessary for psychics, mediums, TV evangelists and tarot card readers to create a false environment?

A. To bring their audience into a false sense of reality so that they're more willing to believe what they're being told.

Q. What are the three main subjects that psychics, tarot card readers and astrologists talk about?

A. Health, Wealth and Love.

Q. Why are these three subjects so important?

A. They are generally the most important things that people concern themselves with, and therefore there is a good chance people will be thinking about these three subjects when seeing a psychic, tarot card reader or astrologist.

Q. Explain how a psychic uses cold reading to give the illusion of supernatural insight?

A. The psychic makes observations about a person and will use cold reading to make generalised statements based upon those observations. If a positive response is received, the psychic will make a direct statement.

Q. What happens if a psychic, medium or tarot card reader is wrong about something?

A. They will claim that what they said was misinterpreted, and give an alternate meaning for what they said.

Q. How do TV evangelists or faith healers cause people to fall to the ground with just a slight touch?

A. By the authority that people place in them and through the power of suggestion.

Q. What is the one way to ensure that you never fall victim to charlatan scams?

A. By having a critical, rational and sceptical mind.

## **7. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Ask a stranger if you can practice on them some of the techniques that psychics use. Explain beforehand that there is nothing supernatural associated with psychic illusion, and that it is easily explained.

After you have been granted permission, conduct cold reading on them by making observations, generalised statements based upon those observations, and then direct statements based upon positive responses to your generalised statements.

### **Exercise 2.**

Watch some psychic, medium, clairvoyant and TV evangelical programs and see if you can spot the techniques that these people are using. Look out for cold reading with psychics, mediums and clairvoyants, and look out for the mass suggestion used by TV evangelists.

### **Exercise 3.**

Buy a newspaper and look at the horoscopes section. Find someone who believes in horoscopes and ask them what their star sign is. Give them a horoscope related to a different star sign and ask them if it's accurate.

You should end up seeing no consistency whatsoever between a person's star sign and what readings apply to them, as all the readings are generalised and aimed at everyone.

If you can't find anyone in real life to try this on, try it with someone on the internet.

## Chapter 14 - Body Language Mastery

### 1. Breathing Patterns

As you now know, a person's body language can say a lot about how they are feeling.

In this section we will look at breathing patterns, what they mean, and how we can use them to establish rapport with people.

When we are calm and relaxed, we breathe at a normal rate of once every few seconds. We inhale deeply, and we exhale. The breathing is controlled.

Now this obviously changes when we're scared, nervous, upset, or experience anxiety. We begin to breathe in more and more, sometimes resulting in hyperventilation which is a result of us breathing much too excessively.

Most breathing that takes place in a conversation is usually somewhere between a normal state of breathing, and a more active state of breathing such as one experiences when nervous.

There are a number of things we can observe to determine a person's breathing rate. We can look at a person's pulse, as a pulse indicates how fast the heart is pumping, which can in turn determine how quickly a person is breathing.

We can also pay close attention directly to a person's diaphragm (the area just below the chest) and look at how quickly it's moving inwards and outwards as the person inhales and exhales. This is perhaps the easiest way to observe a person's breathing rate.

Now if you see someone inhaling and exhaling once every few seconds, then you know they're most likely in a relaxed state when they're talking to you.

If however they're breathing in and out once every second or more, then this is a possible indication of nervousness, anxiety, or some other uncomfortable emotion.

You can also pick up from a person's tonality whether or not they are breathing too fast and may be nervous. If the person often breaks their words, or sounds high pitched, this could be a sign of nervousness.

In order to make a person feel as relaxed as possible when talking to you, what you want to do is match your breathing pattern to theirs.

Pay close attention to when they inhale and exhale, and mimic the timing with your breathing. If you can, try and draw in each breath as they do, and exhale at the same time as well.

What this does is it causes the person to subconsciously establish a sense of familiarity with you. Once you have this subconscious familiarity and connection with someone, that person will release chemicals into their brain that make them 'feel good' and relaxed when speaking to you.

As a result, you will have established rapport with the person, as they will subconsciously think of you as someone that they have a lot in common with.

### **Anchoring Breathing Rate To External Actions**

Another way of establishing that subconscious sense of familiarity with a person is by mimicking their breathing pattern with some external action.

This can include tapping your finger or a pen on the table in unison with the person's breathing.

Milton Erickson himself used a great example of how he was able to establish rapport with a young boy who had come to see him due to his consistent unruliness with his parents.

Initially the boy ran around Erickson's office, not paying any attention to what he was saying. The boy clearly did not want to be there, as he had other things on his mind.

Erickson did not reprimand the boy (as you should know by now, reprimanding someone is not an effective way to command long term obedience), instead he established a subconscious sense of familiarity with the boy which then led to rapport.

What Erickson did was he paid close attention to the boy's breathing rate. As the boy was running around the room, the boy was breathing quite heavily. Erickson tapped his pen on his table, loud enough for the boy to hear, but timed the tapping of his pen with the boy's breathing rate.

After a few minutes, the boy's subconscious associated his breathing rate with Erickson's tapping pen. What Erickson then did was he gradually tapped his pen slower and slower, but not too much... just a slight amount every few seconds.

Since the boy's subconscious had established a sense of familiarity with the tapping pen, the boy's breathing rate also slowed in time with the tapping pen. Eventually Erickson brought the pen to a tapping speed that was consistent with a normal breathing rate, and the boy's breathing also changed to this slower speed.

This in turn calmed the boy down, and he sat down to talk with Erickson. Erickson had established subconscious rapport with the boy, and even if the boy didn't consciously know why, he had a sense of familiarity with Erickson, and was willing to listen to what he said from that moment forth.

You too can mimic a person's breathing rate through an external action, be it a tapping pen, a consistent hand gesture, or your breathing rate.

If you do this successfully, and establish near perfect timing with the person's breathing rate, then subconscious familiarity should be established, which will lead to rapport.



## **2. Eye Contact**

Eye contact is an almost universal formality among the entire human species. It doesn't matter which country you visit, or which culture you immerse yourself in, eye contact plays an important role in communication.

Whilst some countries view excessive eye contact as being rude, and indeed only minimal eye contact may be accepted, it nevertheless stands that some form of eye contact is a sign of mutual respect and interest in another person.

Now what I'm about to say may sound like common sense to you, but it's surprising how many people don't realise this - In western societies and cultures, if you're talking to a person and they're not maintaining eye contact with you, and they're constantly looking away, then this could be a very strong sign of disinterest.

We're often so absorbed in our conversation and what we have to say that we rarely pay attention to what the *other person* is feeling, and whether or not they are enjoying the conversation and our company.

### **Eye Contact And Representational Systems**

You should remember your studies on representational systems and how certain eye cues represent the representational system a person is accessing.

Because people feel a need to maintain eye contact in order to be polite, there is a chance that they will access a representational system whilst forcing themselves to maintain eye contact. This can make it very difficult to determine the representational system a person is accessing.

The way around this is to ask a question that forces the person to really think about what you're saying. If you ask someone a simple question, say for example something related to a recent incident that happened to them, then they may already have this image in their conscious mind, and therefore won't need to access their representational systems to remember it.

In such a case, the person will simply respond to you without moving their eyes in any direction. If however you ask the person about certain details of the incident, then you're forcing the person to access a representational system, and thus their eyes will move.

So if someone is maintaining eye contact with you and you're expecting them to access a representational system and they don't, don't take this as a sign that representational systems don't work, rather try and probe the person a little deeper until they do look in a certain direction.

### **3. Facial Expressions**

Facial expressions are a way that people can communicate things subtly without the need to be too forward. Sometimes these things can be good, sometimes they can be bad.

For example if someone frowned at you after you said something, this could be a way of saying *“I really don't agree with that, why did you say that?”* but without being rude and saying such a thing directly.

If on the other hand someone smiled, it could be a way of saying *“That really makes me happy what you said”* without being so forward.

One of the most important facial expressions is the smile. It can do so much, and it is by far the most powerful facial expression that you can use to establish rapport with people.

One way to attract attention when you're walking down the street is to smile at a person you're walking past. If you give out a pleasant, confident smile, then odds are that the person will return the smile to you.

This can be a great way to meet new people, as sometimes you may even start a conversation with someone after the smile, especially if you maintain good eye contact with the person. You could start the conversation off with something like *“Hey...”*

It's always a good idea to have at least a slight smile when talking with people, as it shows the person that you accept them into your life and you respect them. No one likes a person with a neutral or sad face all the time.

### **Using a smile to show interest**

One thing that you can do is use the smile and an eye narrowing expression at the same time in order to indicate a positive sense of interest in the other person.

When someone sees your eyes narrowing they will think that you're interested in what they have to say, and combined with a smile it will show them that you're *positively* interested. This can go towards establishing rapport.

### **The False Smile**

Some people will put on a 'fake' sort of smile as if trying to be polite when in fact they aren't interested in what you're saying.

The fake smile is often shown when a person only smiles with the left or right side of their mouth, as opposed to both sides at once. This is a subconscious way of the person saying “*I see, but I'm really not interested*”.

It's very important to pick these sorts of smiles up as they could indicate that you're taking the wrong approach with your conversation.

Now there may be times when the false smile doesn't indicate disinterest, it could rather indicate sympathy, obvious agreement, or even confusion. If you said to someone “*Well he was a good guy*” the person may reply by nodding their head whilst using this false smile, in which case they would be agreeing with you, not showing disinterest in the conversation.

You have to look at the context of the conversation to determine whether or not the false smile is a sign of disinterest. One way to do this is to ask yourself whether or not what you're saying sounds really interesting to you.

If the conversation is really interesting to the other person, they will very rarely, if ever, use the false smile. If on the other hand it's only you that finds the conversation interesting, whilst the other person finds it boring, they will most likely use the false smile as a way of subconsciously showing disinterest.

So the main facial expressions you should be aware of are -

- Frowning
- The Genuine Smile
- The False Smile

#### **4. Body Positioning**

The way you position yourself when you're about to talk with someone tells the person a lot about you, before you've even opened your mouth.

Whilst the person may not consciously realise this, they certainly do subconsciously, and therefore you will want to pay attention to the position's you adopt in conversation.

If you're approaching a member of the opposite sex and you're a male, there is one thing that females look for subconsciously, and that's confidence.

If you approach a female hesitantly from the side, sort of 'hoping' that she'll acknowledge you, then there's a good chance she won't. If however you approach her from about a 10-20 degree angle, almost front on, then she will see that as you 'putting yourself out', and she will interpret it as a sign of confidence.

This doesn't mean that she will want to talk with you, however it does mean that there's a greater likelihood she will see confidence in you.

The reason you don't want to approach from a direct position (a straight line), is because this may be too dominating for the girl, and she may be threatened by it.

You still want her to be in her comfort zone, but at the same time want to display confidence, and therefore approaching just slightly to the left or right on a 10-20 degree angle away from where the girl is looking will achieve this.

If you're a female approaching a male, then funnily enough the direction doesn't really matter, although some males will find it less threatening if a girl doesn't approach them front on (just like with females).

### **Matching and Mirroring**

When you're talking with someone, what you want to try and display is a delayed symmetry of their body language.

What this basically entails is replicating the person's stance, hand gestures, facial expressions and eye contact but delaying it by a period of about three seconds so that it doesn't seem obvious to the person that you're mimicking them. This form of mimicking is referred to as 'mirroring' and it shall be referred to as such from now on.

The reason mirroring works is because, like with other forms of rapport, the person's subconscious mind is noticing a familiarity in you.

If you display the same body language as the person, then the person will subconsciously build trust with you, as they will think they have a lot in common with you, even if it's only nonverbally.

So first of all, let's look at a person's stance and how we can mirror that.

If someone is standing on a certain angle, you want to mirror this angle, but make sure you're facing the person whilst doing so. If it would look too awkward to mirror the person, then don't. You never want to compromise what looks normal.

The other thing to pay attention to is the person's actual stance. If someone has one foot in front of the other, or one leg crossed over the other, then

mirror that. You don't have to use the same legs as they do, you can use the opposite.

Let's say someone has their right leg crossed over their left leg. You can put your left leg over your right leg, either way it does not matter as the person's subconscious will still recognise the familiarity.

The next thing you want to pay attention to are the person's facial expressions. Whenever the person smiles, you should smile also. When they frown or display a negative emotion, you should do the same with your body language, however make sure to always delay this by at least 3 seconds so that it's not apparently obvious.

Eye contact is another important thing to pay attention to. You want to maintain eye contact with someone for as long as they maintain eye contact with you.

If the other person doesn't look away then you shouldn't either.

If the other person does look away and breaks eye contact then you should do so as well. Make sure to delay this by at least 3 seconds however so it doesn't seem to the person that you're just copying their every action.

## **5. Hand Gestures**

When people are coming up with new ideas they will often express them with their hand movement.

Because people will often not communicate a lot of what they are thinking, hand movement is a great thing to replicate as these hand movements represent what the person is 'trying' to say as opposed to just what they 'are' saying.

What we want to do is match and mirror a person's hand movements whenever they're in an *enthusiastic* and *positive* tone of voice. By doing

this, we're sort of subconsciously telling the person “*I understand where you're coming from*” and creating rapport.

Once again, we don't want to make it obvious that we're matching and mirroring the person's body language, so we will delay the hand gesture mirroring by a period of at least 3 seconds.

So say if the person has their hands separated whilst they're talking, moving them in a certain manner, you want to also adopt this same sort of position with your hands, but delay the actual movement by at least 3 seconds. So you're constantly in this 'lag' of 3 seconds behind the other person.

When starting out, I recommend you stick to a delay of 3 seconds, and as you gain experience you can make this delay longer and longer, and less obvious to the person.

The reason the delay is difficult to master at first is because there's many subtle gestures within the hand movement that you may miss. As you gain experience you'll gain a natural intuition as to which hand gestures are important to replicate, and which ones are not.

As was explained in a previous chapter on anchoring, one way a person signifies that they're really interested in what they're talking about is by rotating their hands in a clockwise. If you can replicate the person's hand rotation with a 3 second delay, then the person will believe that you're also really interested in what they're talking about.

## **6. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What can a person's breathing rate tell you about how they are feeling?

A. Whether they are relaxed, nervous or anxious.

Q. What is the desired state that someone should be in when you're talking to them: relaxed, nervous, or anxious?

A. As relaxed and comfortable as possible.

Q. How can you make someone who is nervous or anxious relaxed?

A. Mirror their breathing rate, and then slow your breathing rate down very gradually. The other person will subconsciously notice your breathing rate to lower, and will lower their breathing rate also, making them relaxed.

Q. Why is maintaining eye contact important?

A. It's a sign of interest and understanding in most human cultures.

Q. What happens if you don't break eye contact?

A. The other person may become anxious, or threatened.

Q. When should you break eye contact?

A. When the other person breaks their eye contact.

Q. What is matching and mirroring?

A. Copying another person's body language in almost every aspect but with a delay of at least 3 seconds. This copying can include facial expressions, hand gestures, eye contact, body positioning, and breathing rate.



Q. Why is it important to maintain at least a 3 second delay when matching and mirroring?

A. This will prevent the person from consciously picking up that you're replicating their body language.

Q. What does matching and mirroring achieve?

A. It establishes subconscious familiarity and a sense of rapport. This can be useful for getting the other person to open up to you more.

Q. If you are approaching someone, from what angle should you approach?

A. From about a 10-20 degree angle.

Q. What does approaching from the side (a 90 degree angle) signify?

A. Weakness, shyness, and nervousness.

Q. What is the problem with approaching a person from a frontal position?

A. It may be seen as a sign of intimidation or over-confidence, and may be perceived as quite threatening.

Q. Do you want to match and mirror hand gestures when a person is talking about something that they find upsetting, or they are angered about?

A. No, we only want to match and mirror hand gestures when the person is talking about something *enthusiastically* and *positively*.

Q. Is it possible to read a person's thoughts through body language?

A. No. We can use Eye Cues to determine the representational system a person is accessing, but we cannot read a person's thoughts from their body language.

Q. Do people say more about how they are feeling with their body language, or with their words?

A. With their body language.

## **7. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice matching and mirroring the body language of people you talk to and see whether or not this makes establishing rapport easier. Pay particular attention to whether or not the person appears more open, and if they smile more than usual. These are both good indications of subconscious rapport.

### **Exercise 2.**

Practice maintaining eye contact with friends and family members without breaking contact. Test how long you can do this before it makes them feel uncomfortable.

Now try the same thing again, however this time break eye contact whenever the friend or family member does.

Lastly, try maintaining eye contact as you normally would.

Compare the results you get depending upon the method you use. You should find that maintaining eye contact and only breaking it when the other person does should lead to the best form of rapport.

### **Exercise 3.**

When walking down the road from now on, practice smiling to any member of the opposite sex that you pass. Notice how many smiles you get back. Don't feel bad if some people don't smile back, as some people are unfamiliar with this form of communication.

## Chapter 15 - Exploring Covert Hypnosis

### **1. Advanced Studies of Instant Induction**

From this chapter onwards we are going to get into some advanced studies of covert hypnosis. We're going to be focusing on specific strategies that you can use to conduct covert hypnosis on people in the quickest, most discreet and of course, the most effective manner.

These chapters will presume that you have fully learned and understood Chapters 2 – 14 in full detail.

If you think you need to refresh your memory about anything that you've learned so far, it is recommended you look at the revision questions from the chapters in question before proceeding.

You've learned about hypnosis and how it relates to different states of trance and suggestion. You've learned about NLP and how it can be used to establish rapport, anchor emotional states and determine the representational system a person is accessing through the use of eye cues. You've also learned about mentalism, and how cold reading and sleight of mind can be used to give the illusion of false realities.

We're now going to be bringing these three fields together, combining them as one, and exploring the practical use of day to day covert hypnosis.

To begin with, we will look at ways of establishing an instant trance induction with people through the use of a hypnotic pattern interrupt.

## **Instant Induction and the Pattern Interruption Process**

You will recall from the earlier chapters on hypnosis that instant induction follows the following 9 step process -

1. Hypnotist conducts a pattern interrupt.
2. Pattern interrupt causes an overload of message units.
3. Overload of message units result in a temporary state of trance.
4. Hypnotist quickly conducts a deepening technique.
5. A further overload of message units result, and we stay in trance.
6. Hypnotist guides us even deeper into a hypnotic state, making sure that we will experience amnesia when we're taken out of hypnosis.
7. Hypnotist plants the suggestion.
8. Hypnotist affirms that we won't remember anything.
9. Hypnotist brings us out of hypnosis.

In this section we're going to be analysing each step of this process so that you can start practicing instant induction on others.

### **1. Hypnotist conducts a pattern interrupt**

The pattern interrupt is the step whereby a person is expecting to perform an action, but you unexpectedly change their reality so that such an action cannot be performed.

This change can be almost anything you can think of. It could be the hand shake induction which you learned about in Chapter 4, or it could be something as simple as asking someone for the time, and then quickly grabbing their hand and performing the same induction before they get the chance to look at their watch.

There really are limitless pattern interrupts that you can conduct.

For our example, let's pretend we're conducting the handshake induction. As you should recall from Chapter 4, we conduct the handshake induction by

putting forward out right hand, and then quickly moving it away and bringing forward our left hand instead, grabbing the person's right hand and moving it up to their face.

## **2. Pattern interrupt causes an overload of message units**

As you're aware, a pattern interrupt causes an overload of message units for a very short period of time, usually no more than a couple of seconds.

## **3. Overload of message units result in a temporary state of trance**

As you're also aware, an overload of message units results in a state of trance. Since we're not inducing the person into a trance as we would through a normal induction, this state of trance is only very temporary.

## **4. Hypnotist quickly conducts a deepening technique**

Here we conduct a deepening technique in order to ensure that the subject remains in this temporary state of trance long enough for us to plant our suggestion.

A good example of a deepening technique is to place a finger of yours (such as your index finger) on the person's wrist, hand or shoulder and then mention the words "*deep sleep*" to them.

## **5. A further overload of message units result, and we stay in trance**

By applying the deepening technique mentioned in step 4, we overload the person with more message units by asking them to focus on relaxing themselves. This ensures they remain in the state of trance.

## **6. Hypnotist guides us even deeper into a hypnotic state, making sure that we will experience amnesia when we're taken out of hypnosis**

If the person responds in a positive manner to the command "*deep sleep*" such as by the tilting of their head or the closing of their eyes, you can then

talk to their subconscious, telling them to fall into an even deeper state of trance.

As example may be *“I want you to feel every part of your body relax now as you feel yourself drifting deeper and deeper into this care free state.”*

## **7. Hypnotist plants the suggestion**

This suggestion can be essentially anything you like, provided of course it does not go against the person's fundamental morals and beliefs.

Now what we want to do is word the suggestion according to the person's suggestibility type. If the person is a physical suggestible, the suggestion we will word is as follows -

*“When you awaken out of this state you will feel a need to do XYZ. Whenever you hear the word 'catchphrase' you will perform the action of XYZ”*

In the case of an emotional suggestible, we obviously need to be more indirect. An example could be -

*“When you feel yourself awaken from this state you may feel a natural tendency to do XYZ when you hear the word 'catchphrase', as doing so may seem like a perfectly natural thing for you to do... a care free thing, something that you may want to do by your own free will”*

## **8. Hypnotist affirms that we won't remember anything**

We now want to make sure that the person will not remember anything when they awaken out of hypnosis. We can do this by planting a simple suggestion as follows -

*“And when you awaken from this deeply relaxed state, you will not remember anything that was said to you, you will not even remember the experience”*

## **9. Hypnotist brings us out of hypnosis**

For the last step we simply bring the person out of hypnosis -

*“And when I count to 5, you will feel yourself wide awake and fully alert, completely outside of this state of trance, forgetting everything that's happened. 1... 2...3...4... being aware of your surroundings now and 5... wide awake and fully alert”*

Whilst this 9 step process may seem a little confusing at first, once you start practicing instant induction it will become easier. There will be some exercises at the end of this chapter that you can use to get you started in this.

## **2. Manipulation Of Brain States**

Earlier in Chapter 3 you learned about the various brain states, or trance states, that a person may enter. You learned that the more message units you give someone, the higher their brain frequency reaches, until eventually they reach an overload of message units and the brain frequency suddenly dips into a very low, trance state.

Throughout this course you've learned how to bring people into a relaxed theta wavelength through various techniques that result in an overload of message units.

In this section we're going to be examining the advantages of someone who is in a heightened frequency, such as at a beta or alpha frequency.

When someone is a beta frequency, they become highly alert of their surroundings. If we don't want to plant suggestions in someone, but instead want to help the person concentrate on something, be it studying something from a book, or if we want someone to really analyse and think about what we're saying, then we may bring the person into a beta frequency.



We do this by creating a large amount of message units in the person, however we don't overload the person with message units, instead we just get their mind into a really active and alert state.

Since we're not trying to plant any suggestion in the person, we don't need to worry about a person's suggestibility type. Instead, all we must do is get the person thinking quickly.

For example, we could ask the person a number of questions, quickly after one another, before they've had much of a chance to really think about what they've said.

An example could be asking someone a series of questions in quick succession as follows -

You: *“So what are your views on the current world affairs in politics?”*

Subject: *“Well I think President XYZ did quite a....”*

You: *“And what do you think about the recent incident in the news with ABC?”*

Subject: *“Well I think that's shocking, and that...”*

You: *“Sorry to interrupt, can I get you something to drink, what do you like?”*

Subject: *“Ohh thanks, I'll just have a coffee”*

You: *“Just out of curiosity, do you drink tea at all?”*

Subject: *“Well I do on occasion”*

In the above conversation we've forced the person to think of a variety of different things within a relatively short period of time, giving them little time to reflect on what they said.

Whilst it may not seem apparently obvious, what we've done is raised the person's conscious awareness up to an alpha/beta wavelength. This is equivalent to what's known as a 'heightened state of awareness'.

## **Heightened State of Awareness**

A heightened state of awareness is a great state to be in when we want to be able to really understand our surroundings, analyse intricate details of sentences which we'd normally ignore and examine people's body language in more precise detail than we normally would.

A heightened state of awareness is really just our minds being in an alpha/beta state.

Now whilst we may artificially induce this heightened state of awareness on another person through the conversation given above, we normally enter into a heightened state of awareness when our mind thinks that something isn't quite right. It's more of a survival mechanism.

You can just imagine if you were about to be attacked by someone, you'd suddenly need as much concentration as your mind could muster so that you could respond to the threat, and this is what a heightened state of awareness does for you, it gives you intense concentration.

It's an evolutionary mechanism within us that was originally designed to protect us from external threats.

Before looking at ways of giving other people a heightened state of awareness, let's first examine how you can give this state to yourself, and the precise advantages this state gives you.

## **How a Heightened State of Awareness helps us respond to others**

When something happens that you're not used to, such as having a car accident, hearing an odd noise, even dropping a glass on the floor, you enter into what's called a *heightened state of awareness*. Have you ever felt that

things seemed to go into slow motion when something bad happens? Let me give an example.

Let's say you're holding an expensive glass vase, and you accidentally drop it. As this glass vase is falling down, it seems like it takes an entire two seconds or so for it to reach the floor, as if time itself is momentarily slowed giving you time to catch the vase.

This isn't a unique experience to just you, or an unexplainable phenomena. It's simply a heightened state of awareness, an alpha/beta brainwave state, that your mind enters when it senses that something isn't quite right.

Your mind will 'snap you out of hypnosis' so to speak, raising your brain state from a theta level if you were in one.

When an animal in the wild hears the familiar call of a predator, it will also enter into this heightened state of awareness, allowing it to analyse a myriad of calculations within the space of a micro second in order for it to make an informed decision as to how to escape.

If the animal acted on autopilot and just ignored the sound of the predator, this animal could well end up as prey.

Likewise if we're driving along the road and see that we're about to have a head on collision, or drive into the rear of the car in front of us, our mind will immediately enter into this heightened state of awareness so that we can quickly analyse what to do.

Should we pull over to the side of the road? Continue driving in the same direction? Hit the brakes? These are all questions that need answering within the space of a micro second, and a heightened state of awareness allows us to do just that.

Imagine if you could live each and every day in this heightened state of awareness? You'd start to notice small intricate details of life that you wouldn't normally notice.

You'd start to hear certain sounds that you normally wouldn't pay any attention to, such as the noise of an insect rustling in the leaves.

Now imagine if you were speaking to someone whilst in this state of heightened awareness. Suddenly the tonality of their speech, the timing of their words, their facial expression, their body language, where they were looking, what words they were saying – all of this, you'd analyse within a fraction of a second.

Normally when we talk with people we ignore things such as hand gestures and tonality of voice, we don't see a point in analysing body language. Can you remember the hand gestures that someone used the last time you spoke to them? Most likely not.

The interesting thing is, is that people say so much more with their body language than they do with their words.

A very interesting experiment that you can do is try to speak to someone who doesn't speak a word of English. Notice how the person will be trying to convey a meaning to you subconsciously through their body language.

They won't even be aware that their hands are moving, it will just be something that happens naturally to them. Funnily enough, you'll be able to have a vague idea what they're talking about, even though they don't speak a single word of English.

Let's say someone is talking to you and they move their eyes in an upwards direction. This would indicate that the person is most likely thinking about something visual.

Now if every time you spoke to someone about something visually related, and they moved their eyes in an upwards direction, you'd begin to subconsciously associate the moving of the eyes in an upwards direction with a visual image.

So then, if you spoke to someone who didn't speak a word of English, and they were trying to convey a meaning to you in words you didn't understand,

and they moved their eyes in an upwards direction whilst doing so – you'd know that what they were talking about would most likely be visually related.

Whilst this alone isn't much to work with, imagine if you had other cues that you had associated with body language as well? Different tonalities of voice would mean different things.

For instance we can all tell when someone is scared, nervous or frightened, as their tonality becomes a little shaky and simple words become difficult for them to pronounce.

If everybody knows that just from experience, imagine what you can know if you train yourself in reading body language properly?

The answer – you can know many, many things. You can tell when people are lying, you can tell when people are saying one thing but meaning another, you can even make educated guesses as to what people are thinking based purely upon their facial expression, breathing rate, and posture.

### **Interpreting Responses with a Heightened State of Awareness**

So now that you know what a heightened state of awareness is, how do you go about entering it when you choose, as opposed to just when something unexpected happens?

The short answer is that you can't, nor would you want to. However we can replicate certain elements of a heightened state of awareness through proper training.

First of all, let's analyse when a heightened state of awareness is useful, and when it isn't.

We often operate on autopilot responses for a reason. Each day we go into a hypnotic, day dreamy sort of state in order to let our conscious mind rest.

This hypnotic state we enter is what allows us to be creative, focus on other things, and allows us to vent out certain elements of stress.

It is not desirable nor practical to always be in a heightened state of awareness, we need to have the autopilot functioning, it's a critical part of our survival.

With that being said, there may be times when we want to voluntarily activate a heightened state of awareness, such as when there's a large amount of information we want to analyse.

When we're studying for example, our mind will need to be in a heightened state so that it can absorb new concepts and ideas.

If we take the same approach to studying something as we do when talking to someone, then we'll be a lot more alert when speaking with the person. We'll begin to analyse their body language and recognise certain cues in their speech that we normally wouldn't notice.

All you need to do to enter into this heightened state of awareness is focus. If you're talking to someone, have a genuine interest in what they have to say.

Really try and understand what the person is talking about, and don't think of a way that you can interject just so that you can say your part. Make your replies questions if possible so that you can find out as much about the person as possible.

As you learn to pay attention to people and what they have to say, you'll begin to focus more and more, and break out of your autopilot functioning.

The more you listen to a person and hear what they have to say, the more you'll get an understanding for what sort of a personality they have and how they'd likely react to certain situations.

You can't achieve this if you're only interested in speaking about yourself. Also, as you know, having a genuine interest in another person is key to establishing rapport.

So this has a two way effect. First, listening to another person intensively will raise your mind to a beta/high alpha wavelength. Second, this interest will establish rapport, as you know.

### **Uses of bringing others into a Heightened State of Awareness**

So you learned about how to bring someone into a heightened state of awareness at the beginning of this section by asking the person a number of questions in quick succession, forcing their brain wave frequency to raise. When would you want to do such a thing you might ask?

The answer is *not* when you're attempting to procure something from the other person. This state is useful if you're attempting to get a child to have a genuine interest in something, or if you want someone to really listen to what you're talking about so you can get a point across.

For example let's say you had a child that said that he or she just couldn't find any interest in studying.

You could ask the child a number of questions in quick succession, questions obviously that the child could understand. Examples include -

*“What do you dislike the most about school?”*

*“What do you think will happen when you get older if you don't have a proper education in school?”*

*“What are the advantages of studying?”*

*“What do you like the most about studying?”*

Once the child is in an active, heightened state of awareness due to the multiple questions asked of him or her, a perfect opportunity would present itself to have the child study.

You could do this by using the typical Ericksonian illusion of free choice, which you learned about in previous chapters. An example of this technique could be asking the child - *“Do you want to study now, or later?”*.

Hopefully you now understand what a Heightened State of Awareness is, and why it is important for deep forms of thinking and analyses.

You should also understand how you can bring yourself and other people into this state.

### **3. Multiple Channel Hypnosis**

When you're conducting covert hypnosis on another person, be it through an instant induction or through the use of subtle suggestion and rapport, it is important to maintain multiple forms of connection with this person, in case one form should, for whatever reason, cease.

Allow me to elaborate on what I mean by this. Let's say that you have rapport established with a person, and this rapport resulted from you matching and mirroring the person's body language.

If for whatever reason this matching and mirroring broke then the rapport may break too.

Now if you had rapport established with the person in a number of different ways, let's say through hypnotic tonality, through body language and through showing a genuine interest in what the person was talking about, then it wouldn't matter if one of these 'channels' of rapport broke (let's say your voice suddenly turned hoarse), you'd still have the other channels active, meaning that the rapport would still exist.

Let's look at the following diagram -



<b>You</b>	<b>Subject</b>
Hypnotic Tonality	Rapport Established
Matching & Mirroring	Rapport Established
Showing a Genuine Interest	Rapport Established

Now if one of these states were to end, such as hypnotic tonality, then the diagram would look as follows -

<b>You</b>	<b>Subject</b>
Hypnotic Tonality	Rapport Not Established
Matching & Mirroring	Rapport Established
Showing a Genuine Interest	Rapport Established

You'd still have rapport with the person, because you still had two other active 'channels' of rapport established.

Establishing multiple channels of rapport are important for two reasons. Firstly, it ensures that should one channel break, you still have other active channels to maintain the rapport. Secondly, the more channels you have open with the person, the deeper the rapport will be.

If one channel breaks it is better that the rapport is slightly weakened as opposed to being broken entirely.

We can apply this same concept to anchoring.

Let's say for example that we have an emotional state of happiness anchored to a certain hand gesture. We can also anchor this same emotional state of happiness to another action, such as a facial expression. We may also anchor a separate emotional state, such as one of interest and intrigue, to another action such as the tapping of a glass.

The channels we'd set up then would be as follows -

**You****Subject**

Hand Gesture

Anchored to Happiness (emotion)

Facial Expression

Anchored to Happiness (emotion)

Tapping of Glass

Anchored to Intrigue (emotion)

Now if we broke the hand gesture anchor, then we'd still have a separate channel through which we could trigger the emotional state of happiness, in this case the facial expression.

If we broke the tapping of the glass anchor however then we wouldn't have any other anchors that we could use to trigger the emotional state of intrigue. We could however create more channels for this anchor (more anchors) so that if one of them broke we wouldn't need to worry too much.

One last example we will look at is the association of hypnotic suggestions with specific actions.

Let's say you guided someone into a trance and planted the suggestion of *“when I click my fingers you will have a deep desire to talk to me”*. We could also plant another suggestion as well, such as *“when you hear the word 'interest' you will feel a deep desire to talk to me”*.

The channels we setup then are as follows -

**You****Subject**

Clicking of fingers (action)

Will have a desire to talk with you

Mention of the word 'interest'

Will have a desire to talk with you

Therefore if one of these channels were to break for whatever reason, then we'd still have the other one.

If we really wanted to make sure that a person obeyed our suggestion we could even combine the two hypnotic suggestions together, by clicking our fingers and mentioning the word 'interest' at the same time.

In the course of an ordinary conversation you may have a number of separate channels existing for rapport, anchoring and hypnotic suggestion, such as follows -

<b>You</b>	<b>Subject</b>
Mirrored Breathing Rate	Rapport Established
Mirrored Hand Gestures	Rapport Established
Making a slight whistle	Anchored to Excitement (emotion)
Tapping finger on chin	Anchored to Happiness (emotion)
Mentioning the word 'sleep'	Falls asleep (hypnotic suggestion)

So as you can see, the more channels you maintain with someone, be it through rapport, anchoring or hypnosis, the more leeway you have for circumstances outside of your control where rapport or anchoring may be broken.

As you gain practice, will be able to keep track of multiple channels that you're maintaining with someone. At first you should practice just maintaining two or three channels, and over time handling ten or more channels will not be difficult.

#### **4. Safeguards Against Being Discovered**

One thing that you don't really want to happen is for someone to yell out to you "*you're trying to covertly hypnotise me!*". In reality, this is almost guaranteed not to happen since the vast majority of people wouldn't even have a clue what covert hypnosis was.

If your techniques were obvious, the worst that would most likely happen is that the person may perceive you to be a little odd in some way. For example, if you were tapping a glass too excessively they may believe you had some form of obsessive compulsive disorder for tapping glasses, or perhaps they may think you were nervous.

Nevertheless, if you can avoid giving away any obvious signals as to what you're doing, then that's a good thing. This is especially true with instant induction. The last thing you want is for an instant induction to fail with someone and have them react badly.

So what are some safeguards you can set up for yourself against being discovered? To start with, you should always ask yourself “*what would happen if the person found out what I was doing*”. You have to prepare for worst case scenarios should they arise, and have an instant response handy.

Every time you attempt to plant a subconscious suggestion in someone, also make sure that the meaning could be interpreted in another way to the way you mean it.

For example, let's say you wanted to discreetly plant a suggestion for someone to buy you a drink by saying “*It's always nice to help other people, I believe that's the key to having good friends. Anyway, what are you all doing tonight, should we buy a few drinks?*”

This could be a subtle suggestion to the person that they should buy you a drink, one in which they should not consciously pick up. If the person however responds “*Were you suggesting that I should buy you a drink?*” you may immediately respond “*No not at all, I was hoping to shout you one*”.

Thus we should always be ready to respond to the possibility that our discreet suggestions may be discovered.

Now imagine that you were performing an instant induction on someone and you took hold of their hand and brought it up to their face and said “*I want you to fall into a deep sleep for me*”. Imagine that the person responded “*Just what in the heck do you think you're doing, why are you grabbing my hand like that, and what are you talking about?*”

In such a situation you could immediately respond with “*Sorry about that, I was just joking with you, I didn't mean any ill intentions*”.

Now the most important thing of all is obviously not getting discovered in the first place. That is why it's recommended that you practice your techniques on people that you trust before you practice them on absolute strangers.

Whilst some techniques may be safely practiced on strangers, others, such as the instant induction, should only be performed when you have a lot of confidence with the technique. Always prepare for worst case scenarios.

## **5. Revision**

Make sure you understand the following questions and answers before moving on:

Q. State the 9 procedures involved in instant induction.

- A.
1. Hypnotist conducts a pattern interrupt.
  2. Pattern interrupt causes an overload of message units.
  3. Overload of message units result in a temporary state of trance.
  4. Hypnotist quickly conducts a deepening technique.
  5. A further overload of message units result, and we stay in trance.
  6. Hypnotist guides us even deeper into a hypnotic state, making sure that we will experience amnesia when we're taken out of hypnosis.
  7. Hypnotist plants the suggestion.
  8. Hypnotist affirms that we won't remember anything.
  9. Hypnotist brings us out of hypnosis.

Q. Give an example of a pattern interrupt.

A. The handshake induction.

Q. How is the handshake induction performed?

A. This pattern interrupt is achieved by putting forward your right hand to shake the person's right hand. When the person moves their right hand forward to shake yours, you quickly move your right hand away and replace it with your left hand, gently grabbing the person's right hand and moving it up to their face.

Q. What does a pattern interruption do?

A. It causes a temporary overload of message units due to the confusion.

Q. What is a Heightened State of Awareness?

A. The state a person is in when their mind is in a high alpha/beta wavelength. They become very alert to their surroundings and notice subtle details they normally wouldn't.

Q. What is a Heightened State of Awareness good for?

A. It's good for concentrating on certain tasks, be it studying something, or paying careful attention to what someone is saying during the course of a conversation.

Q. Is it a good idea to plant suggestions in a person when they're in a heightened state of awareness?

A. Absolutely not. A person in this state will have an extremely active critical mind, and discreet suggestions will become very difficult, if not impossible to plant.

Q. How can you make others achieve a heightened state of awareness?

A. By asking them a number of questions in quick succession, forcing their mind to think actively, thus raising them to a high alpha/beta wavelength.

Q. What is multiple channel hypnosis?

A. It's a way of maintaining different types of anchoring, rapport and hypnotic suggestion on a person at the one time.

Q. Why is multiple channel hypnosis useful?

A. If one channel of connection is broken, then there are other channels that can be used to maintain the rapport, anchor or hypnotic suggestion.

Q. What is the best way to safeguard yourself against being discovered?

A. Making sure you prepare for the worst case scenario by having a counter-response should the situation arise.

## **6. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice doing various forms of instant induction with close friends and family members, provided you have their permission. Pay careful attention to each step of the 9 step process and see which steps you are successful with and which steps you aren't. Practice the instant induction technique extensively, using different pattern interrupts, before trying it on strangers. Make sure you have the strangers permission as well before testing the technique on them.

### **Exercise 2.**

Practice bringing yourself into a heightened state of awareness by focusing on a task that requires your full attention. Try and maintain this same type of focus when speaking with people and see if you can pick up subtle signals from their body language. Pay particular attention to the body language you were taught in Chapter 14.

### **Exercise 3.**

Practice maintaining multiple forms of rapport with someone (multiple channels) at the same time. Once you are able to do this, practice also maintaining multiple anchors, and then lastly multiple forms of hypnotic suggestion.



## Chapter 16 - State Of Mind Mastery

### 1. Outlook Upon People and Life

One of the keys to being successful at covert hypnosis is confidence. You must have confidence in your abilities, and one of the ways to achieve this confidence isn't just by practicing the techniques taught, it's also by viewing people in a certain manner.

In this chapter we're going to be covering the different states of mind you should adopt depending upon the situation. The way you view a situation can significantly effect your confidence, the way you behave, and also how quick you are to respond to unknown obstacles.

To begin with I will teach you a state of mind that you should adopt when viewing people generally.

First and foremost, it is important to have a respect for every person on this planet. This includes respecting all beliefs, ethnicities, races, genders, sexual orientations and political stances.

It doesn't matter what your past or current prejudices are, if you have any, it is important to get rid of them. The reason for this is because you must adopt a new persona when conducting covert hypnosis, every part of your body must be one that is geared towards persuasion.

If people detect the slightest bit of hostility in you, be it to them or another person, then this warm relaxing feeling you give people will quickly end.

Everyone in life gets to the level they are at through experience. Some people have unfortunately been brought up in the wrong environments and have experienced very negative input into their minds, and these are the sorts of people that you should take pity on, as opposed to aggression.

I'm not attempting to preach to you in any way here, but once you understand that the mind is simply an accumulation of various experiences, you will understand how some people can be persuaded to do evil acts through the use of brain washing.

So the first outlook you must have on people is this: All people are to be respected, and you should not nurture another person's hostility or hatred. You may agree with them, but don't take things to another level with them.

Your calmness, and relaxed attitude towards other human beings will subconsciously make the other person think of you as a peaceful being they feel comfortable being around.

The second outlook you must have on people is that most people are, unfortunately, incredibly gullible. From your studies, you know this is because people are willing to accept false realities without conducting any rational thought or reasoning.

Hopefully you have now learned that having a critical mind is absolutely essential to avoiding false realities. This should be obvious to you especially after looking at the ways in Chapter 13 that charlatans use various mentalism techniques to trick people.

Understanding that people are vulnerable to false realities is a good thing, because it will give you confidence in your ability to conduct covert hypnosis on them.

Most people aren't nearly as critical as you may think, and if you've been doing the exercises mentioned so far in this course, you will have first hand experience at the ease with which some of them work.

So the general outlook on people you should have is this -

- All people should be respected
- People are inherently vulnerable to persuasion

## **2. The Energetic State of Mind**

In this section you will learn how to maintain an energetic state of mind. This state of mind is one associated with intense interest, sensitivity to all of your surroundings and the feeling of a real vibrant glow. You will emit a radiance that seemingly draws other people to you, that makes them really want to speak with you.

The energetic state of mind should be used whenever you're planning to covertly hypnotise someone.

Below I will teach you the technique that I want you to perform in order to achieve an energetic state of mind. This involves some elements of hypnosis, so it is important you concentrate on this technique and perform it properly in order for it to work.

First of all, stand up and imagine that there are four separate squares surrounding your body. One square in front of you, one square behind you, one square to your left, and one square to your right. You yourself are also standing in a square, so there are five squares in total.

Now imagine that the square in front of you represents calmness. You can see in this square a place that you find to be most relaxing. This place can be real or imagined. It could be a nice meadow field situated by a calm, warm and relaxing sea, with a nice golden beach next to it, or any other place that you can imagine that brings you into a state of tranquillity

Imagine now that the square to your left is a square that represents confidence. In this square you can see an image of yourself doing absolutely anything. This may be addressing a large crowd of people, skydiving out of a plane, or doing anything that a normal person may find intimidating.

Now imagine the square to your right is one that represents listening. You see in this square an image of yourself that pays incredible attention to your surroundings. You can listen to other people in this square, really understand what they're saying, and also analyse their body language. You can also see this square representing a seemingly intuitive sense.

Now imagine that the square behind you is one of pure raw energy. You cannot see this square, since it is behind you, but you know that if you step back into it, your entire body is going to be enveloped with a gigantic buzz of energy that will give you the power and energy to do anything you wish.

Now imagine that you are standing in a square of nothingness. This square can be influenced by anything you bring into it.

Now in real life, step to your left into the square of calmness. As you step into this square you will feel yourself become completely surrounded with an incredibly strong wave of confidence. Anything seems possible to you whilst you're in this square.

Absorb all the energy from this square for a whole minute, and once it's within your body, step to your right into the square of nothingness (the square you were originally in).

As you step into this middle square again you will feel all that confidence from the left square transfer into it. As you stand in this middle square you will feel an extreme state of confidence, as if anything is possible.

Now I want you to step into the right square. It is important that you do this in real life. This square represents your listening capabilities.

As you step into the right square you will feel your body become overwhelmed with a sense of intuition. You will feel as if every time someone moves their hands in a conversation you will be able to really understand the meaning of what the person is communicating. This square will let your subconscious peak in its understanding of your surroundings.

As you feel all this energy flowing through your body, step to the left now into the middle square once more, and feel all this energy you've brought with you combine with the energy of confidence.

Now step forward into the square of calmness. As you step into this square you will feel your entire body become relaxed and care free, as if nothing

can trouble you. Really feel this wave of calmness consume you, as you step back into the middle square once more.

Feel these three energies combining together now, the energy of confidence, the energy of listening and intuition, and the energy of calmness.

Once you feel all these three energies flowing around your body, step backwards into the square of pure and raw energy. It is important you step backwards for this step.

As you step back into this square you will feel all of the energy surrounding your body suddenly intensify by several orders of magnitude. You will feel every part of your mind and body become fully aware of its surroundings, and you will feel extraordinarily confident, calm, intuitive and ready to take on anything that the world has to offer you.

As you go about your day, imagine that you are standing within this square of energy the entire time. Before you go to bed, step forward into the middle square again to allow all this energy to slowly dissipate whilst you sleep.

When you get up each morning, repeat this exercise in order to feel energised for the day ahead.

### **3. The Distancing State of Mind**

Just as you may want to draw peoples attention towards you, and cause them to be attracted to your presence, there may be times when you want to distance yourself from people as well.

Let's say there's someone talking to you at a party that you really don't want to pay any attention to, or let's say someone you knew from an old job sees you on the street and asks you to come out with them later on in the evening even though you're not interested.

In both of these situations and many others, maintaining a state of mind associated with distance will help give people the subconscious impression

that you really don't want to have anything to do with them. This saves you having to be rude by telling the person to go away.

So in order to achieve a distancing state of mind, you want to focus on giving off certain signals that signify disinterest without being rude.

The mindset you must adopt is this: *“I respect this person, however I have no interest in them, so I will not give them anything to work with during our conversation”*

This means that whatever the person says, you only give very short, brief responses, responses that don't allow the person to really carry on the conversation.

This may be similar to when you're speaking to someone on the phone and you really have to go somewhere, however the person on the phone cannot seem to take a hint. You may end up making your answers very brief and to the point.

This same technique can be employed when you're trying to 'get rid of someone' in an interpersonal setting.

Let's have a look at the following conversation -

Frank: *“Hey there, where are you from?”*

You: *“From down South”*

Frank: *“Ahh very nice, I'm from the North myself, how is your evening?”*

You: *“Fine”*

Frank: *“You know you wouldn't believe what just happened to me, I was coming in here and this person just ran into me without saying sorry or anything... I mean I couldn't believe it, at least a sorry would have been nice!”*

You: *“Maybe”*

Frank: *“And so what are your plans for the evening?”*

You: *“I have a few things I need to do later”*

Frank: *“Ohh ok, enjoying tonight?”*

You: *“Sure”*

Frank: *“Very nice... good entertainment isn't it?”*

You: *“Uh huh”*

Frank: *“Anyway I better get going, see you around”*

In the above conversation, nowhere did we give Frank any opportunity to expand upon anything he said. We gave him very basic non-interested answers.

Another thing to be mindful of is eye contact. When you're attempting to distance yourself from a person you don't want to maintain any eye contact with them whatsoever.

This doesn't mean you have to be rude, you can still have a slight smile on your face, however just look into the distance, appearing to be interested in other things.

Hopefully you won't need to use this distancing state of mind much, however it's important you're mindful of it should the need arise to distance yourself from another individual, for whatever reason.

#### **4. The Relaxed State of Mind**

The last state of mind you will be taught is the relaxed state of mind. This is a good state of mind to be in when you're not attempting to hypnotise anyone in particular. This state of mind will allow you to relax yourself and go about living each day in a non stressed manner.

Stress is the cause of a number of psychological related illnesses, such as depression and anxiety. Being in a relaxed, stress-free state of mind is important to being able to function properly and to be alert of your surroundings.

Before we continue, let's examine how stress is caused.

### **The History of Fight or Flight**

Stress is caused by a part of the subconscious mind known as the Primeval Fight or Flight response.

Back when we were hunter-gatherers always on the move, before major civilisations were established, we had two basic responses to situations: We could run from them, or we could face them and fight them.

In the wild if we were battling a predator, we would have to make a number of quick decisions. We would have to determine whether or not we would be able to fight the predator and survive, or whether we should run away.

These were our two basic responses to just about any encounter, and back then we were able to act upon them.

Since this time humanity has progressed and we now live in organised civilisations where we have jobs, laws and social expectations. If there's something that we don't like at work, we cannot simply run away from it.

You see our brain causes certain chemicals, such as adrenaline, to be sent to it whenever we enter into a fight or flight response. This adrenaline can make us anxious, or stressed, since our body is telling us to fight or run away from a situation and is giving us the necessary chemicals in order to do so.

When we don't act upon the fight or flight response, all this adrenaline effectively becomes wasted and we experience anxiety and stress.



It is quite obvious that it isn't appropriate to run away or fight situations in modern society, and therefore the fight or flight response can be more of a hindrance than a benefit.

With the relaxed state of mind, we ensure that we don't allow ourselves to enter into this fight or flight response. We can ensure this by having a constantly relaxed, care free outlook to our surroundings.

Our thoughts create our reality as they say, and therefore the way you view situations is of critical importance.

### **Maintaining the Relaxed State of Mind**

To start with, don't consider any situation to be too troubling. Imagine the worst possible thing that could happen to you in a scenario, and picture yourself in that scenario in an entirely relaxed and care free state of mind.

If you have a deadline to meet, then set a goal for yourself to meet this deadline, but don't think what will happen if you don't meet the deadline. Instead, just focusing on doing what is necessary to meet it.

In order to achieve the relaxed state of mind you may guide yourself into a trance through the use of self hypnosis. You should remember how to do this from the earlier chapters on hypnosis (imagine yourself walking down a staircase and as you reach the last steps you fall into a state of trance).

When you're in trance all you want to do is simply reinforce keywords to yourself such as 'relaxed' 'peaceful' and 'care free'.

After guiding yourself out of trance make sure to remember these keywords, and if you ever enter into a potentially stressful situation, just repeat them to yourself.

The key to maintaining the relaxed state of mind is to realise that being stressed or worried about any situation does not give you any benefit at all.

As you begin to speak with people using a hypnotic tonality, you will find that they will feel quite calm and relaxed when speaking with you. This calm

and relaxed state you send people into will also have a positive effect on you as well, as the person will respond more calmly when you're talking with them.

So remember to repeat those keywords to yourself at all times – 'relaxed', 'peaceful' and 'care free' whenever you want to maintain a relaxed state of mind.

## **5. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What are the two main points to consider with your general outlook on life?

- A.     1. All people should be respected  
          2. People are inherently vulnerable to false realities

Q. Why is this outlook important?

A. It makes you appreciate every person for who they are, and where they come from, and it also makes you realise that we as humans are prone to persuasion. This allows you to achieve a critical mindset whilst appearing like a person that other people can trust.

Q. What is an energetic state of mind?

A. It's a state of mind where you are confident, capable of doing almost anything and are highly alert of your surroundings. This state of mind omits a vibrancy that will attract other people to you, making it the perfect state of mind to be in for doing covert hypnosis.

Q. What are the four squares involved in achieving an energetic state of mind?

A. The square of confidence, the square of listening, the square of calmness and the square of energy.

Q. What is the distancing state of mind?

A. A state of mind you can adopt when you want to distance yourself from another person.

Q. How does one achieve a distancing state of mind?

A. By not maintaining eye contact with the person but still smiling. By not giving the other person any responses which indicate interest or allow the person to continue the discussion.

Q. When might a distancing state of mind be useful?

A. When someone approaches you and starts talking with you when you're not interested in speaking with them.

Q. What is a relaxed state of mind?

A. A state of mind where you don't experience stress or anxiety.

Q. How does one achieve a relaxed state of mind?

A. By guiding themselves into self hypnosis and repeating the three keywords – 'peace', 'relaxed' and 'care free'.

## **6. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice the techniques required in order to bring yourself into an energetic state of mind. Once you are in this state of mind, go out to a function, party or any other social gathering and see how well you are able to converse with people. Notice any improvements that you've made in comparison to the way you'd normally interact with people.

### **Exercise 2.**

Practice adopting a distancing state of mind whenever you're speaking with someone and want to end the conversation. This will allow you to practice *being in control* of a conversation. It is important you always remain in control of a conversation and know how to end it when you want to without being rude.

### **Exercise 3.**

Practice adopting a relaxed state of mind whenever you approach a situation that you may find to be typically troubling or stressful. Repeat the three keywords to yourself 'peace', 'relaxed' and 'care free' and notice if any improvements are made.

## Chapter 17 - Advanced Covert Hypnosis Techniques

### 1. The Desire for Acknowledgement

You will remember learning about the crowd mentality within the chapter on Mass Hypnosis.

People have a desire for acceptance not just within a group setting, but also in a one-on-one conversational setting with someone that they respect. This desire often stems down to one of acknowledgement. People want other people to acknowledge their presence.

If everyone ignored you when you were at a party you might find yourself become quite paranoid, anxious and have the feeling of being left out. You'd have a genuine desire that other people acknowledge you.

In covert hypnosis we can use this desire of acknowledgement to our advantage. If someone has an interest in us and we don't acknowledge them, then their desire to be acknowledged by us increases greatly.

This is an example of reverse psychology. We may be really interested in speaking with someone, but we can pretend we're not really that interested whether we speak to the person or not. This will make the person want to speak to us even more, which is exactly what we want.

Now we must be careful not to over do this false sense of disinterest. If we over do it, then the person may think that we really don't want to speak them, or that we're ignoring them, or that we're preoccupied.

Keep in mind that this technique will only work with people who do have an obvious interest in you.

So what we want to do is give the person subtle hints of interest, without giving them a formal acknowledgement until they've approached us. We can do this through body language.

First of all what you want to do is pay attention to whether or not the person of interest is looking at you or not. If they are then you want to scan your eyes over them, smiling briefly (but not too excessively) before looking in a different direction.

This will give the person confidence that you may be interested in them.

If you are in an Energetic state of mind, you will have a natural attractiveness about you. If the person is willing to interact with you, then they should come up to you and begin a conversation.

Throughout the conversation you don't want to make it seem like you're overtly interested in what the person is saying. You want to give them enough to work with, however you don't want to sound like you really need to speak to the person.

Let the other person make the conversation, you shouldn't have to do much work at all. Let's look at two examples.

For the first example let's say that you are in a shop and you are looking to buy a plasma TV.

You may be looking at the various televisions on display when a sales representative approaches you. The sales representative may say *“How can I help you, are you thinking of buying anything today?”*

You could reply *“Not really, the prices are a little steep for me”*

By saying this we're not giving the sales representative any indication that we're planning on buying the TV, nor are we cutting off the opportunity of buying one if he were to lower the price for us.

What we want to do is make the sales representative have a desire to be acknowledged by us. He may ask us a number of questions, but with each answer we give only a very vague hint that we may be interested, just enough to keep him talking to us.

We could of course progress from this into a form of subtle subconscious suggestion by acknowledging the salesman and saying *“I may be interested in purchasing this TV for a 50% discount, but it depends on what its exact specifications are”*

We're then sidetracking the salesman from the 50% discount.

Another example of applying the Desire For Acknowledgement technique would be when a member of the opposite sex is speaking with you.

Let's say you've given this person a brief amount of eye contact and they have approached you as a result. Remember that whilst you're controlling the conversation, you want the other person to do all the talking as you want to make them think that *they're* the ones that desire your acknowledgement, not the other way around.

If you of course started talking too much then the role could be easily reversed, so you have to be careful to make your answers brief and to the point, but still contain enough substance to keep the person interested in you.

Let's look at the following example.

Let's say that someone approached you and said *“Hi there, how are you enjoying yourself this evening?”*

You could reply with *“I'm enjoying it fine thanks, and you?”*

They may then reply *“Yea it's good, so what brought you here tonight?”*

Whilst the conversation is going on you want to pay particular attention to your eye contact. Earlier you were taught to maintain eye contact in order to create rapport, however in this situation we're going to be avoiding eye

contact slightly so as to make the other person desire to be acknowledged by us.

We want to keep playing this game until we can sense a hint of frustration in the person's voice, or a hint of boredom. Once we pick this up, we then want to maintain proper eye contact with the person and establish rapport.

An example may be the person saying “*Ahh I see...*” which could be a sign of frustration from the lack of your response. Once you pick this frustration up, you could then reply with “*So you said before that you came here to meet new people, you know what I enjoy doing? I enjoy watching other people interact and seeing just who's trying to impress who. Like that couple over there, do you think that guy is going to get anywhere with her?*”

What you're doing is finally giving the person the acknowledgement they've desired, and you've done so in a manner that is interesting. You've created a unique type of conversation and now finally the person realises that you want to talk to them. This will make them believe that they've 'earned' the right to talk with you, and so now they won't want to lose it.

So the process is essentially as follows -

- Give off slight signals to the person to indicate possible interest →
- When the person comes over to talk to you, give only brief answers →
- When the person displays a hint of frustration, acknowledge them →
- Establish rapport with the person

The Desire For Acknowledgement technique is most useful for attracting people to you. If you plan on approaching a person then this technique is not recommended.

## **2. The Command of Action**

The Command of Action is a great way to get people to take action. Sometimes a conversation may reach a point where you need to make a



move in order to reach your next goal, however for whatever reason you may be unsure whether or not it is right to make the move.

Examples could include asking someone to do something, wondering if you should move in to kiss someone, or asking someone to go somewhere with you.

You may get the feeling of *'well if I ask them to do this, what if they say no and it destroys the conversation?'*

The beauty with the Command of Action is that you make the *other* person suggestion the action, as opposed to yourself. The process involves two techniques: anchoring and indirect suggestion.

First of all it is important you have rapport established with the person. Once rapport is established you may then work on planting the suggestion indirectly.

Let's say that you want someone to go out with you to dinner. During the conversation you may plant the subtle suggestion as follows -

*"You know I was just having a delicious dinner last night when I heard on the news what you were talking about, I cannot believe that that happened.."*

Notice that you're mentioning the word 'dinner' with a positive keyword next to it – being 'delicious'. You're also not drawing any attention to the word.

Now whilst you mention the words “delicious dinner” the person will momentarily access their kinesthetic/olfactory representational system in order to remember the taste of a delicious dinner.

Even if the person doesn't move their eyes in a downwards direction, they may still be consciously remembering a recent delicious dinner they had. Whilst they're accessing this representational system, you want to gently touch the person in some way. You can do this very quickly so that the person does not really pay any attention to it.

An example would be just quickly touching the person on their shoulder or on their hand whilst you say “delicious dinner”. What you want to do is anchor the touching of the person with the memory of a 'delicious dinner'.

You must of course carry on the conversation as per normal as if you never touched the person. You don't want to draw any attention to the words 'delicious dinner' or the touch. You only want the person's subconscious to do the thinking, not their conscious.

Once you have the words 'delicious dinner' anchored you may then go on to make an indirect suggestion to test the person's reaction. You can make this indirect suggestion at any later time in the conversation, so it doesn't have to be immediately after the anchor.

In our example we want to trigger the anchor at the same time we make the indirect suggestion.

An example of an indirect suggestion in this situation could be - *“Anyway I must go soon, I haven't had any dinner yet”*.

In this example we'd touch the person on the same spot as we touched them to plant the anchor. This will trigger the anchor, causing the person to remember the taste of a 'delicious dinner'.

This will most likely cause the person to react in a positive way. The thought of having a 'delicious dinner' will enter into their conscious, and there will be a good chance that they may respond with something such as *“Ohh I haven't eaten dinner either, where were you planning to eat?”*.

Such a response obviously leaves open the opportunity to invite the person out to dinner with you. Notice that the other person is the one that said they hadn't had anything to eat either. By saying this, they inferred that they'd like to go out to dinner with you.

So in order to create the command of action, the two steps that you must follow are -

1. Anchor the desired state
2. Trigger the state whilst making an indirect suggestion related to it

### **3. The Revelation of Secrets**

Many people have secrets that they'd rather not let other people know about. With this technique you will be able to encourage people to share their most inner secrets with you.

First of all, what you want to do is create an environment where the person is very relaxed and outgoing with you, an environment where you have a lot of rapport and trust established with the person.

When this environment exists, you want to begin by opening up the conversation into one where you and the other person reveal secrets to one another. You could start by saying something such as the following -

*“Here's a question for you. What's the biggest secret that you've ever kept from someone?”*

The person may reply with anything, let's say they said *“Ohh my, well when I was a kid I always used to throw away the lunch that my mother packed for me, and when I went to school I bought candy instead”*

The supposed 'biggest secret' that the person will give you initially will often not be that big a secret at all. This doesn't matter, as all you're wanting to do is create the right mood for the person to be open.

You should reply to the person - *“Ohh my, that was pretty bad of you”*

The person will then naturally ask you what your biggest secret was, in which case you will give them a little more open response, such as the following -

*“Well I really shouldn't say this, in fact I never thought I'd tell anyone, but years ago when I was living at home I was driving my dad's car and accidentally damaged it by driving into a power pole. I drove the car to a parking spot in the city and told my dad that someone had come along and smashed the car whilst I was gone.”*

You're offering a little more open response, but not too open. You don't want to go ahead and say that you were unfaithful to a spouse in the past or anything like that, as the person may have a negative image about you if you do. Keep your secret relatively innocent, but still interesting.

The person will then respond with something such as *“Ohh my! That's terrible of you”* usually with a smile. This is good as it indicates the person is settling into an environment where they feel comfortable being open with you.

Now the next thing you want to do is anchor the word 'honest' with a sentence similar to the following -

*“You know I think it's good to be open and honest about such things, I think deep down we really want to tell someone about what we've done in the past, don't you?”*

As you're saying the word 'honest' in the above sentence, plant an anchor of some form. This could be a temporary raise in your tonality when saying the word 'honest', it could be the tapping on the person's shoulder, it could even be a hand gesture of some form. Make the physical trigger of the anchor anything you wish.

Once the person replies to you with whatever the reply may be (such as *“yea I think it's good to let it out”*) you will then want to ask them more direct questions.

Now if you want to ask whether they've done a specific action, you want to bring up the *category* of the action first, before the action itself.

Let's say you want to find out if the person you're speaking to has cheated on the spouse that they're with. To begin with you'd bring up the 'category' of cheating by asking her an open question like *“So tell me, and you have to be honest, have you ever cheated on anyone before?”*

Notice how the question is broad, referring to the category of cheating, as opposed to a specific action with any particular individual.

Now when you ask your broad category question, you want to trigger the anchor you have for the word 'honest'.

So in the above example, we would trigger the anchor at the following stage whilst asking the question - *“So tell me, and you have to be honest (trigger anchor now), have you ever cheated on anyone before?”*

The reason this will cause the person to give you an honest answer is because the anchor is anchored to a statement you made that the person agreed to earlier.

Earlier you said *“I think it's good to be open and honest...”* and the person responded with a positive reply *“yea I think it's good to let it out”*. Since the person does not want to subconsciously contradict themselves, they will feel a strong urge to be honest with their answer.

Now let's say that the answer is something like the following -

*“Well yea, I cheated once or twice when I was young”*

Now after receiving this answer, you want to also give an answer to your own question so that the other person doesn't feel pressured. You may state *“I have to admit, I've had a fling or two in the past...”* - even if it isn't true you should at least identify with the other person's answer on some level.

If the person said they never cheated, then you should say that you haven't either. You're creating a false reality for the person whereby they can identify with you, making them feel comfortable in being open with you.

Now that you've opened the subject of 'cheating', the person will feel more comfortable answering specific questions. Keep in mind that you want to make sure that rapport is maintained throughout all the questions and answers.

Remember what you were taught in body language. Pay attention to the person's eye contact. If they're not maintaining eye contact with you, or if their breathing rate is starting to increase too much, then this could be a sign that you're losing rapport with the person. If you are losing rapport, then don't make your questions too personal, keep them broad.

If however the person is still in very good rapport with you, you may then go on to ask them a specific question for the category of questions in which you've made them feel comfortable answering.

A specific question may now be - *“So tell me now, being honest (trigger anchor), have you ever cheated on your current boyfriend, Jack?”*

The person should then give you an honest response, such as - *“Yes, I have once with a guy I met in a nightclub”* or *“No, I've never done anything like that with Jack”*

You may then ask her more questions about the category of 'cheating', or you may open up a separate category of questions by asking her a broad question about that category, testing to see if you still have rapport, and then delving into more specific questions within that new category. It's really up to you.

You'll be surprised at how well this technique works even with complete strangers.

Now if you're asking these sorts of questions to your own spouse, intimate questions to do with things such as 'cheating', then you will need to go one step further.

You will need to create what's known as a *reverse expectation*. A reverse expectation is simply wording a question in such a way that the person will feel bad about themselves if they give you a false answer.

An example of a reverse expectation is as follows - *“You know I think it's important for both of us to be really honest (trigger anchor) with each other, so I'm going to ask you now, and feel free to be completely honest with me, have you ever cheated on me before?”*

After you ask this question, immediately look where the person moves their eyes. Since your question was most likely unexpected, the person will access a representational system.

If you've identified the representational systems that the person uses to be that of Visually Remembered (Vr) then there is a chance that the person is remembering an incident.

If on the other hand the person maintains eye contact, then they may be consciously aware that no such action has taken place.

Now it's important to understand that if the person accesses a representational system, even the Visually Remembered (Vr) system, this does *not* guarantee that the person has committed the action, it is only the indication of a *possibility*. You should conduct other hypnotic techniques on the person, or conduct further questioning, in order to arrive at a more definite answer.

Also the person may move their eyes to a Visually Constructed (Vc) representational system, whereby they're imagining what it would be like to cheat on you, without actually recalling a specific incident. This may be a necessary thing for some people to do in order to answer your question, so don't be alarmed by this.

Remember that some people have their representational systems reversed, so don't confuse the two. It's important you understand how the person you're speaking to accesses their representational systems before building any suspicion.

Now if the person of course does give you an honest answer (which they most likely will anyway) then you won't need to worry about identifying representational systems.

Using the above technique of questioning you will be able to ask a person practically any question imaginable, be they someone you're close to or a complete stranger, and get honest answers.

The most important thing to remember is create the anchor around the word 'honest' and trigger that anchor with each question you ask. Make sure the person agrees with your original statement of “ *You know I think it's good to be open and honest...* ” in order to ensure they will respond to the anchor.

#### **4. The Ball of Attractable Energy**

This is a fantastic seduction technique to use on member's of the opposite sex. If you don't wish to learn about seduction, then I believe it's still important you're aware of this technique so that you can be on the lookout for people who may use something similar on you.

This technique involves rapport, anchoring and the power of suggestion.

Before doing this technique, it's important you have rapport established with the person you're talking to. Talk to the person for at least a few minutes and make sure they're responding to you positively.

What you want to do is slowly guide the person into an exercise that at first seems a little bit of good fun, but that will soon turn into a deeply relaxing and pleasurable experience for them.

To start with, say something similar to the following - “*I want to try a little exercise on you, if I could? It's an energy technique that a monk taught me*”

This builds up intrigue, as the person is now drawn in by the supposed mystical elements of the technique you wish to show them.



Provided the person responds in the positive, you may continue with the technique.

To begin with ask the person *“Let me ask you something, what's the first feeling you get when you know that you're really attracted to someone?”*

The person may give a varied response, something similar to *“Well I sort of get a feeling in my stomach, like butterflies”*

At this stage you'd continue with the technique as follows -

*“I want you to focus on my right hand for me”*. At this stage put forward your right hand in a sort of cuff shape, as if it's holding a ball, with your palm facing upwards.

*“As you focus on my right hand, I want you to imagine this feeling you get when you like someone, this feeling of excitement, of lust, of love... I want you to transfer all those feelings, emotions and energies into my hand... and as you do that you may notice that a ball of energy in my hand starts to grow.*

*As you focus on this ball of energy you will notice that it takes on a certain colour, what colour is that?”*

The person will respond with a colour such as *“Purple”*

You will then continue *“As you focus on this purple ball of energy, feeling all those strong and powerful emotions flowing into it, I want you to imagine that I am holding all these emotions right here within my hand, as if they've left your body temporarily... this ball of energy contains all those feelings that you have, the butterflies in your stomach, the desire to really get to know someone...”*

At this stage move your hand backwards, towards your side, about a metre away from the person.

*“As you feel this ball of energy being drawn backwards, you will feel these emotions of yours fading into the distance... as if becoming weaker... do you feel that?”*

The person should respond “Yes”

You will then continue - *“Do you want me to bring this purple ball of energy back towards you?”*

The person should then respond *“Yes please...”*

You should then bring back your hand to where it was before and continue with the following - *“As I move this ball of energy closer towards you, how does that feel?”*

The person should respond *“Really good..”*

You will then ask *“Do you want me to move it closer?”*, to which the person should reply *“Yes...”*

Move your hand to the right side of the person, just within their peripheral vision. You do *not* want to move your hand directly towards the person as this will be intimidating. Your aim is to get your hand up towards their neck.

As you're moving your hand closer say - *“You have to tell me if you want me to continue...”*

The person should respond *“Ohh yes please do”*

The next step will take a little confidence, however it must be completed. Keep in mind that you've been doing the entire process slowly and gradually the whole time, and you've been constantly reaffirming with the person that they're enjoying what you're doing.

What you must now do is gently place your right hand on the back of the person's neck, and then open up your palm, as if gently planting the ball of energy within their neck.

As you do this, say the following *“How does that feel?”*

The person should respond *“Ohh really good”*

You will then continue *“Feel all the energy from the palm of my hand flowing right into your body, becoming a part of you once again...”*

The person will respond with some form of pleasure, such as *“Mmm...”* or *“That feels nice...”*

At this stage you should then begin to gently massage the person's neck, slowly extending your hand onto the person's shoulders. After a few moments, say the following *“Do you want me to stop?”*

The person should reply *“No... please continue”*

Keep massaging the person and say *“Are you sure?”*

The person should reply *“Yes... positive”*

As you keep massaging, gently move your head in close to the person and gently kiss their right earlobe. It is important you make this approach from the right side of the person, almost as if they can't see you coming.

As you do this the person should sigh. The person is now seduced, and yours.

So how does this technique work? First of all we get rid of the person's autopilot response by telling them that we want to try some 'exercise' on them to do with 'energy' that a 'monk' taught us. This is very likely to be something unique that the person hasn't heard before, and therefore their curiosity will be naturally raised.

After we have the person invest all their emotions of lust and desire into the palm of our hand, we're effectively anchoring the palm with an emotional state of pleasure and fulfilment

From them on we're creating an expectation in the person, an expectation that this energy will return to them. We're almost teasing the person, not giving them back this energy unless they ask for it, a number of times, and only gradually do we move it closer to them.

When we make contact with the person's neck with our palm, we trigger the anchor of desire for another person. The person will be experiencing the exact feeling that they told us about initially, which was the butterflies in the stomach.

Since we're the ones causing the person to experience this feeling, they will feel lust and desire to be with us from that moment forth.

This is an incredibly powerful seduction technique, and once mastered, is almost irresistible. Remember that it is important to always establish rapport with the person before conducting this technique.

## **5. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What is the Desire for Acknowledgement?

A. It's the desire that every person has to be acknowledged by someone that they hold respect for.

Q. How do we take advantage of this desire for acknowledgement?

A. By not giving the person acknowledgement until they approach us, talk to us, and start to display irritability that we're not acknowledging them properly.

Q. How do we acknowledge the person once they start to display irritability?

A. By establishing rapport with the person and starting a conversation that they will feel a part of, a conversation where we respond to the person in a very positive manner.

Q. What is the Command of Action?

A. It's a technique whereby you can make someone do something.

Q. What are the two steps involved in the Command of Action?

A.     1. Anchor the desired state  
       2. Trigger the state whilst making an indirect suggestion related to it

Q. If you wanted to make someone sell you something at a discounted rate, how could you use the Command of Action technique to achieve this?

A. Anchor the state when the salesman believes you're interested in buying the product. Make an indirect suggestion in relation to receiving a discount whilst triggering the anchor.

Q. What is the Revelation of Secrets?

A. A technique where you can extract information from a person that they wouldn't normally disclose.

Q. How does the Revelation of Secrets technique work?

A. By establishing rapport with the person and making them feel comfortable talking openly about their secrets. You do this by disclosing some secrets of your own.

Q. If you want to ask someone a direct question, what should you do first?

A. Ask the person a broad question about the category the direct question is related to.

Q. Can you use eye cues to determine whether or not a person is lying to you?

A. No. The representational system a person accesses may give an indication of the *possibility* that the person is Visually Remembering or Visually constructing a past experience, however there is no guarantee.

Q. What is the Ball of Attractable Energy technique useful for?

A. Seduction.

Q. Where about's do we want to position the palm of our right hand when conducting the Ball of Attractable Energy technique?

A. In the person's peripheral vision.

## **6. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

The next time you go out, practice the Desire for Acknowledgement technique on a stranger that seems to have an interest in you. If the stranger isn't responding at all, make sure to give them subtle hints such as a brief

smile, or brief amount of eye contact, without formally acknowledging them until they approach you and show irritability.

### **Exercise 2.**

Practice the Command of Action technique on various types of people and in various types of situations. At first you may find that the technique does not work all the time, however as you gain experience you will notice a workable pattern with the technique. Create a logbook listing your previous failures and re-visit these failures as you gain experience with the technique.

### **Exercise 3.**

Practice establishing rapport with people you don't know and then perform the Revelation of Secrets technique on them. Test how far you can go and what sort of questions they're willing to answer. If you find people are uncomfortable answering some questions, make a note of whether or not you tested to see if rapport was still established when you asked the question.

### **Exercise 4.**

Go out to a singles bar of some form and practice the Attractable Ball of Energy technique on people that you are attracted to and that you have established rapport with. Remember the importance of timing. As you gain confidence, this technique will become easier to perform.

## Chapter 18 - Appearance, Perception and Deception

### 1. The Performer

Having reached this far in the course, you're no doubt aware of the power of creating false realities for people.

In covert hypnosis, the way that a person perceives you can heavily determine whether or not they will be willing to do what you tell them to do.

If you give people the impression that you're a performer with paranormal powers then people may hold a certain respect and admiration for you.

There are a number of different ways that we may present ourselves, under a number of different guises and appearances depending upon the circumstance, and in this chapter we shall cover some of these appearances.

To begin with, we will examine the showmanship involved in posing as a performer of mental magic, and what we can hope to acquire with such an act.

You've already learned the techniques used in cold reading in order to give the illusion that you're a psychic, clairvoyant or a mind reader of some form, so we won't go into that again.

Instead in this section we're going to be looking at the showmanship involved in performing spectacular mental feats that impress people.

### **Mentalism and Showmanship**

The first thing to understand with showmanship is it's not how well you do the trick, or how difficult the trick is, but it's how well you present the trick.



You can have the most basic of trick but portray it in such a way that inspires awe in your audience. Or on the other hand you could pull off the most ingenious piece of magic ever, but have your audience stare at you blankly, unimpressed.

You must learn to couple mentalism with good showmanship, as it's what enhances the effect of any illusion that you create. Showmanship is possible anywhere, even in an online setting.

Now, before we proceed, I'd like to conduct a little exercise with you. I want you to think for a moment of where you are right now.

Sitting down, in front of the computer, reading this ebook that you purchased. Now just relax yourself, clear your mind of any thoughts you have, and pay very close attention to what I'm about to say.

I want you to imagine yourself walking into a busy pub. You see lots of people standing in various places holding their drinks. Some people are talking in groups, whilst other people are standing by themselves.

Some people are having a dance to the music that is playing, whilst other people are just observing them. The entire pub seems quite typical, nothing seems out of the ordinary.

Now... I want you to snap out of your autopilot thinking. I don't want you to do, or think of anything that you'd normally do inside that pub. Get rid of the autopilot response, get rid of it entirely, and enter into that *heightened state of awareness*.

Now just think... you can do, say, and behave however you want. There are no longer any limitations, no pre-conditioned subconscious responses.

Nothing is preventing you from doing absolutely anything you want. You are free, and your conscious mind is now in control of your body.

With that in mind, that you can do absolutely anything you want, I want you to imagine going up to a random person of the opposite sex, someone you're

attracted to, and say *“excuse me for a moment, could I have a word with you?”*.

After a delayed response of a few seconds *“Umm sure”* is their reply.

You then say to them *“Look I know this sounds very weird, and I promise you that it will take no more than 30 seconds of your time then you can go right back to what you were doing, but I have this odd gift that I'd just quickly like to show you if you'd let me.”*

They reply *“Uhhh, alright then”*.

I want you to imagine replying *“Alright, but before I begin, what is your name if I may ask?”*. The person replies *“My name is Sarah”* (change this to any name you like).

You then reply *“Okay Sarah, this might freak you out a little bit, but believe me it will scare me more than you. I want you to place a coin in one of your two hands, but I don't want you to tell me which hand it's in. Here, take this coin, and place it in one of your hands, and then clench both your fists so I can't see it, I'll turn my head away”*.

Imagine giving Sarah the coin and then turning your head. A few moments later she says *“alright, done”*.

You turn your head back around and examine her clenched fists. Imagine then saying *“Alright Sarah, think of any number for me between 1 and 10, don't tell me what it is however. Tell me once you have a number”*.

Sarah replies *“Ok, got one”*. You then say *“Alright... now believe it or not Sarah, the number you chose will actually determine which hand the coin is in, and which hand the coin is in will also determine the number you chose. Now do you mind if I just gently place both of my hands on your wrists?”*

Sarah replies *“Sure, go ahead”*

You place your hands on both of Sarah's wrists.

You then say *“Now Sarah, what I'm going to do is try and guess your favourite colour. Once I know your favourite colour, I'll be able to tell what hand your coin is in.*

*Once I know what hand your coin is in, I'll then be able to guess the number you're thinking of. So all I need for you to do for me now is mentally beam your favourite colour to me through your hands into my palms. I'll feel this energy extend itself up into my mind, and your favourite colour will be revealed to me. Can you do that for me?”*

Sarah replies *“Okay sure”*

You say *“Really beam the colour to me now. Think of it, visualise it if you can. Now I want you to say the following colours aloud for me, but don't give me any indication which one is yours. I want you to say the words Blue, Green, Yellow, White, Pink, Purple and Black, could you do that for me?”*

Sarah replies *“Ok sure... Blue, Green, Yellow, White, Pink...”*

You say *“Ok stop there. Your favourite colour is pink. Isn't it?”*

Sarah replies *“Yea it is!”*

You say *“Alright. What I've always noticed about people who have pink as their favourite colour is that they'll also pick the number 7, which is the number that you picked a few moments ago”*

Sarah replies *“Wow! That's amazing, yea that's my number!”*

You say *“What's also amazing is that the number 7 is an odd number. We always associate the right hand with being even and the left hand with being odd, therefore you subconsciously put the coin in your left hand”.*

Sarah replies *“That's incredible! How did you do that?”*

Notice now how you've managed to attract the attention of a complete stranger and make her deeply interested in you and your abilities? This could of course apply to either sex.

Now the question I have for you is this: Would you have had the confidence to do that normally, if you were acting on autopilot?

The problem with autopilot behaviour is that we think we're limited when actually we're not.

Society tells us that the correct thing to do is find a member of the opposite sex who is by themselves, try and make a moot point of conversation, and maintain the conversation and hope that you strike some common chord of interest.

Has the thought of just going up to a random person and showing them a little mentalism entered into your mind? Public settings are great places to try these tricks. You won't want to just be honing your magical abilities, but you'll want to be practicing your showmanship as well.

The above example procured such a positive reaction from Sarah as a result of good showmanship. Now let's look at the above example with little or no showmanship displayed.

You: *“Sarah, I want you to put a coin in one of your hands for me. Can you do that?”*

Sarah: *“Ok sure”*

You: *“Alright, my guess is that the coin is in your left hand”*

Sarah: *“Yep, is there a point to this?”*

You: *“Yes, think of a number between 1 and 10, do you have one?”*

Sarah: *“Umm yep”*

You: *“I think your number is 7, is it?”*

Sarah: *“Yea, how did you do that?”*

You: *“Magic. I can also predict what your favourite colour is if you'll let me hold your wrists, can I do that?”*

Sarah: *“Umm I have to go, goodbye”.*

Displaying confidence and certainty in your abilities is a must. What is also a must is making your trick interesting. Incorporate a little story into your magic and establish rapport with your audience.

Showmanship is really the icing to the cake and is what makes your tricks stand out.

## **2. The Seducer**

The seducer is a personality that you can adopt should you wish to attract a new spouse, or keep a relationship with a current spouse constantly exciting and lively.

By playing the seducer, you can make other people do things for you, and they'd even be happy to do so. You effectively seduce people to do your bidding, through the power of romance.

There are three simple principles that you must follow as the seducer, which are as follows -

1. Identify peoples worries before they do, and dispel them.
2. If confronted, then deny your intentions and reverse them.
3. Always act as if the other person must prove themselves to you.

I shall elaborate on each of these points.

## **Identify peoples worries before they do, and dispel them**

This step is important as it will lead to the person trusting you and having a deeper form of rapport with you.

As you're aware, people have autopilot responses to certain questions or actions. A lot of these autopilot responses are triggered due to a natural, subconscious, instinctual worry in the person.

For example, if you asked someone that you met at a nightclub to come back home with you, then they'd automatically think that you wanted to have an intimate encounter with them.

Certain people, particularly females, may have fundamental morals and beliefs that tell them that making love with complete strangers is immoral or promiscuous.

Therefore what we want to do is dispel these subconscious worries before the person even has a chance to think about them.

We do this by deliberately stating what the person's worries are, and then giving a solution to them. If we bring out the person's worries before they have the chance to think about them, then the person sees us as someone who can identify with their fears, and they will be more willing to trust us.

So let's say we wanted to ask someone to come back home with us. The normal worries someone might have if we asked such a thing would be *“Does this person just want to use me?”* and *“What are his/her intentions?”*

We would word our request in such a way so that it would immediately dispel both of these fears. An example would be as follows -

*“Look, you seem like a fun sort of person to hang out with, however I don't know you well enough just yet. Would you like to come back to my place for a few drinks, but then call it a night? I have a meeting early tomorrow*

*morning so can't do anything more than have a couple of drinks, if you're interested?"*

What we're doing here is we're telling the other person from the very beginning that we're not interested in anything more than a few drinks. This prevents the person from raising doubts as to what our intentions are.

It also gets rid of that inbuilt defensive response of *"is this person just trying to sleep with me?"*. In fact we're the ones pretending to take that response on ourselves, not giving the other person the opportunity to do so.

This creates a relaxed and safe environment for the person, and if you have rapport established with them, they will almost certainly go back home with you.

Once you're back home and have had a few drinks, then things can start to unwind quite quickly, and whatever you said before may be quickly forgotten, particularly if you're having a good time together.

### **If confronted, then deny your intentions and reverse them**

Let's say if a person replied to you *"Are you asking me to go home with you just so you can sleep with me?"* in a negative manner. This presents a perfect opportunity to reverse such a desire on the person.

You can do this by replying to them as follows -

*"Actually, I just thought you'd be a fun person to talk to, the thought of sleeping with you didn't even enter into my mind, in fact I don't really feel too comfortable doing anything like that with you, since we've only just met..."*

As you can see we reverse the accusation on the person, making it up to them to defend themselves for bringing the subject up. This gets us out of the blame and also makes us look more respectable and trustworthy.

Now if of course the person asked the same question but with a smile and a positive tone of voice, then you wouldn't necessarily go that far with your response. You could simply reply with *“Well that wasn't my intention, but I'm willing to see how the evening progresses”*.

Never be too overboard with your responses. Always pay attention to the person's body language and mirror their emotions.

### **Always act as if the other person must prove themselves to you**

At no stage do you want to make it seem like you're the one trying to prove yourself to the other person, they must be the ones attempting to prove themselves to you.

You can do this by always having a little hesitance in your questions and responses. This makes the other person behave as if they're trying to convince you to do something, as opposed to the other way around.

Let's say you're talking with someone about the subject of dating. You could say something such as the following -

*“I do believe that two people can feel really powerful chemistry for one another when they've only just met, but most of the time that isn't the case, and it takes a lot of getting to know another person before that chemistry is created”*

This creates an image of 'love at first sight' within the other person, and they will feel as if they need to somehow prove that the chemical attraction exists. Of course good rapport must be established for this to be effective.

If you're already with a spouse, you may try a similar sort of approach by retelling a past experience you both shared together. You could say something such as -

*“Remember that time when we first met, that warm embrace we shared when you kissed me unexpectedly... it's a shame that's in the past”*



It then comes down to the other person, your spouse, to prove to you that those times aren't over.

### **3. The Storyteller**

One way to really build intrigue within the person you're talking to is to tell them stories. Stories about your past, whether made up or real, are a great way for the person to feel as if they can really understand and connect with you.

What you want to do with your stories is build up suspense. You want to make the person feel a range of emotions through your experiences which leave a lasting impression. Your stories can be humorous, exciting, even awkward or sad, but they must contain emotions that the person can relate to.

Your stories should always contain a subconscious suggestion, either within the middle of them, or at the very end. This subconscious suggestion is more likely to be acted upon by the person if they can relate to the story you're telling them.

Let's say you were talking with another person and it was your goal to set a mood of romance. You could give a story about when you were a kid and you attempted to persuade another girl to go out with you, but add a little humour to it.

An example could be as follows -

*“You know when I was a kid, I once had a crush on this girl at my school, Emily Johnson was her name. I used to be so shy whenever she was around that I all I could do was just smile at her, I could never muster up the courage to talk to her.*

*So at the end of the year the school formal was approaching, and I knew that if I didn't ask Emily out then someone else would. I was a little shy just asking her out on the spot, so I thought I'd buy her a gift. Anyway I bought a*

*box of chocolates and kept them in my school bag, and the time came when she and I were alone.*

*I quickly went to my bag to get the chocolates, and as I picked the box of chocolates up, I noticed that all the chocolates had melted inside my bag and all over the box. My hands were covered in the chocolate as well. Emily saw this and asked me what I was doing. I was so nervous I just stumbled in my answer and then she left.*

*I later became so sad that I just went up to her in the playground and asked her out to the formal right there on the spot, and she said yes. So I was quite happy after that.*

*But the lesson I learned from that is that it's sometimes better to just say things as opposed to waiting. If you miss the opportunity to say something you really want to say, then it may never come by again”*

Romance is always a topic of suspense, and in the short story above we've created a sense of suspense as to how the story is going to turn out. We've also added a little humour in there about the chocolates melting, but ended it with a happy ending.

After telling the story we then planted in our subconscious suggestion. The subconscious suggestion was that we need to grasp the moment and say what we really want to say without waiting.

We can use this suggestion to our advantage as the person will likely be more open with us once the suggestion seeps into their subconscious.

It is advisable to create your own stories and rehearse them at first, rather than improvising them, or trying to remember them on the spot. Even if you're telling a story that's based upon an experience you actually had, you should still memorise what you're going to say.

After all you need to remember to include the suspense, the emotions, and of course, the suggestion. These things can be hard to improvise without experience.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. When you're acting out the persona of The Performer, what is the one most important skill you must possess?

A. Showmanship.

Q. What mentalism skill do you combine with this form of showmanship in order to give the illusion of magical abilities?

A. Reading

Q. What are the three principles that you must follow when acting out the persona of The Seducer?

A.     1. Identify peoples worries before they do, and dispel them.  
       2. If confronted, then deny your intentions and reverse them.  
       3. Always act as if the other person must prove themselves to you.

Q. Give an example of how you might respond to the following confrontational statement - *“Sorry I really don't want to go back home with you because we've only just met”*

A. *“Oh no, perhaps you misunderstood me, I was asking if you wanted to come to to a nice bar next to where I live where we could maybe have a few drinks, I wasn't asking you to come back to my place. I only just met you tonight and I don't feel comfortable letting strangers into my home, I hope you understand”*

Q. When telling someone a story, what are the three things that the story must contain?

A. Emotions that the person can relate to, a happy ending, and a subconscious suggestion.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice going to various social functions and portraying yourself as a performer of some form. Utilise the skills of cold reading and showmanship in order to successfully pull off your act.

### **Exercise 2.**

This exercise is optional. I only recommend doing it if you feel comfortable with it.

If you are single and willing to try this exercise, practice going to various social gatherings and pubs or nightclubs and acting out the role of The Seducer. Apply the three principles you were taught in order to overcome resistance. Test to see how people respond to you, and what percentage of people are willing to go back with you to where you live.

It is not recommended that you actually do go back with anyone. Instead the main objective is to test people's responses, so you can get an understanding of how this form of seduction works.

### **Exercise 3.**

Practice telling people various stories that contain emotion, a happy ending and of course a subconscious suggestion. You may make up your stories or relay past experiences. It is recommended you rehearse these stories first before actually testing them.

### **Exercise 4.**

Once you have completed the above three exercises, practice combining all three roles together and switching between them depending upon the situation.

Sometimes you may want to break the ice with a mental trick by acting out the role of The Performer, then tell the person a story as The Storyteller, and then finish it off with the techniques used by The Seducer.

Practice combining these rolls until you can switch between them freely and easily depending upon the circumstance. You may add other elements of Mentalism that you were taught in previous chapters in order to create your own unique personality.

## Chapter 19 - Mastering Covert Hypnosis

### 1. Mastering Resistance

Sometimes people may not act upon your suggestions, or may question you on them if they're found out.

The key to overcoming this form of resistance is through the use of persuasive communication that is comprised of four key techniques -

1. The use of Hypnotic Tonality and Rapport
2. Anchoring Positive Emotional States
3. The use of indirect suggestion
4. Only rewarding positive actions

So far in this course you have learned how to conduct the first three techniques, however in this section you will learn how to reward someone with positive actions.

What do I mean when I say *reward someone with positive actions*?

Let's say you're having a conversation with someone and you're attempting to plant a subconscious suggestion in the person. This suggestion may be to have the person perform a certain action, such as dancing with you.

What you want to do is reward the person whenever they make progress towards the action and ignore them whenever they don't.

Remember it is important you already have rapport established with the person before performing this technique. Now let's look at an example.

Let's say you're talking with someone and you ask “*Are you a good dancer by any chance?*”

If the person responded “*No, I don't really like to dance*” then you wouldn't respond at all. You would make it seem like the person said something that effectively killed the conversation.

This makes the person's subconscious question whether or not they should have responded in the manner they did. They may then think “*Hmm, maybe I should have said I could dance*”.

Now if the person responded positively, such as by saying “*Ohh I'm not a good dancer, but I'm always willing to give it a go*” then you'd respond by rewarding the person with a smile and saying “*I'm not that great myself, but I'm always up for it as well*”. This would prompt the person to then ask you for a dance.

Now looking back to the response of “*No, I don't really like to dance*” what you want to do is pause the conversation and require the other person to initiate it again. This means you're making the other person try to *make up* for what they said.

If you have rapport established with the person, and were talking with a hypnotic tonality, then the person will have a subconscious *desire* to speak with you again. They will miss the feeling of conversation and will do everything they can to make it better again.

When they start the conversation again, you want to continue to give them very brief responses until they mention something related to dancing. When they do, you will give them a very positive response, smile at them, and make more statements related to dancing.

If the conversation goes on for a couple of minutes without the person making any conversation related to dancing, then you should bring up the topic of dancing again, but make sure you say something different as opposed to what you did the first time.

You could say “*So really, I can't believe you don't enjoy dancing, I'm sure once you start you'll enjoy it, don't you?*”

If the person gives a positive answer then respond to it positively. If they give a negative answer then repeat the cycle of ignoring the person and only giving them brief responses.

Eventually the person's subconscious will realise that they will need to dance with you, or do something related to dancing, in order to maintain the friendly rapport that they have established with you.

So this is what we mean by only rewarding positive actions.

### **Suggesting the same suggestion in a different manner**

Sometimes the resistance you encounter will be as a result of the way you worded a subconscious suggestion. Sometimes the wording you use in a suggestion may not be compatible with a person's personality type.

This is typically the case with emotional suggestibles, as suggestion needs to be more indirect with them.

If you attempted to plant a suggestion such as *“I can understand where you're coming from, I think it's great to just get up and dance with someone you really get on well with, without thinking about things too much”*

And the person responded with *“Well, if you're suggesting I dance with you, then I don't really like dancing with strangers”*

Then you could suggest the same suggestion but make it indirect, and thus better suited for an emotional suggestibility type - *“Oh no I wasn't suggesting that at all. I just mean sometimes it's great to lose yourself in the moment, and do whatever it is that you really want to do, and if that is to move your feet around in a way that brings you joy and excitement, then that's something that you can do if you want to”*

Always remember to anchor certain emotional states with actions before giving the suggestion.



If I were going to plant a suggestion in someone to dance with me, then I'd be talking about the conversation of dancing before hand. I'd say "*You know there's so many different dances throughout the world, I find some of them to be quite fascinating and wonderful*".

When I said the words "*fascinating and wonderful*" I would create an anchor of some form, and then later when I gave the suggestion (pretending the person is a physical suggestible) I would do so by saying - "*I can understand where you're coming from, I think it's great to just get up and dance (trigger anchor) with someone you really get on well with, without thinking about things too much*" and triggering the anchor right when I say the word "*dance*".

This will evoke the emotional state of *fascinating and wonderful* with the thought of dancing, and thus I'll be more likely to receive a positive response.

If you meet resistance with both the physical and emotional form of suggestion, then you should avoid the suggestion entirely, change the subject, and establish a deeper form of rapport first.

Once this deeper rapport is established then you may approach the subject again, but do so in an entirely different manner and with a different suggestion. Make sure the suggestion is of course geared towards the person's suggestibility type.

## **2. Mastering Rapport**

Rapport is the pathway to all forms of covert hypnosis. Without it, there is little you can do.

In this section we will look at ways of mastering rapport by combining all the knowledge you've learned in this course that's related to rapport.

When you approach someone, what is the first thing you must determine? It's their suggestibility type and their personality type, which are often the

same thing. Knowing the person's suggestibility type is what will allow you to use wording that will establish deep rapport.

If someone is a physical suggestible, then you'll be very direct throughout your entire conversation with the person, expressing more extroverted ideas. If the person on the other hand is an emotional suggestible, you will need to be more indirect and cautious with your wording.

As you know, you will need to match and mirror the person's stance, body language, breathing rate and eye contact from the moment you start speaking with them. This is important.

Now once the conversation is under way, you'll want to start paying attention to the person's eye cues in order to determine the representational systems that the person is accessing.

If you notice the person constructing a visual image then you'll want to use wording that involves the creation of an image in order to relate to the person.

An example may be - *“You know I often imagined what it would be like to...”*

Similar wording could be used for other representational systems. If the person was remembering an auditory thought you could say *“I always enjoy remembering the sound of...”*.

Obviously the extension of the “...” would relate to the subject you were talking about at the time.

### **Recreating Rapport with the 3 Step Power Induction**

If for whatever reason rapport is broken during conversation, and your hypnotic tonality, mirroring of body language, and anchoring does not reinstate rapport, then you can perform a technique known as the 3 Step Power Induction.

The 3 step power induction incorporates elements of the Instant Induction technique, however its sole purpose is to hypnotise the person into a state of rapport with you, as opposed to the planting of any suggestion.

The three stages we follow are -

1. Conduct a pattern interrupt
2. Bring the person into a relaxed state and anchor it with an action
3. Trigger the anchor to establish rapport

The important thing to note is that we're not conducting a post-hypnotic suggestion to re-hypnosis, as we're not anchoring the trance state, we're anchoring the feeling of rapport instead.

So once you conduct your pattern interrupt and bring the person into a trance, you want to say to the person something such as the following:

*“Feel this deep connection we now share with one another... and know this connection can come back at any time you wish...”*

You should say this whilst your hand is touching the person's shoulder.

After saying the above sentence, bring the person out of trance and remove your hand from the person's shoulder.

What you've done is you've anchored that deep state of connection with your hand being on the person's shoulder. Now every time you place your hand on their shoulder, they will feel a very deep form of rapport with you.

Now I only recommend using this technique if you've established rapport previously with the person. Instant inductions rarely work if there is no form of rapport established first, as the other person will be more hesitant and critical of your actions.

Also, with the 3 Step Power Induction, you don't need to worry about making sure the person experiences amnesia. This is because you're not

planting a suggestion, you're simply anchoring a state. There is nothing for the person to react adversely to.

Once rapport has been re-established with the person then all you need to focus on is maintaining that rapport through the use of hypnotic tonality, body language and wording your suggestions in a manner that is compatible with the person's personality type.

### **3. Controlling Any Conversation**

In this last section we're going to be covering ways that you can remain in control of any conversation from the moment you initiate it.

It is important to always be in control of a conversation and direct its flow to areas of discussion that you want. If you let someone else control the conversation then planting suggestions becomes increasingly more difficult.

Let's look at the first thing you could say to someone that you've met. Let's pretend you've met this person at a nightclub, you're attracted to them and you want to impress them. You've noticed the person from a distance, and have now approached them.

You start the conversation by saying *“You know I just couldn't help but look at you and wonder, what is someone as pretty as you doing here all by themselves?”*

We will receive one of three responses. A positive response, a neutral response or a negative response.

**Positive response:** *“Ohh hi there, I could ask the same about you”*

**Neutral response:** *“Not much, just sitting here really”*

**Negative response** *“Actually my friend is coming back over shortly to keep me company, but thanks anyway”*

If we receive the positive response, establishing rapport becomes an easy process as the person has demonstrated an interest in us. All we'd need to do would be to maintain hypnotic tonality, mirror the person's body language and then try and determine the person's suggestibility type.

The neutral response could go either way. Since we're in control of the conversation, we will create a topic of conversation that suits us. We want to pick a topic that will build up the person's intrigue.

We could say *“I can relate to that, sometimes it's nice to just sit down and observe other people. I find it fun watching various couples talk to each other and seeing whether or not they're getting on, or if one of them is just faking the interest.”*

The above is an example of how we could respond to the neutral response. Now let's look at what we'd do if we received the negative response - *“Actually my friend is coming back over shortly to keep me company, but thanks anyway”*

Most people would back out of the conversation at this point, however this in itself isn't an indication that the person isn't interested. They could be interested, but are after a proper conversation as opposed to someone who's just trying to 'pick them up' so to speak.

The approach we'd now take to control the conversation would be one of reverse psychology. We'd show no interest in the other person, and would force them to show an interest in us instead.

We could reply to this negative statement with *“You know I think it's great that you're with a friend, sometimes I also just like going out and having a few drinks with a good friend and not let anyone else disturb me. So if I have disturbed you I'll leave you to it. But how would you like to just hear a quick story that I've been dying to tell someone. It will only be quick and will keep you occupied until your friend gets back?”*

With the above response we're identifying with the person. We're saying that we realise that they don't want to be disturbed, and we even say that we don't

like to be disturbed when going out with a good friend either. We're even telling the person that we'll leave them, but first we offer to tell them a quick story before their friend's back.

This makes sure that the person doesn't feel pressured at all, and that if they do accept our company, it will only be for a short period of time. And besides, who doesn't like a good, short story?

If the person replies “*Alright sure....*” then we're in. The story presents the perfect opportunity for us to share an experience with the person that they can relate to. We can anchor various emotions whilst telling our story, and maybe even plant a subconscious suggestion. You'll remember learning all this from last chapter.

Our hypnotic tonality will also give the person a nice sense of relaxing warmth and they'll want our story to last longer and longer.

In fact, when the time comes that our story is at an end, the person will most likely be interested in talking with us further, since by that stage we should hopefully have rapport established with the person.

### **Controlling a person who switches topics**

Most of the time it's good to let the other person do all the talking. It gives them an opportunity to vent their emotions, express themselves, and allows their subconscious to connect with you.

Sometimes however, you may be talking about a topic which is related to a suggestion you wish to plant, when suddenly the person switches topics. This can be quite frustrating, particularly if you've worked hard to bring the topic up.

Let's say the conversation is about the stock market. You want to stay on this topic as you have a suggestion you want to plant that's related to the stock market.

During the conversation the person switches topics such as in the following example - *“So yea, I think XYZ company has been hit pretty badly by the recent dip in the stock market. I think it was due to XYZ company opening that new robotics factory in Japan. Ohh speaking of which, you know how intelligent robots are becoming in Japan now? It's amazing what they can do, a few years ago they had tomodachis and now they've got robots that can respond to our feelings, where do you think robotics is going to lead?”*

In the above scenario, the person has changed the topic of discussion from the stock market to robotics. It's quite a normal thing for people to change topics, so your job is to word your response so that it answers the person's question briefly, but indicates little interest in the topic of robotics. You should then refer your answer back to the stock market, where you'd indicate a much greater interest.

So you could word your reply as follows - *“I guess that's something we'll never know the answer to, and you're quite right in saying that XYZ company's share value was hit due to the factory they opened. What other implications do you think the stock market dip had?”*

With the above response we're acknowledging the person's question and responding to it, but we're not doing so in a way that allows the person to make any use of our response.

If we responded *“I think the robotics industry is fascinating, it's quickly progressing”* then we give the person the opportunity to reply *“It certainly is, did you know that there's a new robot they're making that can dance based purely from the auditory tones it hears from music, without any need for programming?”* and thus the topic of the stock market is lost.

By giving a reply with no substance, such as *“I guess that's something we'll never know the answer to”* we're still being polite, whilst not giving the person any opportunity to expand on the subject of robotics.

We then reflect on the answer the person gave us and ask them a question related back to the topic we'd prefer to discuss.

So the main point to remember is this: If someone changes a topic of discussion, then you should acknowledge what they're saying in the new topic, but then ask them a question that's related to the previous topic, forcing the person to go back to it.

If you do this subtly enough, the person won't even realise that you're attempting to change the topic back again, it will seem like a natural progression to them.

Learning this technique is crucial to being able to maintain control over a conversation. Even if the other person does most of the talking, if you can direct them to topics of discussion that you want to discuss, then you're the one that controls the conversation, not them.

#### **4. Revision**

Make sure you understand the following questions and answers before moving on:

Q. What are the four key points to overcoming resistance?

- A.
1. The use of Hypnotic Tonality and Rapport
  2. Anchoring Positive Emotional States
  3. The use of indirect suggestion
  4. Only rewarding positive actions

Q. What is it meant by 'Only rewarding positive actions'?

A. If the person says something, or conducts an action that is outside of what you want them to do, then you only respond to them in a neutral manner, or not at all. You only give a positive response and deepen the rapport if the person responds the way you want.

Q. How does this technique cause the person to perform the desired action?



A. The person has a longing to receive positive responses from you, and eventually their subconscious will realise that they will only receive positive responses if they perform the desired action.

Q. Is it important that rapport is established first, before attempting this technique?

A. Having rapport established is absolutely essential to all forms of covert hypnosis, including this technique.

Q. Why is rapport so important?

A. Without rapport, the other person won't feel any deep form of connection or understanding with you. Achieving this connection and understanding is important as it's what allows you to gain the person's trust, and perform various actions on the person as a result of this trust.

Q. What are the steps involved in the 3 Step Power Induction?

- A.
1. Conduct a pattern interrupt
  2. Bring the person into a relaxed state and anchor it with an action
  3. Trigger the anchor to establish rapport

Q. When performing the 3 Step Power Induction, do you need to tell the person that they won't remember anything you've told them when you bring them out of trance?

A. No, because you're not planting any suggestions in the person, you're only anchoring a state of deep rapport.

Q. If you want to talk to someone about the topic of holiday destinations, and they change the topic to that of mobile phones, how would you control the conversation and bring the person back to the topic of holiday destinations?

A. Ask the person a question about holiday destinations that incorporates some of the topic of mobile phones. This will make the person think you are listening to what they're saying on the topic of mobile phones, but will also divert their attention back to the discussion of holiday destinations.

## **5. Exercises**

It is highly recommended you complete the following exercises before proceeding with the course.

### **Exercise 1.**

Practice the four techniques you learned in Mastering Resistance to overcome just about any form of resistance that you may meet in a conversation. Remember to establish rapport with the person first.

### **Exercise 2.**

Practice creating rapport with people and then performing the 3 Step Power Induction on them. Practice breaking rapport with the person and then bringing it back by triggering the anchor. Compare the ease with which people enter into a trance in comparison to the Instant Induction technique.

### **Exercise 3.**

Practice maintaining control over all your conversations from this point forth, with everyone you speak to. If the person diverts from the subject you wish to talk about, practice guiding them back into it.

## Chapter 20 - Bringing Everything Together

### 1. Application of Acquired Knowledge

Throughout this course you have learned a great deal about the way the human mind works and the way people respond to the various techniques used in Hypnosis, NLP and Mentalism.

If you've followed all of the exercises up until this point, and have been successful in applying them, then you should be starting to recognise some of the great powers that covert hypnosis can hold over both individuals, and large groups of people.

All that remains from this moment forth is practice, practice and more practice. The more you practice the techniques that you've been taught, the easier they will become.

Some of the more difficult techniques, such as Instant Induction, will eventually become second nature once you've mastered the steps.

You should be familiar with everything you've been taught in this course so that you can place yourself in just about any situation imaginable and achieve great results. If there's some techniques that you're not confident with, then it's recommended you go back over and revise them.

To bring everything you have learned together, we will look at one last example of how you could use the techniques used in covert hypnosis, from start to finish, in order to make a complete stranger completely submissive to you.

We will examine each step of the process. You will need a confident understanding of everything you have been taught so far to understand *why* this example works.

So without further ado, let's look at the example.

### **The employee at the baker shop**

We'll use the setting of there being an employee at a baker shop that you're attracted to. Your main goal is to seduce the employee and meet up with them after work.

So you enter into the bakery shop and notice the employee standing there behind the counter, let's call this person Katie. There are no other customers waiting to be served, so you have this opportunity all to yourself.

First of all you want to establish rapport with Katie. So you look at the posture she's taking when you approach her. If she leans her head forward slightly to talk with you, then you should lean your head forward slightly as well. If she uses quite a rushed tone of voice then you should use a slightly rushed tone as well, but you must make sure you maintain your hypnotic tonality.

We open the conversation with something relating to the topic of bread, however we don't want to cause an autopilot response, so we say something a bit different to what she may normally hear.

We could open with the following - *“To be completely honest with you, I cannot tell which, out of all these delicious looking breads, I should choose, I was wondering if you could perhaps help me decide...”*

This is an open ended question and is a perfect introduction to get the conversation flowing.

We will be analysing Katie's response to try and determine her suggestibility type. We will also be paying attention to her eye cues to find out how her representational systems are accessed, such as whether she is left brain or right brain dominant.

Let's say her answer is as follows - *“Hmm, there's a lot of breads here. It depends upon which type of bread you like, do you want to try something sweet, or perhaps something more sour or plain?”*

Our reply may be - *“Well, I'll let you decide whether sweet or sour is better for me, I'm going trust your judgement”*

She may then respond - *“If you want to taste something nice, you should try some of this bagel here, it also comes with some ham and cheese, do you like ham and cheese?”*

So far we've noticed that Katie has used the word 'you' quite frequently and has not mentioned the word 'I' once. She is also quite practical and straight forward with her questions. This could indicate that Katie is of a physical suggestibility and extrovert personality type.

We could test this by incorporating some physical suggestibility keywords in our sentences. Examples may include the use of words such as 'experience', 'fun' and 'enjoy'.

So let's reply to Katie as follows - *“Ham and cheese is delicious, there's nothing as enjoyable as a good ham and cheese bagel. And we may as well have something sweet to go with it. What do you think tastes nice and sweet?”*

Notice how we're using a lot of keywords that would apply to a physical suggestible in order to test Katie's reaction. We're also asking a question that can be interpreted in many different ways *“What do you think tastes nice and sweet?”*. This is a great question to ask given the circumstances as Katie may use it to say something funny or witty if rapport has been established.

Katie's reply may be *“Ohh there's many things that taste nice and sweet, but in terms of bread I'd go with the chocolate roll”*

Since this reply is positive, it reinforces to us that we're using wording that Katie can relate to (physical suggestible wording). We may also begin to

notice that her tonality turns a little warmer, and her talking becomes slightly slower, both of these are indications that we have rapport with her.

Our next step would be to anchor a positive emotional state with a certain keyword. We could make this keyword something such as 'fun'. You could say - *“The chocolate roll it is then. Just out of curiosity, where is the most fun place you've eaten a chocolate roll before?”*

Whilst we mention the word 'fun', we want to plant an anchor of some form. Since Katie is behind the counter we can't do this through touching her, so we'll plant the anchor by moving our hands in a certain direction.

Let's say Katie's response is - *“Hmm that's a good question, I'd have to say it would have been in the park one time, after work...”*

Keep in mind you're using hypnotic tonality the entire time, so procuring such an open response should come as no surprise.

We would use this open response to change the topic to that of the park, maintaining control over the conversation.

We'd expand into this topic by creating a sense of nostalgia within Katie, lowering her into a state of trance through the use of our hypnotic tonality - *“Park's are beautiful places to relax, tell me... what was it about the park that you found to be most relaxing and sensual at the time?”*

From this point forth Katie should be in a state of trance and we can start planting subtle suggestions within her.

Now imagine that Katie raises her eyes to the upper left. This will indicate to us that she's recalling an image of some form from her Visual Remembered (Vr) representational system. We would thus know that Katie was following our suggestion and actually recalling a past experience.

She may reply - *“Ohh I think it must have been the beautiful view of all the trees, hearing the birds chirping... it was just a really nice experience...”*

We may now relate to what Katie said, and plant a suggestion within her by saying - *“Ahh yes, there's nothing quite like experiencing that sort of beauty, especially if it's with another person who you really like. You know that feeling you get when you really like someone?”*

Katie may respond with *“Yea... it sort of feels like butterflies in your stomach...”*

We would then respond *“Yea... it's quite a powerful sort of feeling. Look I have to go now as I need to be somewhere, would you like to meet up after you've finished work and do something 'fun' (trigger anchor)?”*

Notice we're triggering the anchor for the word 'fun'. We would of course do this by moving our hands. Since we planted the anchor earlier with our hands, this would bring back the previous emotional state that we associated with fun, and thus Katie will feel a very positive vibe when considering her answer.

The above example involved determining the person's suggestibility type, the use of rapport, anchoring, hypnotic tonality and of course suggestion.

We were quite direct with our wording in the example given since Katie was of a physical suggestible personality type.

Having completed this course, you should now feel confident carrying out a scenario such as the one depicted above. As you gain confidence you may go on to carry out more daring scenarios, especially ones where you utilise cold reading and other such techniques.

## **2. Consistency of Practice**

Now that you've reached the end of this course, it does not mean that your learning is over. It is important you practice the techniques you were taught on a daily basis, and revise the chapters as necessary.

Here is a recommended practice plan -

Every day of the week, practice maintaining rapport with at least one person. Use hypnotic tonality, match their body language, and anchor these states of rapport.

In addition to that, revise a new chapter each week and practice the exercises in it again. Start from Chapter 3 and work your way towards Chapter 19. Keep the whole week focused on the exercises for that one chapter. You may want to use the '**Revision And Exercises Manual**' as a quick reference.

Keep repeating this practice plan until you really start to build up confidence and proficiency. Once you build proficiency, you may only want to revise a chapter every now and then in order to refresh your memory about certain points.

### **3. The Code of Covert Hypnotists**

There is a reason you don't see covert hypnotists running around all the time hypnotising random people in the street, stealing vast sums of money through indirect suggestion and living an immoral lifestyle. And that is because most of us have morals to some degree.

Whilst some people do unfortunately take advantage of the skills that have been taught to you in this course (such as charlatans), the vast majority of people will only use their covert hypnosis for personal use in order to help benefit their day to day lives.

It is never recommended nor encouraged that you hypnotise a stranger in order to procure some benefit from them without their permission. The most important thing you should have learned in this course is to *be aware* of the tricks that other people may use against you.



Whilst you may want to use covert hypnosis to help benefit yourself and another person at the same time, you should always have the other individuals interest's at heart first and foremost, before yours.

If you misuse the techniques taught in this course, then they could backfire. Hypnosis isn't flawless. Even the world's best hypnotists can make mistakes from time to time, and if you're doing something immoral, these mistakes may be most embarrassing, if not costly.

It is for this reason that I'd like to create a Code that I believe you should adhere to when using your covert hypnosis. Remember that knowledge is power, and if you're not careful this knowledge could very well corrupt you.

Prevent this from happening by adhering to the following three rules -

1. If using any technique other than rapport on a person, have their permission first.
2. If conducting any Mentalism techniques, explain to your audience before or after the trick that nothing was real.
3. Never use any form of covert hypnosis if it will disadvantage another person in any way, be it emotionally, physically, financially or sexually. Always make sure the other person is happy.

#### **4. Conclusion**

This concludes **The Art Of Covert Hypnosis** home study course. Hopefully you have found this course to be of use and have been able to use the techniques taught within it to benefit both yourselves and others.

Please send your testimonial to [feedback@theartofcoverthypnosis.com](mailto:feedback@theartofcoverthypnosis.com)

All feedback, both positive and negative, is greatly appreciated.

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Thank you for completing this course. I trust that its techniques will come in handy to help you live a more prosperous day to day life.

All the best,

Steven Peliari.