

The **Definitive** Hypnosis Cheat Sheet

This cheat sheet was originally put together by professional hypnotherapist, and former stage hypnotist, Steven Hall MCOH MASC NLP. Its purpose is to reveal the secrets of hypnosis, making it accessible to everyone.

These techniques will work for stage hypnosis or hypnotherapy, however, they are taught here for information purposes only. After reading this book you will have the knowledge and ability necessary to hypnotize people, but please do not practice hypnosis without first undergoing more intensive study. Details are included at the end of this book.

Lesson One: Hypnosis is natural

The first thing you need to know is that hypnosis is a very natural state. It requires no special power to hypnotize someone. If you can talk you can hypnotize.

In fact, it is such a natural state that people go into hypnosis regularly without even realizing it. The most common natural states occur while gazing into a fire or when driving (it's that moment when you suddenly realize that you are unsure as to which route you have just driven home!) If you were to listen to some positive suggestions while in these naturally occurring trance states they would have an effect on you... so be aware of commercial radio on long journeys!

When you intentionally hypnotize someone what you are doing is operating the switch that puts them into this natural state at a time of your (and their) choosing, so that you can use it productively.

Lesson Two: Relaxation causes trance

There are many things that have been found to cause trance, these include confusion, shock, repetition, focused attention and relaxation. For the purposes of your studies we are going to be concentrating on relaxation, as it is the easiest to produce without offending your client.

We will also be using focused attention as this will help to stop your clients mind from wandering during the induction process.

The initial induction process is all about getting the client to relax, and, as

many people have completely forgotten how to do this, you do need to help them out a little; most people are a lot tenser than they realize.

Lesson Three: Relaxing the client

Before you actually begin the hypnotic process it is a good idea to have your client do a few physical relaxation exercises. This will put them in a much more responsive state during the actual induction and save you a great deal of time.

The easiest and most effective way to do this is to have them tense and relax their muscles. Start with the face, by having them screw it up nice and tight, hold it for a few seconds and then relax. Next have them scrunch up their shoulders, hold them relax. Move on to arms, torso, stomach area, upper (then lower) legs and finally feet. When tensing the legs and feet be sure to tell your client to pull their toes and feet up towards the body rather than pointing them out straight as this could cause cramp.

You should also tell your client that if tensing a certain area might be unwise due to health problems, then they can simply skip that area. An example might be someone who has suffered with a hernia.

Once you have systematically tensed and relaxed each area have them tense and relax their entire body in one go. This simple exercise will release a lot of tension and set them up nicely for the induction process.

Lesson Four: The IRON MAN Induction Process

Now that you know that relaxation and focused attention are two of the keys to successfully induction, you are ready to learn the induction script. I have laid out a script for you word for word below, but these words are not some kind of mystical incantation, they are not a spell that produces trance, they are simply a suggestive list of instructions and commands that will produce a relaxed state. You can just as easily make up your own induction script using this one as a guide. The goal here is to get your client to relax, so use your imagination and embellish on what I have given you here.

When you deliver the script, do so in an authoritative confident tone. Do not be overly forceful, or your client may object to being ordered about and resist. As you learn more about trance from further studies you will learn a lot about the hypnotic voice, however at this stage my advice is to keep things very simple. Use a basic monotone, speak clearly and slowly. As the trance progresses your voice should slow down so that you compliment their relaxed state.

To induce trance have your client sit in a position that they find comfortable and continue with the following...

Lesson Five: The induction script

You are sitting here listening to the sound of my voice, perhaps wondering how it is that you are going to go into trance. As you listen to these words I would like you to focus your gaze on an imaginary spot on the ceiling. That's good, in a few moments I will begin counting, when I say the number one, I would like you to close your eyes, and then on the number two, slowly open them, continue to open and close your eyes on alternating numbers in this way until your eyes feel so heavy that it would be easier and more comfortable to just let them remain closed.

Whether your eyes are closed or open I would like you to keep your focus on that spot on the ceiling. Do not lower your gaze during the numbers on which your eyes are closed, keep your eyes fixed in position and imagine that you are still gazing at the spot.

Ready?

(As you progress through the numbers, begin to lower the tempo of your voice, by number 11 you should be at a relaxingly slow easy tempo. When the eyes no longer open at all go onto the next section)

1. Close your eyes now, but keep them in position.
2. Now slowly open them.
3. Closing your eyes now, noticing how comfortable it feels to let them rest.
4. Now slowly open them, continue to gaze at the spot.
5. Closing down easily and slowly while you listen to the sound of my voice.
6. Slowly open.
7. Closing down now, and very soon your eyelids will begin to feel very tired and heavy.
8. Nice and slowly open.
9. Just letting them close down now, so comfortable, so heavy and relaxed.
10. Slowly open them and focus on that spot.
11. More and more heavy with each number now, that's fine. More and more relaxed as your eyes begin to feel so tired.
12. Softly and slowly opening them again now.
13. And closed, each time you open them it becomes more and more difficult. Heavier and heavier.
14. Feel the heaviness in your eyelids as you open them now.
15. And let them close down. Your eyelids are getting heavier and heavier, more and more tired with each number. That's fine. As it becomes more

comfortable to just keep them closed you can allow yourself to keep them closed now.

16. And open... so heavy... so tired.

17. And close them down again. So comfortable and relaxed. As you listen to my voice your eyelids are becoming heavier and heavier, more and more relaxed now. Heavy and heavy with each number.

18. Feel the heaviness increasing now as you open them.

19. Let them close down again. Heavier and heavier now, so heavy, so tired, so relaxed, that's fine.

20. And open.

21. And closed. Your eyelids are so heavy now that as I continue to count it becomes increasingly difficult to open your eyes, do not try to resist this, just feel their heaviness and when it is more comfortable to keep your eyes closed, simply enjoy keeping them closed. That's fine.

22. And slowly open.

23. Now close them down, just let them rest for a moment and enjoy feeling your eyes resting in their sockets, that's fine.

(Your client's eyes should remain closed some time between numbers 10 and 15. Some clients will try to resist this and continue further, simply tell them that this is not an exercise to see how long they can last, and they should allow their eyes to close when they feel comfortable doing so. If their eyes still open on number 22 tell them to close them and keep them closed on number 23. Then continue with the following.)

Now that your eyes are closed, I would like you to continue listening to the sound of my voice as you continue to relax. In a few short moments you will be so completely relaxed and comfortable that it will be easy for you to go into trance. As you go into trance you will still hear my voice. You are still able to think thoughts, thoughts can be thought, but you do not have to think them, as you listen to the sound of my voice you may like to imagine your thoughts floating away, as though they are tied to a helium filled balloon that carries them effortlessly into the distance.

As you relax I wonder if you can recall, how does it feel when you are so completely relaxed that you lose awareness of your body. Or perhaps, what's it like when you are so comfortable, so snuggled and warm that you can sink right down into the comfort. And maybe, sometimes when you listen so intently to what someone is saying everything else seems to melt away, and as you listen to this voice now, perhaps you can imagine how does it feel as all of your tensions melt away, allowing you to sink right down into the comfort. That's right. I don't want you to lose awareness of your body... just yet. For now just enjoy the process.

I don't know if you will go into trance quickly, or maybe take a little longer to

really enjoy the process as it begins to happen right.... Now.

That's fine. Just relax and listen to the sound of my voice. You are doing just fine.

To help you to relax I would like you to imagine that you are outdoors, on a wonderful summers day. You find yourself in a safe and relaxing place, where you are free to really relax and enjoy the environment. Find a comfortable place to sit down; where you can rest for a moment, perhaps leaning against a tree or a rock, that's fine.

You are safe and secure here, safe to relax completely, and no matter how deeply you go into trance, my voice will go with you.

Lesson Six: The Black Mirror Technique

By the time you reach this section your client will already be in a suggestible state, but the induction is not complete. It is now time to relax them even further. Continue with the induction process using the following script.

As you find your comfortable place to rest and listen to my voice you can begin to allow any tensions to simply melt away from you, as though they are simply dripping out from your body and soaking down into the earth, that's fine.

To help you to relax I would like you to imagine that a small orb of positive relaxing energy is floating effortlessly above your head now. Just hovering there waiting. You can imagine this orb any way you choose, you might see it as a light or a colour, or perhaps you can simply sense its presence.

In a few moments this orb of energy will slowly move through your body, as it does, every muscle that it touches instantly becomes twice as relaxed, allowing you to feel a soft heavy sweetness deep inside your muscles, causing your muscles to feel so very heavy, so limp and loose.

As you relax you can imagine this orb is beginning its journey now, slowly lowering deeper and deeper as it eases gentle through your scalp and deep, deep down to the very base of your brain, that's fine, relaxing you completely as it does.

As this energy begins to soak around the sides of your head it sinks deep inside your ears now, and no matter how deep into trance you go into trance my voice will always be here with you. Gliding around each side of your head now and gently soaking in and around your eyes, maybe bringing a wonderfully relaxing warmth, or a cooling ease to your eyes as it does.

You can just take a few moments now to really relax all of those tiny muscles in and around your eyes, that's fine. Feel your brow ease as you relax your face, your eyes just resting in their sockets now, so comfortable, so easy and so relaxed.

As you notice your eyes relaxing this energy continues down through your cheeks and slowly into the muscles of your jaw. This wonderfully relaxed sensation soaking deep into the bones of your jaw now and as it does I would like you to just let your jaw hang limp and loose, that's fine, you are doing really well.

As you continue to relax this sensation eases its way down into the powerful muscles of your neck, muscles that have been working so hard holding your heavy head upright all day. That's fine, just allow them to relax as this sensation gently spreads out across your shoulders. Notice how your shoulders can drop a little more with each relaxing out-breath, until you feel quite free.

As you continue relaxing more and more this wonderful sensation eases its way deeper and deeper now, that's fine, deeper and deeper and just as you can go deeper and deeper into trance, this wonderful feeling can drift so deeply now so deeply down, soaking deep into your shoulders and slowly down your arms. Your arms getting heavier and heavier as you relax, more and more relaxed, until they feel nice and limp and loose, that's good. The muscles of your arms are so relaxed now, like a handful of limp elastic bands, that's fine.

As you enjoy these sensations a gentle wave of relaxation begins at your shoulders and flows all the way down your back, taking you even deeper into trance.

Deeper and deeper into trance now, with no effort required at all, it is so easy to just relax and let it happen all by itself. Just like when you go to sleep at night, you just relax and let it happen all by itself. Trance is like that now, just let go into trance and really enjoy the process as you relax deeper and deeper, that's fine.

As these feelings move down into your legs you can imagine you have been running so fast for such a long time that you are so tired now, so tired that all you want to do is rest... and now you can rest, that's right, just allow your legs to relax now, relax and let go completely, feeling the tired heaviness taking you deeper and deeper.

Lesson Seven: Deepening the Trance with the Clever Technique

The previous script will have put your client into a light state of trance. At this stage, due to relaxation, they will be more susceptible to suggestion than in

normal waking consciousness; however, to ensure the hypnosis is successful you need to deepen the trance state. Deepening scripts create an association with moving in a downward direction and going into a deeper state of trance.

We are going to use a very simple script that is easy to learn here, it is very effective and many hypnotists use this method. Simply continue from where you left off with the following deepening instructions.

As a simple exercise, we have systematically relaxed your entire body, and this has been very easy for you to do. Now, it is time to go even deeper into trance, and to help you to go into trance, I would like you to imagine that you are standing at the top of an escalator. In a few moments I will begin to count down from 10 to 1. When I say the number 10 you will step onto this escalator and as I count slowly down you will ride the escalator down until I reach the number 1, where you will find yourself at the bottom of the escalator and step off.

Before we begin I would like to inform you of the magical qualities of this imaginary escalator. This is the escalator of trance, and the further down you ride the deeper into trance you will go. As I count down slowly, each number that I count takes you even deeper into trance, and the deeper into trance you go the more relaxed you become. The more relaxed you become the deeper into trance you go.

So, as you stand at the top looking down I would like you to reach out now ready to step onto this escalator of trance, and...

10. Step onto the escalator now and hold the hand rail as you begin your journey, deeper and deeper into trance.

Each number that I count takes you even deeper into trance, and the further down the escalator you ride the deeper and deeper into trance you go.

9. Further down the escalator now, effortlessly gliding down into trance.

8. That's fine, each number taking you deeper and deeper into trance.

7. Comfortably gliding down into trance, so easily, so effortlessly, just relax and let it happen all by itself.

6. Deeper and deeper now, that's fine. As you listen to the sound of my voice, taking you deeper and deeper into trance.

5. Half way down the escalator now, relaxing so easily, each number taking you deeper and deeper into trance.

4. Deeper and deeper, gliding effortlessly deeper and deeper down, becoming more and more relaxed with every number that passes
3. As you approach the bottom of the escalator you drift deeper and deeper into trance, becoming increasingly open to the suggestions that you hear. That's fine, so deeply relaxed now.
2. Almost at the bottom now, and as you reach the bottom you can step off the escalator easily and naturally, the moment you step off the escalator you fall into a deep, deep trance.... And.....
1. At the very bottom now, as you step off the escalator you become ten times as relaxed, going even deeper into trance. That's fine, you are doing really well....

Lesson Eight: The transition

Now that you have completed the deepening process, your client will be in a very suggestible state of trance. However, through experience I have noticed that the trance state can be further deepened if you take a moment here to use a little confusion and a transitional process that will already be associated with sleep in the mind of the client.

To accomplish this, as soon as you have finished the escalator script continue you with the following.

You find yourself standing at the bottom of the escalator now, just in front of you there is a bed, a very special bed, a bed of dreams. Should you clamber onto this bed, you will instantly fall into a deep, deep sleep. But not the kind of sleep that you enter at night, a special kind of sleep, for this is the bed of trance and when you clamber upon it you will enter a deep, deep hypnotic sleep.

Clamber upon the bed now and allow yourself to sink deeper and deeper into the soft comfort. As you sink into the comfort you fall into a deep, deep.....
SLEEEEEP!

That's fine... The kind of sleep where you can dream, a special kind of hypnotic sleep, where you can dream that you are standing before a wonderfully comfortable bed, a magical bed, a bed that can realize your dreams. As you clamber upon this bed you fall into a deep, deep... SLEEEEEP! The kind of sleep where you can dream... Dream that you are going deeper and deeper now, deeper and deeper to.... SLEEEEEP! A special kind of sleep, where you can still hear my voice, a wonderfully relaxing sleep, where you are free to dream, dream that you are listening to the sound of my voice, hearing these suggestions like seeds, planted deep in your subconscious mind.

Lesson Nine: Trance suggestions for stage

The transitional script that you have just learned makes it easy to follow through with your suggestions. This is the actual purpose of the hypnosis, without hypnotic suggestion you are doing nothing more than relaxing the client, and although this is incredibly beneficial in itself, it is unlikely to elicit positive life changes, and certainly is not very entertaining.

What you use the trance state for depends on your particular area of interest, you may choose to develop trance for entertainment, or, as I would like to think, you may be more interested in developing your skills as a hypnotherapist.

Perhaps one of the most important suggestions that you should include at this stage is that your client will be able to get back into this state easily. This will prove valuable in all situations, but it is essential for stage hypnosis.

This is done using a post hypnotic cue by attaching a trigger to a desired action. Stage hypnosis is completely dependant upon post hypnotic suggestions, such as, 'When you hear this piece of music you will leap onto the stage and start dancing.' Then the volunteer is woken from the trance state and asked a few questions before the trigger music is played and the action carried out as requested.

The most important post hypnotic suggestion that stage hypnotists use is, 'For the rest of the evening, whenever I click my fingers and say the word "Sleep" you will instantly go back into trance.' Everything else a stage hypnotist does comes down to personal taste and imagination.

Note that I did say for the rest of the evening, you should include these 'safeguards' to ensure that your volunteers do not walk away with suggestions still active. A post hypnotic suggestions can theoretically last a life time, the longest I know of has been 29 years, so be sure to use time limits and to remove them at the end of the show by telling your subjects that they are completely back to their normal waking consciousness and that the suggestions that you have given them during the show no longer have any affect.

Lesson Ten: Trance suggestions for therapy

As already stated, this area of hypnosis is simply for information at this stage, if you want to develop your ability as a hypnotherapist please first complete a course of study, we have included some information on this at the end of the book for you.

If you obey the three golden rules of therapy creation you will be able to develop effective hypnotic scripts for almost any situation. But, as I say, this is not an area an amateur should experiment with, and under no circumstances should you diagnose or treat any ailment, no matter how obvious it may seem, without correct training.

The three essential rules of hypnotic suggestions are...

1. Keep your suggestions positive
2. Keep your suggestions in the present tense
3. Test everything by future pacing before you make any changes

By adhering to these simple rules you avoid some of the common pitfalls of hypnotherapy.

For example, if you are treating someone for smoking a statement such as, 'You will stop smoking in 2 weeks' would break the first two rules, yet you are making a similar suggestion with the statement, 'In 2 weeks time, you are a non-smoker' while at the same time keeping it positively focused and in the present tense, it might, at first glance, appear to be future tensed, but the statement, 'You are a non-smoker' is set in the present and this will have an affect on how the clients subconscious mind accepts and acts upon it.

Lesson Eleven: Waking the client from trance

One of the most commonly accepted misconceptions of trance is that it is possible to become 'stuck' in hypnosis. This simply is not true. It is no more possible to get stuck in hypnosis as it is to get stuck in normal sleep. If a situation arose where a person was left in a very deep state of trance they would either wake the moment the hypnotist leaves, wake because of boredom, lack of comfort or a full bladder, or, if they are very tired, fall into normal sleep and wake in the morning as usual.

It is actually very difficult to remain in the hypnotic state for a prolonged period of time without the assistance of a hypnotist.

Having said that, you still need to know the correct way to wake your client. The following script should serve you well. The golden rule here is to not wake your client too abruptly, and to always wake them in a good mood! Just as you progressively reduced your tempo during the induction it is now time to turn things up... increase in tempo and volume as you run through the wake up script, be enthusiastic and make your voice vibrant and exciting.

In the next few moments I will count from 1 to 5. When I reach the number 5

you will be completely awake and feeling absolutely fantastic. With each number that I count you become more and more alert, until on the number 5, you open your eyes and are wide awake.

1. Beginning to awaken now, aware of my voice and the room around you.
2. Waking from the trance state feeling fantastic, bringing with you all that you have learned.
3. Aware of your body now, and the position of your arms and legs.
4. Stretch your arms now as you begin to open your eyes, feeling refreshed and excited about your trance experience.
5. Eyes open and wide awake. Feeling fantastic! Well done!

And that is all there is to it! If you have their consent, you can use these techniques to practice on your friends, but as the author of this material I can accept no responsibility for your actions. Be sensible and think about your suggestions before you use them, prepare everything you are going to say before you start, if you make things up on the spur of the moment you could say something that you, or your volunteer, later regret.

As with all new skills practice makes perfect, and you will learn a great deal about trance from your experiments with friends. That's what got me started, and in the early days I knew less about trance than you have just learned from this short introduction. Sometimes my inductions worked, sometimes they didn't, as your skills develop you will find that your successes increase, so will your fascination with everything hypnotic! Learning hypnosis is the single most valuable tool that I ever learned and I believe that if you develop your skills as a practicing hypnotist rather than settling for a curiosity satisfied then trance can change your life too.

1. Underground Hypnosis VERSUS Regular Hypnosis
 - a. Regular Hypnosis
 - i. Controlled Environment
 - ii. Willing participant
 - iii. Can't hypnotize against their will
 - iv. Person KNOWS they are being hypnotized
 - b. Underground Hypnosis
 - i. Uncontrolled Environment (Anytime, Anywhere, Covertly)
 - ii. Any participant, without permission
 - iii. Hypnotize to do whatever you wish
 - iv. HAS NO CLUE Black ops or Underground Hypnosis are being used

2. Black Ops? Underground Hypnosis? Difference?
 - a. Black Ops is the codename for Underground Hypnosis. The groups referred to it as Black Ops.
 - b. Black Ops comprised of 4 major brain hacking skills
 - i. Advanced Language Patterns
 - ii. Social Engineering (Social Dynamics)
 - iii. Hypnosis
 - iv. NLP
 - c. Underground Hypnosis is commonly referred to as under the "umbrella" of Black Ops

3. What is possible?
 - a. Really no limit..
 - i. Common things -
 1. Wanting a raise
 2. Making someone fall in love with you
 3. Have a photographic memory

4. Be king in any social situation
- ii. To the more UNCOMMON
 1. Mass manipulation on large scale
 - a. Be mayor of a city
 - b. Evangelist use this and don't know it
 2. Job take over
 3. THINK BIGGER
 - a. Yes.. it REALLY IS POSSIBLE.
All about your:
 - i. P.O.A. (PLAN OF ATTACK)

(Please print and write for study use)

Name: _____
Email: _____

Hypnosis Jump Start Guide

Quick synopsis:

- Answering a TON of questions that people have about hypnosis
- Rumors
- Different types of hypnosis
- Stage hypnosis as well as the financial gains of this craft
- Hypnotherapy
- And of course, A step by step guide on how to hypnotize someone

Notes:

Rumors on Hypnosis... True or False

- Is hypnosis Mind control?

- Does it have anything to do with Evil/Black magic/witchcraft?

- Are hypnotized people unconscious or asleep?

- Will you reveal some deep dark secrets while hypnotized?

- Will you do anything against your moral character?

- Can one get stuck in hypnosis?

- Can one obtain amnesia or have any adverse mental effects?

- Has anyone died from hypnosis?

- Is hypnosis dangerous at all?

- Can anyone use hypnosis on a subject against there will?

- Have you hypnotized me already? ;)

- Would it be possible to hypnotize someone without them knowing using VERY advanced techniques?

- Does one feel relaxed while under hypnosis?

- Can you use hypnosis in "emergency situations" such as getting out of a traffic ticket?

- Could you get your children to mind you better?

Follow up:

- Is there **ANY** reason to be scared of hypnosis?

- Is there **ANY** way you can accidentally harm someone by using hypnosis?

- Is there **ANY** liability when practicing hypnosis?

- Will I be aware of what is happening while under hypnosis?

History of Hypnosis

- How long has hypnosis been around?

- Around what time period were hypnosis acts first recorded?

- What was it originally used for?

- Have any cultures or dismissed or outlawed hypnosis for any reason?

What are other types of hypnosis?

- "Instant" Hypnosis?

- "Black" Hypnosis (The Dark side of hypnosis?)

- Hypnotherapy?

- Any others?

More on Hypnotherapy?

- Is this when one uses hypnosis to better physical or mental ailments; including reducing pain, getting over phobia's, conquering stage fright, etc?

- Does hypnotherapy use the same concepts and ideas as hypnosis?

- Is it preformed the same way?

- What are the limits to hypnotherapy?

- Can it help people with ailments such as bipolar?

- How about more extreme cases such as schizophrenia?

- Control jealousy or develop a better attitude?

- Can you remember stuff that you've blocked out from your memory (like in the movies?) If so, how is that possible?

- Do hypnotists usually charge more for hypnotherapy sessions compared to regular hypnosis sessions?

What about Financial Gain?

- Stage hypnosis

- Private Party hypnosis

- Can you be more persuasive in business with hypnosis?

- Other ways to make money with hypnosis?

Stage hypnosis

- General guidelines when doing a live show?

- Can you have too many volunteers?

- Does a "rowdy crowd" hurt the performance?

- Is a live show considered "Mass Hypnosis"?

- Any safety precautions

- Range of payment one could receive for a stage hypnosis performance? (From far cheapest to most extreme cases)

- Anything else to add?

- Quick step by step guide to stage hypnosis?

Let's take a closer look at hypnosis itself.

- Are there different levels are in hypnosis?

- Instant inductions?

- What is a "trigger"?

- Planting a trigger?

- Hypnotizing someone you don't know?

- Why is it most people "snap" to bring you out of it?

Closing questions:

- Improve memory?

- Hypnotize someone into not remember why they are mad at you?

- How long to become good?

- Hypnotizing strangers?

- Could you hypnotize yourself to fall in love with someone? What to make someone fall in love with you?

- Is it possible to hypnotize someone on the phone?

What exactly IS an "Alpha?"

- Leadership form in ALL walks of life
 - o Including
 - Insects
 - Animals
 - Tribes
 - And current social interactions
 - o Why the Alpha is in control
 - Different reasons for Humans
 - Based on Language Patterns instead of strongest build, etc...
 - Social Status
 - Work Status
 - AND MAINLY:
 - o STRENGTH
 - SOCIAL PROOF
 - Story Telling
- What people look for in an ALPHA
 - o Leader of a cool TRIBE
 - o Loyalty
 - o Strength
 - o Good Decision Making?
 - Unfortunately NO!
- Alpha Takeover
 - o First
 - Locate Current Alpha
 - How? Watch closely.
 - If there is none, then NO problem
 - o About a .0003% chance of happening!
 - Once Alpha is located, focus all attention on him.
 - o Initially you want to give him what he wants!

- Provide Social Proof... Make HIM look good
 - Social Proof Examples
 - Nickel Knowledge Guy
 - Knowing weird facts
 - Mind Tricks
 - Mind Reading - 1-10
 - Funny Guy
 - Artillery of Jokes
- Closing in... The Beginning of a Takeover
 - This is VERY important
 - Most all Alpha's have social proof "in the bucket"
 - Outshine the alpha in every way
 - While still slightly 'sucking up to him'
 - Alpha thinks he's made the "amazing" new friend.
- Here's where "Black Ops" come in...
 - Simply "shift the phase" from him to you.
 - How?
 - Simply bypass him with social proof and slight "Bragging Rights"
 - Leading Questions...
 - Make THEM nominate you...
 - Then demonstrate higher value by using the "3 Obstacle Crushers"
 - Negative Compliments
 - "I Like Those, BUT..."
 - Know the party

- Already know everyone in the room
 - Focus on the Highest ranking Beta
 - Steal the "teachers pet"
 - o Proceed to overtake

- Different situation depending on how well you know
 - o Be prepared for obstacles
 - o BUT MORE IMPORTANTLY:
 - PREthink the situation. Be totally prepared!

- Close conversation on YOUR accord. Always being IN control.

Instant Fact: How To Get The Truth Out of Anyone!
Compiled By: John J. Webster

Never Be Lied To Again
By David J. Lieberman, Ph.D.
St. Martin's Press, New York 1998
DD: 158.2
ISBN: 0-312-18634-7

Introduction:

In an ideal society there would be no need for lies. But we live in a world of deception. And whether you want to play or not, you're in the game. The question is, do you want to win?

I. Signs of Deception

Once you realize that you're being lied to, should you confront the liar immediately? Usually not. The best approach is to note the fact in your mind and continue with the conversation, trying to extract more information. Once you confront someone who has lied to you, the tone of the conversation changes and gathering additional facts becomes difficult. Therefore, wait until you have all the evidence you want and then decide whether to confront the person at that time or hold off to figure how you can best use this insight to your advantage.

Section 1: Body Language

- The person will make little or no eye contact. A person who is lying to you will do everything to avoid making eye contact.
- Physical expression will be limited, with few arm and hand movements. What arm and hand movements are present will seem stiff, and mechanical. Hands, arm and legs pull in toward the body; the individual takes up less space.
- His hand(s) may go up to his face or throat, especially to the mouth. But contact with his body is limited to these areas. He is also unlikely to touch his chest with an open hand gesture. He may also touch the nose or scratch behind the ear.
- If he is trying to appear casual and relaxed about his answer, he may shrug a little.

Section 2: Emotional States: Consistency and Contradiction

- The timing is off between gestures and words. If the facial expression comes *after* the verbal statement ("I am so angry with you right now" ... pause ... and then the angry expression), it looks false.
- The head moves in a mechanical fashion without regard to emphasis, indicating a conscious movement.
- Gestures don't match the verbal message, such as frowning when saying "I love you." Hands tightly clenched and a statement of pleasure are not in sync with each other.
- The timing and duration of emotional gestures will seem off. The emotion is delayed coming on, stays longer than it should, and fades out abruptly.
- Expression will be limited to the mouth area when the person is feigning certain emotions – happiness, surprise, awe, and so on – rather than the whole face.

Section 3: Interpersonal Interactions – When we are wrongfully accused, only a guilty person gets defensive. Someone who is innocent will usually go on the offensive.

- He is reluctant to face his accuser and may turn his head or shift his body away.
- The person who is lying will probably slouch; he is unlikely to stand tall with his arms out or outstretched.
- There's movement away from his accuser, possibly in the direction of the exit.
- There will be little or no physical contact during his attempt to convince you.
- He will not point his finger at the person he is trying to convince.
- He may place physical objects (pillow, drinking glass, et cetera) between himself and his accuser to form a barrier, with a verbal equivalent of "I don't want to talk about it," indicating deception or covert intention.

Section 4: What Is Said: Actual Verbal Content

- He will use your words to make his point. When asked, “Did you cheat on me?” The liar answers, “No, I didn’t cheat on you.” In addition, when a suspect uses a contraction – “It *wasn’t* me” instead of “It *was not* me” – statistically, there is a 60% chance he is truthful.
- He may stonewall, giving an impression that his mind is made up. This is often an attempt to limit your challenges to his position. If someone says right up front that he positively won’t budge, it means one thing: He knows he can be swayed. He needs to tell you this so you won’t ask, because he knows he’ll cave in. The confident person will use phrases like “I’m sorry, this is pretty much the best we can do.”
- Watch out for the good old Freudian slip.
- He depersonalizes his answer by offering his belief on the subject instead of answering directly. A liar offers abstract assurances as evidence of his innocence in a specific instance. Example: “Did you ever cheat on me?” and you hear, “You know I’m against that sort of thing. I think it morally reprehensible.”
- He will keep adding more information until he’s sure that he has sold you on his story. The guilty are uncomfortable with silence. He speaks to fill the gap left by the silence.
- He may imply an answer but never state it directly.

Section 5: How Something Is Said

- Deceitful response to questions regarding beliefs and attitudes take longer to think up. However, how fast does the rest of the sentence follow the initial one-word response? In truthful statements a fast no or yes is followed quickly by an explanation. If the person is being deceitful the rest of the sentence may come more slowly because he needs time to think up an explanation.
- Watch out for reactions that are all out of proportion to the question. May repeat points that he has already made. May also be reluctant to use words that convey attachment and ownership or possessiveness (“that car” as opposed to “my car”).
- The person who is lying may leave out pronouns and speak in a monotonous and inexpressive voice. When a person is making a truthful statement, he emphasizes the pronoun as much as or more than the rest of the sentence.
- Words may be garbled and spoken softly, and syntax and grammar may be off. In other words, his sentences will likely be muddled rather than emphasized.
- Statements sound an awful lot like questions, indicating that he’s seeking reassurance. Voice, head and eyes lift at the end of their statement.

Section 6: Psychological Profile

- We often see the world as a reflection of ourselves. If you’re being accused of something, check your accuser’s veracity. Watch out for those people who are always telling you just how corrupt the rest of the world is. Beware of those asking you if you believe him. They may respond with, “you don’t believe me, do you?” Most people who tell the truth expect to be believed.
- Look at whether his focus is internal or external. When a person is confident about what he’s saying, he’s more interested in your understanding him and less interested in how he appears to you.
- In a liar’s story, he will usually not give the point of view of a third party. To illustrate giving a point of view of someone else, “My roommate was so shocked that I would...”
- In relating a story, a liar often leaves out the negative aspects (unless the story is used to explain way he was delayed or had to cancel plans). The story of a vacation, for example, should have both positive and negative aspects of what happened.
- A liar willingly answers your questions but asks none of his own. For example, during their first intimate encounter, Randy asks his new girlfriend if she’s ever been tested for AIDS. She responds with “Oh, yes, certainly,” and continues on a bit about annual checkups, giving blood, etc. And then nothing! If she was concerned about her health, as her answer implied, then she would have asked him the same question. The liar is often unaware that coming across as truthful means both answering and asking questions.

Section 7: General Indications of Deceit

- When the subject is changed, he's in a better, more relaxed mood. The guilty wants the subject changed; the innocent always wants a further exchange of information.
- He does not become indignant when falsely accused. While he is being accused the liar will remain fairly expressionless. The liar is more concerned with how he is going to respond than he is with the accusation itself.
- He uses such phrases as "To tell you the truth," "To be perfectly honest," and "Why would I lie to you?"
- He has an answer to your question down pat, such as giving precise detail to an event occurring two months ago.
- He stalls by asking you to repeat the question or by answering your question with a question. "Where did you hear that?" "Could you be more specific?" or even repeating your question back to you, at an attempt at sounding incredulous. For example, "Did I sell you a puppy with a heart condition? Is that what you're asking me?"
- What he's saying sounds implausible, such as "During the past ten years, I have never used a specific racial epithet."
- He offers a preamble to his statement starting with "I don't want you to think that..." Often that's exactly what he wants you to think. Whenever someone makes a point of telling you what they're *not* doing, you can be sure it's exactly what they *are* doing. Such as, "Not to hurt your feelings, but..."
- He implies through a form of denial. You hear, "He's having marital problems, but it has nothing to do with his wife's new job." What's the first thing you ask? "What does his wife do?" Suddenly you're in the exact conversation that is "supposed" to have no bearing on the facts.
- He uses humor or sarcasm to defuse your concerns, rather than responding seriously.
- He offers you a "better" alternative to your request when he is unable to give you what you originally asked for. Before you accept someone at his word that he has something better to offer, first see whether he has what you originally asked for. If he doesn't, then you shouldn't believe him.
- All of his facts relating to numbers are the same or multiples of one another. Watch out when facts, figures, and information have unusual similarities.
- There is evidence of involuntary responses that are anxiety based. Anxiety causes many things. His breather may appear as a deep, audible inhaling in an attempt to control his breathing to calm himself. Swallowing becomes difficult; he may clear his throat. His ability to focus on something is often diminished, unable to pay attention to what's going on.
- He uses an obvious fact to support a dubious action. For example, let's say that a guard is standing watch over a restricted area. It's his job to check ID's of those who enter. "I'm not sure you have authorization," he says to a man attempting access. "I'm not surprised," answered the man, "only a few people are aware of my clearance level. My work here is not supposed to be known by everyone."
- He casually tells you something that deserves more attention.
- He exclaims his displeasure at the actions of another who has done something similar so that you will not suspect him. For instance, if he is trying to throw you off track of his embezzlement scheme, he may openly chastise another employee for "borrowing" some office supplies for personal use at home. Your impression is that he is moral person who objects to something as minor as stealing office supplies. Certainly he cannot be responsible for a large-scale embezzlement scheme.
- He may casually tell you something that should deserve more attention. "Oh by the way, I've got to go out of town next weekend on business." If he doesn't usually travel for work on the weekends, then you would expect her to make a point of how unusual the trip is. Her downplaying the trip makes it suspicious. When something out of the ordinary happens and the person doesn't draw attention to it, it means that he is trying to draw attention away from it. Another tactic is running off a long list of items in the hope that one will remain unnoticed.
- If he lies about one thing, everything he says is questionable.
- His story is so wild that you almost don't believe it. But you do, because if he wanted to lie, you think that he would have come up with something more plausible.

II. Becoming a Human Lie Detector:

The clues to deception can be used with great reliability in everyday situations and conversations. However, if you must know the truth in a given situation, this part provides you with a sequence of questions that virtually guarantees that you will know (a) if you're being lied to and (b) what the truth is if it's not obvious from the lie. When used in order, all three phases offer you the greatest opportunity to get at the truth.

Phase One – Three Attack-Sequence Primers

Primer 1

The objective here is to ask a question that does not *accuse* the person of anything but *alludes* to the person's possible behavior. The key is to phrase a question that sounds perfectly innocent to an innocent person, but like an accusation to the guilty.

Suspicion: You feel that your girlfriend was unfaithful the night before.

Question: "Anything interesting happen last night?"

Suspicion: You think a coworker told your secretary that you have a crush on her.

Question: "Heard any good gossip recently?"

Any answers such as "Why do you ask?" or "Where did you hear that?" indicate concern on the person's part. He should not be seeking information from you if he does not think that your question is leading. He should also not be interested in why you're asking the question unless he thinks that you may know what he doesn't want you to know.

Primer 2

The objective here is to introduce a scenario similar to what you suspect is going on, using specifics.

Suspicion: You suspect one of your salespeople has lied to a customer in order to make the sale.

Question: "Jim, I'm wondering if you could help me with something. It's come to my attention that someone in the sales department has been misrepresenting our products to customers. How do you think we can clear this up?"

Suspicion: A hospital administrator suspects that a doctor was drinking while on duty.

Question: "Dr. Marcus, I'd like to get you advice on something. A colleague of mine at another hospital has a problem with one of her doctors. She feels he may be drinking while on call. Do you have any suggestions on how she can approach the doctor about this problem?"

If he's innocent of the charges he's likely to offer his advice and be pleased that you sought out his opinion. If he's guilty he'll seem uncomfortable and will assure you that he *never* does anything like that. Either way, this opens the door to probe further.

Primer 3

The objective here is to introduce a scenario similar to what you suspect is going on, using general terms.

Suspicion: You think a student has cheated on his exam.

Question: "Isn't it amazing how someone can cheat on a test and not realize that I was standing behind him the entire time?"

Suspicion: You suspect a coworker of bad-mouthing you to your boss.

Question: "It's amazing all the backstabbing that goes on around here, isn't it? And these people doing it think that it won't get back to the person involved."

Suspicion: You think that your girlfriend may be two-timing you.

Question: "It's amazing how someone can be unfaithful and expect not to get caught."

A change in subject is highly indicative of guilt. However, if he finds your question interesting and he's innocent, he might begin a conversation about it since he's unafraid to discuss the subject.

Phase Two – Eleven Attack Sequences

Attack Sequence 1: Direct Questioning

- Stage 1. *Ask your question directly.*
 - Give no advance warning of the subject you're about to bring up or of any feelings of mistrust.
 - Never reveal what you know first. Ask questions to gather information to see if it's consistent with what you already know.
 - The way you present yourself can greatly influence the attitude of the other person. Three powerful tips for establishing building rapport:
 1. Matching posture and movements – if he has one hand in his pocket, you put your hand in yours.
 2. Matching speech – if he's speaking in a slow, relaxed tone, you do the same.
 3. Matching key words – if he's prone to using certain words or phrases, use them when speaking.
 - Ask a question that you know will produce a response similar to how you expect him to react. In other words, if he waves his arms around no matter what he's talking about, you want to know this.
 - Use a relaxed and non-threatening posture, and square off so that you're facing each other.
 - Never, ever interrupt. You can't learn anything new while you're talking. Ask open-ended questions.
- Stage 2. *Silence.*
- Stage 3. *Really?* At the end of his answer respond with "Really?"
- Stage 4. *Sudden Death.* Follow with "Is there anything you want to get off your chest?"

Attack Sequence 2: Lead and Confine

- Stage 1. *Ask a leading question.* For example, "you were back by two A.M. last night, weren't you?"
- Stage 2. *Reverse course: You've got to be kidding!* For example, "I was hoping you did, so you would have gotten it out of your system. Please tell me that you've done it, so I know that it's over with."
- Stage 3. *This is not going to work.* For example, "I thought you were somebody who had a sense of adventure. Someone who knows how to live a little."

Attack Sequence 3: Time Line Distortion

- Scenario: You suspect several employees in your store of stealing money
- Stage 1. *Setting the scene.* Let the conversation turn casually to stealing and say, "Oh, I knew right from the start what was going on."
- Stage 2. *It's no big deal.* "You had to know I knew. How else do you think you could have gotten away with it for so long? I hope you don't think I'm a complete idiot."
- Stage 3. *I appreciate what you've done.* "I know that you were just going along with it because you were scared of what the others would do. It's really okay. I know you're not that kind of person."

Attack Sequence 4: Direct Assumption / Shot in the Dark

- Stage 1. *Set the scene.* Be somewhat curt and standoffish, as if something heavy-duty is bothering you. This will cause his mind to race to find ways to explain the "error of his ways."
- Stage 2. *I'm hurt.* Say, "I've just found something out and I'm really hurt [shocked/surprised]. I know you're going to lie to me and try to deny it, but I just wanted you to know that I know." You establish that (a) he's guilty of something and (b) you know what it is.
- Stage 3. *Holding your ground.* Say, "I think we both know what I'm talking about. We need to clear the air, and we can start by your talking."
- Stage 4. *Continue to hold your ground.* Repeat phrases such as "I'm sure it will come to you" and "The longer I wait, the madder I'm getting."
- Stage 5. *Apply social pressure.* "We were all talking about it. Everybody knows." Now he begins to get curious about who knows and how they found out. As soon as he tries to find out, you'll know he's guilty.

Attack Sequence 5: The Missing Link

- Scenario: You think that your mother-in-law may have hired a private investigator to follow you around.
- Stage 1. *List facts.* Tell her something that you know to be true. "I know you're not very fond of me, and that you objected to the wedding, but this time you've gone too far."
- Stage 2. *State your assumption.* "I know all about the investigator. Why did you think that was necessary?"
- Stage 3. *The magic phrase.* "You know what, I'm too upset to talk about this now." The guilty person will honor your request because she won't want to anger you further. An innocent person will be mad at you for accusing her of something that she hasn't done and will want to discuss it *now*.

Attack Sequence 6: Who, Me?

- Stage 1. *Setting the scene.* He suspects that his ex-girlfriend broke into his house. He phoned to let her know in a very non-accusatory way that that there had been a break-in and some items were missing. The following type of conversation would ensue:
 - Winston: The police are going to want to talk to everyone who had access to the house. Since you still have a key, they're going to want to speak with you. Just routine stuff, I'm sure. Of course you're not a suspect.
 - Ex-Girlfriend: But I don't know anything about it.
 - Winston: Oh, I know. Just policy, I guess. Anyway, one of my neighbors said that she got a partial license-plate number on a car that was by my house that day.
 - Ex-Girlfriend: *(After a long pause)* Well, I was driving around your neighborhood that day. I stopped by to see if you were home. But when you weren't, I just left.
 - Winston: Oh, really? Well, they did a fingerprint test too. That should show something.
 - Ex-Girlfriend: What test?
 - Winston: Oh, they dusted for prints and...
- Stage 2. *Inform non-accusatorily.* Casually inform your suspect of the situation.
- Stage 3. *Introduce evidence to be rebutted.* As you introduce the evidence, look to see if every one of your statements is met by explanations from him as to how the evidence could be misunderstood. For example, you suspect that a co-worker had shredded some of your files. You would first set the stage by letting him know that you can't find some important files. Then say, "Well, it's a good thing my new secretary noticed someone by the shredder the other day. She said she recognized his face but didn't know his name." An innocent person would not feel the need to explain in order to avert the possibility that he might be wrongly accused.
- Stage 4. *Continue.* Continue with more facts that the person can try to explain away. But in actuality, as soon he starts to talk about why the situation might "look that way," you know you have him.

Attack Sequence 7: Outrageous Accusations

- Stage 1. *Accuse him of everything.* In a very fed-up manner, accuse him of doing every imaginable dishonest and disloyal act.
- Stage 2. *Introduce the suspicion.* Now introduce the one thing you feel he really has done, and in an attempt to clear himself of the other charges, he will offer an explanation for his one slip-up. Say, "I mean, it's not like you just stole a file, that would be fine. But all these other things are unspeakable." He responds, "No, I just stole that one file because of the pressure to get the job done, but I would never sell trade secrets!" The only way to prove his innocence to all of your outrageous accusations is to explain why he did what you really suspect of him of doing.
- Stage 3. *Step in closer.* This increases anxiety in the guilty. He feels he's being closed in on.

Attack Sequence 8: Is There a Reason?

- Stage 1. *Introduce a fact.* For example, if you want to know if your secretary went out last night when she said she was sick, "I drove by your house on the way home. Is there a reason your car wasn't in the driveway?" Had she been home sick, she would simply tell you that you were wrong – the car was in the driveway.
- Stage 2. *One more shot.* "Oh, that's odd, I called your house and I got your machine." If she's guilty she will look for any way to make her story fit your facts.
- Stage 3. *Stare.* Staring makes someone who is on the defensive feel closed in; your glare is infringing on her personal space, inducing a mental claustrophobia. Lock eyes with her and ask again.

Attack Sequence 9: Third-Party Confirmation

- Scenario: You suspect one of your employees is having someone else punch out on the time clock for him.
- Stage 1. *Accuse outright.* After gaining the assistance of a friend or coworker, you have this person make the accusation for you. Such as "Mel, I was talking to Cindy, and she told me she's getting pretty tired of your having someone else punch out for you so you can leave work early." At this point Mel is concerned only with Cindy's disapproval of his actions. Your friend is thoroughly believable because we rarely think to question this type of third-party setup.
- Stage 2. *Are you kidding?* "Are you kidding? It's common knowledge, but I think I know how you can smooth things over with her." See if he take the bait. A person who's innocent would not be interested in smoothing things over with someone else for something that he hasn't done.
- Stage 3. *Last call.* "Okay. But are you sure? At this point, any hesitation is likely to be sign of guilt because he's quickly trying to weight his options.

Attack Sequence 10: The Chain Reaction

- Scenario: You suspect several employees in your store of stealing money
- Stage 1. Setting the scene. In a one-on-one meeting with the employee, let them know that you're looking for someone to be in charge of a new internal theft program for the entire company.
- Stage 2. *The iron is...* "We're looking for someone who knows how it's done. Now don't worry, you're not going to get in trouble. As a matter of fact we've known about it for some time. We were more interested in seeing how efficient you were. Quite impressive. Anyway, we feel that since you know how it's done, you'll know how to prevent it. Granted, it's pretty unusual, but this is an unusual instance."
- Stage 3. *I told them so.* "You know, I told them that you would be too afraid to have an open discussion about this. They were wrong, I was right." Look for hesitation on his part. If he's guilty, he will be weighing his options. This takes time. An innocent person has nothing to think about. Only the guilty have the option of confessing or not.

Attack Sequence 11: Condemn or Concern

Stage 1. *I'm just letting you know.* The key with this sequence is not to accuse, just to inform. Let's say that you're working in the customer service department of a computer store. A customer brings back a non-working printer for an exchange, claiming that he bought it just a few days before. He has the all-important receipt and the printer is packed neatly in the original box. Upon inspecting the contents you find that a necessary, expensive, and easily removable component of the machine is missing, a clear indication of why the machine was not functioning properly. Here are two possible responses you might get after informing the customer of your discovery.

Response 1. "I didn't take it out. That's how it was when I bought it." (Defensive)

Response 2. "What? You sold me a printer that has a missing part? I wasted two hours trying to get that thing to work." (Offensive)

The person who utters Response 2 has every right to be annoyed; it never crosses his mind that he's being accused of anything. The person who gives Response 1 knows he never even *tried* to get the printer to work because he took the part out. It doesn't occur to him to become angry. He assumes that he's being accused of removing the part and become defensive when you inform him the part is missing.

Phase Three – Eleven Silver Bullets: How To Get The Truth Without Beating It Out Of Them

To convey honesty and truthfulness in your message, use the following techniques:

- Look the person directly in the eyes.
- Use hand movements to emphasize your message.
- Use animated gestures that are fluid and consistent with the conversation.
- Stand or sit upright – no slouching.
- Don't start off with any statements such as "To tell you the truth..." or "To be perfectly honest with you..."
- Face the person straight on. Don't back away.

Liars need an incentive to confess. The payoff for confessing needs to be immediate, clear, specific, and compelling. You can't just tell a person what he'll gain by being truthful or lose by continuing to lie; you must make it real for him – so real, in fact, that he can feel, taste, touch, see, and hear it. Make it his reality. Let him experience fully the pleasure of being honest and the pain of continuing the lie. Involve as many of the senses as you can, particularly visual, auditory, and kinesthetic. Create images for the person to see, sounds for him to hear, and sensations that he can almost feel. You want to make this experience as real as possible. First state the positives, then state the negatives, and then present the choice.

Silver Bullet 1: If You Think That's Bad, Wait Until You Hear This!

This bullet works well because it forces the liar into thinking emotionally instead of logically. It alleviates his guilt by making him feel that he's not alone, and it throws him off by creating a little anger and/or curiosity. Plus he thinks that you and he are exchanging information, instead of his giving you something for nothing.

Sample question formation: "The reason I'm asking you these questions is that I've done some things that I'm not too proud of, either. I can understand why you might have... In a way I'm almost relieved. Now I don't feel too bad." At this point he will ask you to get more specific about your actions. But insist that he tell you first. Hold out and he'll come clean.

Silver Bullet 2: It Was An Accident. Really!

This is a great strategy because it makes him feel that it would be a good thing to have you know exactly what happened. He did something wrong, true, but that is no longer your concern. You shift the focus of your concern to his intentions, not his actions. This makes it easy for him to confess to his behavior and “make it okay” with the explanation that it was unintentional. He feels that you care about his motivation. In other words, you let him know that the source of your concern is not *what* he’s done, but *why* he’s done it.

Sample question formation: “I can understand that maybe you didn’t plan on its happening. Things just got out of control and you acted without thinking. I’m fine with that – an accident, right? But if you did this on purpose, I don’t think that I could ever forgive you. You need to tell me that you didn’t do it intentionally. Please.”

Silver Bullet 3: The Boomerang

This bullet really throws a psychological curveball. With this example you tell him that he did something good, not bad. He’s completely thrown off by this. For example, you want to see if your interviewee has lied on her resume.

Sample question formation: “As we both know, everybody pads his resume just a bit. Personally, I think it shows guts. It tells me that the person isn’t afraid to take on new responsibilities. Which parts were you most creative with on this resume?”

Silver Bullet 4: Truth or Consequences

With this bullet you force your antagonist to work with you or you both end up with nothing. This is the exact opposite of the boomerang. Here the person has nothing unless he cooperates with you. Since you have nothing anyway (the truth), it’s a good tradeoff for you. Let’s say you suspect that your housekeeper has stolen from you.

Sample question formation: “I’d rather hear it from you first. I can live with what you did/what happened, but not with your lying to me about it. If you don’t tell me, then it’s over. If you tell me the truth, things can go back to how they were. But if you don’t, then we have no chance here, and you’ll have nothing.”

Silver Bullet 5: Speak Now or Forever Hold Your Peace

Human beings place a premium on that which is scarce. Simply put, rare equals good. You can dramatically increase your leverage by conveying that this is the only time that you will discuss this. Let him know that (a) this is his last chance he’ll have for explaining himself, and (b) you can get what you need from someone else. Try increasing the rate of your speech as well. The faster you speak, the less time he has to process the information, and it conveys a stronger sense of urgency. Give a deadline with a penalty for not meeting it. Deadlines force action. If the guilty party think that he can always come clean, then he will take a wait-and-see approach before tipping his hand. Let the person know that you already know and have proof of his action. And admitting his sins now will give him the opportunity to explain his side.

Sample question formations: “I want to hear it from you now. After tomorrow, anything you say won’t make a difference to me.” — “I know what happened/what you did. I was hoping I would hear it from you first. It would mean a lot to me to hear your side of it. I know there are two sides to every story, and before I decide what to do, I want to hear yours.” Hearing this gives him the feeling he still has a chance if he confesses. After all, what really happened can’t be as bad as what you heard. Confessing now is a way of cutting his losses.

Silver Bullet 6: Reverse Course

You convey to him what happened or what he did was a good thing insofar as it allows you and he to establish an even better relationship – personal or professional. You give him an opportunity to explain why he took that choice. You also blame yourself.

Sample question formation: “I understand why you would have don’t that. Clearly you wouldn’t have unless you had a good reason. You were probably treated unfairly or something was lacking. What can I do to help so that it doesn’t happen again?” Keep interjecting the following phrases: “I take full responsibility for your actions. Let’s work together to see how we can avoid this from happening again. I understand completely. You were right to do what you did.”

Silver Bullet 7: I Hate To Do This, But You Leave Me No Choice

This is the only strategy that involves threat. You let him become aware that there are going to be greater ramifications and repercussions than just lying to you – things that he never thought about. You rely on his imagination to set the terms of the damage that you can inflict. His mind will race through every possible scenario as his own fears turn against him.

- *Sample question formation I:* “I didn’t want to have to do this, but you leave me no choice.” This will propel him to respond: “Do what?” At this point he’s waiting to see what the tradeoff will be. But do not commit yourself to an action. Let him create in his own mind scenarios of what you will do unless he confesses.
- *Sample question formation II:* “You know what I can do, and I’ll do it. If you don’t want to tell me now, don’t. I’ll just do what I have to do.” After this statement, pay close attention to his response. If he focuses on what you will do to him, the odds lean more toward guilty. However, if he reasserts that he’s done nothing, he may in fact be innocent of your accusation. The guilty person needs to know the penalty to determine if it makes sense for him to stick to his story.

Silver Bullet 8: I Guess You’re Not Allowed

Never underestimate the power of appealing to a person’s ego. Sometimes you want to inflate it, and others times you want to attack it. This bullet is for attacking. It’s truly saddening how fragile some people’s egos are.

Sample question formations: “I think I know what it is – you’re not allowed to tell me. Somebody else is pulling the strings and you’ll get in trouble. You’d tell me the truth if you could, but you don’t have the power to do so.”

Silver Bullet 9: Higher Authority

As long as the person believes that you are on his side, he’ll take the bait. All you have to do is let him know that anything he’s lied about can now be cleared up in seconds. However, if anyone else finds out about it later, it’s too late. Let’s say that you want to know if your secretary leaves early when you’re out of the office.

Sample question formation: “The vice president from corporate is coming in today. He’s asked about your hours, so I’m going to tell him that you come in early on the days that you leave early. Do you remember what days last month you finished up early and took off?” This is disarming, and you’re not yelling at her or demanding answers. You’re on her side, and you’re going to work together to smooth things over.

Silver Bullet 10: The Great Unknown

You can obtain maximum leverage by explaining how the ramifications of his deceit will be something that the suspect has never known before. Even if he believes that you are limited in what you can do to him and in what the penalty will be, the severity of the penalty can be manipulated in two major ways to make it appear much more severe: time and impact.

- *Time:* Give no indication of when the penalty will occur. When things happen unexpectedly, the degree of anguish is more potent.
- *Impact:* Convey that his entire life will be disrupted and drastically altered for the worse. He needs to see that this event is not isolated and will instead have a ripple effect. When bad things happen we are often comforted in knowing that it will soon be over and the rest of our life will remain intact and unaffected. But if these things are not assured, we become increasingly fearful and concerned.

Silver Bullet 11: I Couldn’t Care Less

A primary law governing human nature is that we all have a need to feel significant. Nobody wants to be thought of as unimportant, or feel that his ideas and thinking is irrelevant. Take away a person’s belief that he has value and he’ll do just about anything to reassert his sense of importance. Your apathy toward the situation will unnerve him immensely. He will begin to crave recognition and acceptance, in any form. He needs to know you care what happens, and if talking about his misdeeds is the only way he can find out, he will.

Sample question formations: “I know and I just don’t care. This is not for me.” — “I’ve got other things to think about. Maybe we’ll talk some other time.” — “You do what you have to do, that’s fine with me.” To be more powerful, stare at him. When you stare at someone he often feels less significant and will seek to reassert his value.

III. Tactics For Detecting Deceit and Gathering Information In Casual Conversations

General Conversations

1. Ask-a-Fact

- During the conversation simply ask general, clear questions pertaining to your suspicion. This causes the person you are questioning to recall information. If he's lying, he'll take a while to answer because he first has to check his response mentally to be sure it makes sense. Made-up stories do not have details because they never happened!
- Ask questions that will give you an objective, not a subjective response. For instance, if you think an employee was home when he said he would be away on vacation, don't ask him how he enjoyed the weather in Florida, but rather ask "Did you rent a car?" Once he answers yes to any question, ask for more detail. If he's lying, he'll try to keep the facts straight and will take his time answering further questions.

2. Add-a-False Fact

- Add a fact and ask the person to comment on it. This fact is one that you've made up, but one that sounds perfectly reasonable. For example, if you wanted to know if someone really indeed went on a safari to Africa, you mention that your uncle who works as a customs officer at the Nairobi airport told you that everyone going to Africa was given special instructions on how to avoid malaria. As soon as he validates your claim in an attempt to back up his assertion that he has gone to Africa, you know that his story is untrue. Otherwise he would simply say that he doesn't know what your uncle is talking about.

Here are the criteria:

- Your statement has to be untrue
- It has to sound reasonable
- Your assertion has to be something that would directly affect the person, so he would have firsthand knowledge of this "fact."

3. Support-a-Fact

- In this sequence you take what the person says and request proof, but in a very non-threatening manner. For example, in the case of the person who claimed he had gone on safari, you might let him know that you would love to see pictures of the trip. If he offers up a reason why you can't see the pictures, then this should arouse some suspicion.

4. Expand-a-Fact

- Use this clue to determine how far someone is willing to go to get what she wants. All you do is expand on a fact that she has already offered. If she just goes on without correcting you, then you know that she may be lying about what she's said so far and/or is willing to lie to get you to see her point. For example, your secretary asks you for the rest of the day off because she's not feeling well. You might say, "oh, of course, if you've got a fever and a bad headache, by all means take off." She never claimed to have these symptoms. You merely expanded on her statement.

Special Occasions

1. Third-Party Protection

- This tactic is used if someone is reluctant to tell you something that involves another person. You have to appeal to his ego and let him forget that he's telling tales out of school. The conversation needs to be positive. The other person must feel as if he's doing a good thing by answering your question.
 - *Scenario A:* Your attorney is telling you about a case that a fellow attorney screwed up on. Simply asking, "What did he do wrong?" would probably get you nowhere. However, by turning it around you create an incentive for him to tell you. Ask, "Had you handled the case, what would you have done differently?"
 - *Scenario B:* While chatting with Brad, one of your sales people, you would like to find out why Susan's sales figures are low. But simply asking him why she's not doing well might prove fruitless. Ask, "What areas do you think Susan can improve in?"

2. The Power Play

- Sometimes the person reluctant to tell the truth is in a position of power. In these situations it's usually inappropriate and futile to become argumentative. In these instances you want to bring the conversation to a personal level.
 - *Scenario:* You're trying to sell to a buyer who doesn't want to buy and is not giving you a reason that you truly believe. Your objective will be to get to the real objection. "I do this for a living. My family relies on me to support them. Clearly we have a fine product and you're a reasonable man. Would you mind telling me what I did to offend you?" Now your buyer is caught off guard and will undoubtedly follow with "Oh, you didn't offend me. It's just that..."

3. Hurt Feelings

- Someone is lying to you to protect your feeling – perhaps one of those little white lies. A touch of guilt makes the other person reevaluate his approach.
 - *Scenario:* You feel that the truth is being withheld from you for your own benefit. “I know you don’t want to offend me, but you’re hurting me more by not being perfectly honest.” “If you don’t tell me, no one else will. If I can’t count on you for this, I don’t know what I would do.”

4. It’s A Matter of Opinion

- The following is an excellent method for detecting deceit in a person’s opinion.
 - *Scenario:* You’re not sure if your boss really likes your idea for a new advertising campaign, even though she says she does. “Do you *like* the concept for my new idea?” “Sure. It’s very original.” “Well, what would it take for you to *love* the idea?”

5. I Don’t Know

- This response can stall a conversation and leave you searching for answers. Sometimes it’s just easier to say, “I don’t know,” which is often why we say it in the first place. Either way, when you hear “I don’t know,” try some of the following responses:
 1. “Okay, then why don’t you tell me how you’ve come to think the way you do?”
 2. “I know you don’t know, but if you were to guess, what do you think it might be?”
 3. “What emotion best describes what you’re thinking right now?”
 4. “What one word comes closest to describing what you’re thinking?”
- In all these responses, you’re taking the pressure off. You acknowledge the person’s difficulty in answering. You then seem to be asking her to provide something else, when in reality your new question is aimed at getting your initial question answered.

6. I’m Simply Embarrassed

- The person may lie to you out of embarrassment. The usual tactics don’t work here because the person probably isn’t obligated to tell you and more than likely will have nothing to gain by doing so. Therefore you need to create an incentive for telling the truth in an environment that makes him feel comfortable.
 - *Scenario:* You think the new intern mixed up two piles of papers and shredded the documents that were supposed to be copied. “Nelson, if you’re the one who did this, it’s all right. I remember when I first started here. What I’m going to tell you is between you and me, okay? Good. I once made copies of a confidential memo instead of the lunch menu and placed a copy in each person’s mailbox.” This instantly puts the other person at ease. It shows that you trust him, and he also feels obligated to share with you something he’s done that he feels uncomfortable with.

7. Divide and Conquer

- This is situation where there are two or more people from whom you can get the truth.
 - *Scenario:* Several of your sorority sisters pulled a practical joke and you want to find out who is responsible. “Jennifer, who did this is not important. I don’t even care. What is important is our friendship. I want to know that I can trust you. I think I can, but I need for you to speak honestly with me. It’s not that I’m so concerned with who did it – only that you are truthful with me about it.” If you don’t get anywhere with her, go to someone else with the same speech.

8. Professional Reliance

- When dealing with professionals:
 1. Always, if possible, get a second opinion. It’s easy to do and can save you a lot of heartache.
 2. Make sure the person is licensed, insured, and registered to do the actual work.
 3. Have your agreement drawn up in writing. Oral contracts aren’t worth it.
 4. Ask for referrals or testimonials.
- If he balks at any one of these points, you might want to take your business elsewhere. Finally, the following strategy should give you an accurate insight into the person’s intentions. The key is to ask for the opposite of what you really want.
- *Scenario:* Let’s say that your travel agent suggests the Five-Day Cruise Getaway vacation package for you. You’re looking to really let loose; you want a trip that will be nonstop fun, but you’re not sure if she’s pushing this package for the commission or if she really believes that it’s a great deal. “The brochure looks great, Sandy. I just want to make sure that this is not one of those party boats. I’m looking for some rest and relaxation. Is this that kind of trip?” By asking your question this way, you will know the intentions of your travel agent and the answer to your question. If she answers yes, then you know that the cruise is not for you or she is lying to get your business.

9. I Don't Know and I Don't Care

- Few things are more frustrating than dealing with someone who just doesn't give a damn. Why? Because you don't have a whole lot to work with. You've got zero leverage. He's got nothing at risk, so you've got little bargaining power. You simply have to change the equation so he's got something at stake.
- Scenario: You take your car to the mechanic and he tells you it will be fixed by Friday. But you just know that something's going to come up and it will be sitting in his garage all weekend. "Okay, Joe. Tomorrow's fine. Just so you know, my wife is pregnant and she's due any day. That's our only car, so if you can think of any reason why it may not be ready by Friday, you've got to let me know now."

10. I Just Heard

- Most people who lie usually confide in at least one other person. It's important to let this person believe that you already know the truth and then add your emotional reaction to it. For example, some general statements that would be said to the person whom you believe knows the truth:
 1. Sympathy: "I can't believe what Sam did. I am truly very sorry. If there's anything I can do for you or whatever, please just let me know, okay?"
 2. Humor: "Mary, is Joe a magnet for odd things or what? He just told me and I still can't believe it."

Directing The Conversation

You can steer a conversation in any direction that you choose. You can do this very efficiently with just a few well-chosen words. After he makes a statement, you can use the following key words to direct the flow of information in any way that you choose. They can be used to extract information from any conversation.

1. *Meaning* ... Saying this word after he speaks directs his thinking and the conversation toward the larger picture, giving you a better look at his overall position. He will offer the reason for the position.
2. *And* ... This response gives you more lateral information. You'll be able to gather additional facts.
3. *So* ... This response makes him get more specific, giving you the details of his position.
4. *Now* ... This response makes him translate his position into a specific action. He will proceed to tell you exactly what he means and how it applies to you.

Getting Specific

Sometimes you'll get an answer, but it doesn't do you much good. Here are a couple ways of narrowing it down.

1. In Response to an Opinion or Belief
 - "I don't think the meeting went very well." – "Compared with what?" or "How poorly did it go?"
2. In Response to a Reluctance to Commit
 - "I don't know if I could." – "What, specifically, prevents you?" or "What would have to happen for you to be able to?" or "What would change if you did?"

Let The Truth Be Told

These simple words work better than any others do:

1. Because: We're programmed to accept an explanation as valid if it follows this word.
2. Let's: This word generates group atmosphere and initiates a bandwagon effect; it's positive and creates action.
3. Try: This little word is a powerful motivator because it has a "what's the harm" mentality.

For example, "Let's give it a try because if it doesn't work we can always go back to the way it was." Clearly you haven't introduced any reason for the person to take action, yet it seems to make sense just the same.

Don't accuse someone as by saying, "Why did you take five dollars from petty cash?" If you want to know if he took the money, simply say, "The money that we take from petty cash? Let's try to keep it fewer than ten dollars at a time, because it works out better that way."

Taking Control

If in a situation where you are unable to speak because the person keeps talking or interrupting, use some zingers like these. They play on two susceptible angles of human nature – ego and curiosity.

1. "You're a smart person; let me ask you a question."
2. "I know that you would want me to ask you this."
3. "You're the only person who would know the answer to this."
4. "I hope this news doesn't upset you."
5. "Along those lines..." It's easy to change conversation when you begin with the other's last thoughts.

IV. Mind Games

A Strong Defense: Avoiding The Lie

The best time to deal with a lie is before it turns into one. The following is a technique for cutting a suspicion off at the pass before it turns into deception.

Method 1

This is the method you use when you want the truth as it relates to a person's previous behavior. Here is a possible scenario: a parent suspects that her twelve-year-old son is smoking cigarettes.

Approach: "I know all about the smoking and the sneaking around. You know I'm not happy about that, but I just want you to promise me that you won't drink alcohol until you're twenty-one."

This is by far the finest approach because it works on so many levels. First, it takes a forward assumptive stance – the parent "knows all about the smoking." Second, it uses two truisms. The phrases "sneaking around" and "you know I'm not happy about that" set the tone for honesty. The child hears two things that he knows to be true: He was sneaking around and his mother is unhappy about his smoking. He is therefore willing to accept at face value what follows. Third, the mother gives her son an easy out. All he has to do is promise not to drink and he's home free. There's no threat or punishment, just honest statements followed by a deal that he believes to be true as well.

The guidelines to keep in mind for this procedure are as follows:

- Assume your suspicion as fact
- State at least two truisms (facts that you both know to be true)
- Switch the focus from a threat to a request
- The request should be easy for him to accept and sound reasonable

Method 2

This method is used when you want the truth as it relates to a new decision. It is a simple but highly effective strategy to avoid being deceived. Oftentimes someone wants to tell us the truth, but it's easier to tell a lie instead. The person knows the answer you want to hear and will give it to you whether he believes it or not. However, if he doesn't know what you want, then he won't be able to deceive you. Read the following examples and notice how well the second phrasing masks your true question.

- "Would you like me to cook for you tonight?" — "Do you feel like eating in or out tonight?"
- "I'm thinking of asking Rhonda out. What do you think of her?" — "What do you think of Rhonda?"

Know Thy Enemy: Knowing The Liar and His Intentions

The following example illustrates a process that is becoming very popular in employee screening tests. The questions below are asked the prospective employee to determine if he is an honest person. If you really wanted the job, how would you answer these questions?

Have you ever stolen anything in your life?

Have you ever run a red light?

Do you have a friend who has ever shoplifted?

Many of us would have to answer yes to most of these questions. And that is precisely the answer a prospective employee is looking for. Why? Because the honest answer is yes for most of us. The employer's task is finding those who are honest about it. Stealing a pack of gum when you were twelve years old doesn't make you a bad person or an undesirable employee.

Let's say that Martha's teenage son, who has been away from home and living on the streets for the past two years, wants to come home. Knowing that her son is addicted to cocaine, she is worried about whether he can actually clean up his act. She could tell him that he can move back in only if he enrolls in a drug rehabilitation program. He will probably agree to this whether he plans to do it or not. Instead, she tells her son that he can move back in if he quits cold turkey – never doing another drug whatsoever. Her son's answer will reveal his commitment to getting well, which is the real concern. Obviously her son can hardly get rid of his addiction instantly. So if he indicates that he can, she knows that he's lying about his intention to get well. However, if he says that he can't but will make strides toward getting better, she will know that he is sincere in his pursuit of wellness.

V. Advanced Techniques For Getting The Truth

Embedded Commands:

This technique is very simple and has only two criteria. First, for maximum effectiveness the command should start with an action verb, because you're telling the mind to do something. Second, the entire command should be separated from the rest of the sentence using what is called an analog marker. You set the command portion off by one of the following:

1. Lower or raise the volume of your voice slightly while speaking the command.
2. Insert a short pause right before and then right after the command. For instance, "Sometimes we just ... become fascinated ... with what we're reading."
3. Gesturing with your hand while you are giving the command momentarily distracts the conscious mind, and the embedded statement is received by the unconscious mind as a command.

Unconscious Creations:

You give a suggestion that creates a perceivable action so you can observe the signs of deceit without continuing to question him. Watch for the behaviors that you embed in the sentences. They will usually occur at some point during your conversation.

- "I'm not saying that you should *stiffen up your body if you're lying*."
- "I don't know if you're lying. Unless you *feel like blinking your eyes fast if you are*."
- "If you ... *like what you're reading* ... you may ... *smile ... now*."

Disassociation:

It's the old person who would lie versus the new person who would never hurt you. In your conversation, continue to repeat phrases like the ones below. Make sure that they contrast the old him and the new him.

- "Perhaps the old you was capable of this. But I know you would never do that now."
- "You're a different person than you used to be. I'm sure that you're even more upset with the old you than I am. But you're not that person anymore."
- "You're only responsible for who you are today. You are someone who is honest and trustworthy."

Eye-Accessing Cues:

This technique works on the following principle. When a person thinks, he accesses different parts of his brain depending upon the information that is being accessed. This process can be observed watching the eyes. For right-handed people, visual memories are accessed by the eyes going up and to the left. For a left-handed person, it's the reverse: the eyes go up and to the right. When a right-handed person seeks to *create* an image or fact, his eyes go up and to right. And the reverse is true for the left-handed person. You can use this technique in any conversation to determine if the person is *creating* or *recalling* information. Simply watch his eyes and you'll know whether he's recalling an event that's already occurred or making up a story about something that has never happened.

Advanced Conversation Stoppers: Trance Phrases:

These conversation stoppers use phrases that are mild trance inducers. They cause the listener to zone out temporarily while his brain tries to process the information. They give you some time to collect your thoughts while others lose their train of thought.

1. "Why are you asking me what you don't know for sure?"
2. "Do you really believe what you thought you knew?"
3. "If you expected me to believe that, you wouldn't have said it."
4. "Do you believe that you knew what you thought?"
5. "Why would you believe something that's not true?"
6. "Why are you agreeing with what you already know?"
7. "Are you unaware of what you forgot?"

See For Yourself:

The power of expectation and suggestion can be used with tremendous results. The key to using this technique is to implant an artificial suggestion and let it manifest inside the person's mind. This technique may induce a temporary state of mild paranoia, especially if two or more people make the same suggestion.

Scenario: You think that a coworker has been stealing office supplies. "Samantha, have you noticed that people seem to be looking at you a little funny?" You can be sure Samantha will "see" everyone looking at her, and it will consume her attention until she stops.

VI. Tricks Of The Trade

These are the psychological secrets of the experts, the tricks of the trade – factors that can affect your judgement in objectively evaluating information.

Rule 1: Wow! You're Just Like Me

- Watch out when you're asked about your hobbies, hometown, values, favorite foods, etc., only to be followed with the obligatory "Me too, what a coincidence."
- Another aspect of this rule is that if someone is nice to us, we not only like him more but also are more likely to agree with him. If he's agreeing to everything you say, whether or not it makes sense, watch out.
- Rapport creates trust. It allows the other to build a psychological bridge to you. You feel more comfortable and your gullibility increases. Take note if your movements, rate of speech or tone are echoed.

Rule 2: Beware the Stranger Bearing Gifts

When someone gives us something, we often feel indebted to him. When you are presented with a request, make sure that you're not acting out of a sense of obligation. This rule can take many forms – it's not limited to gifts. You could be offered information, a concession, or even someone's time.

Rule 3: It's Half Price! But Half of What?

This principle states that facts are likely to be interpreted differently based upon the order in which they're presented. In other words, we compare and contrast. An example of this principle are price markdowns. An item that's been reduced from \$500 to \$200 certainly seems like a better bargain than something that sells for \$150. The contrast on the sale item makes it more attractive, even if it's not as nice as the item that sells for less. The key is to only consider each decision by itself. This can best be accomplished by letting time pass between decisions and by independently determining the value of the object.

Rule 4: Just Do This One Little Thing For Me?

Beware if you are asked to commit to something, even in a small way. This request is usually followed by a slightly greater request, and over time your sense of commitment is built up to the point where you feel locked into your decision. When you make decisions, notice if your best interests are being served.

Rule 5: The Bandwagon Effect

This principle states that we have a tendency to see an action as appropriate if other people are doing it. Do we think that something is funnier if others are laughing? Absolutely. The key to avoiding the influence of this rule is to separate your level of interest from other people's desire. Just because you're told that something is the latest, best, hottest, or biggest seller doesn't make it right for you.

Rule 6: Rare Doesn't Always Mean Valuable

This principle states that the harder something is to acquire, the greater the value we place on its attainment. In essence, we want what we can't have and want what is hard to obtain even more. The key to avoid this rule being used on you is to ask yourself this question: would I still want it if there were a million just like it and no one wanted any of them?

Rule 7: I'm on Your Side

This technique is used to gain credibility. When used effectively, you would swear that you've just made a new best friend who has your best interest at heart. For example, let's say that you're in a mattress store and considering buying the Super Deluxe – a top-of-the-line bed. The salesman tells you that if you want it he'll order it for you, but he feels you should know something first. He tells you that while the consumer would never realize it, this manufacturer uses recycled materials on the inside. He has thus gained your complete confidence. He's risking a sale to tell you something that you'd never find out otherwise. Now you'll be inclined to trust anything he says.

Rule 8: Well, Can You at Least Do This?

If you're asked to do a rather large favor for someone only to decline his request for help, beware. A smaller favor, the one he really wants you to do, may follow. We are more likely to agree to a smaller request if we're first presented with a larger one. There are three psychological motivations at work:

- You feel that in contrast to the first request, the smaller one is no big deal.
- You feel bad for not coming through on his original favor, and this seems like a fair compromise.
- You don't want to be perceived as unreasonable. A small little favor isn't going to kill you.

Intro

- Why they are the majors
 - o First developed
 - o First taught to newbies
 - o VERY effective

- Major Pluses
 - o 3 Tactics are "prep with intention"
 - Not ONLY prep
 - Also VERY useful on it's on
 - If you knew nothing else
 - o Easy to use
 - o Can see results IMMEDIATELY

- What ARE the three majors?
 - o In Order
 - Iron Man Pattern
 - Black mirror Operation
 - No Cleaver Technique
 - o They All Compliment each other...
 - They work best in that order
 - BUT... Can use ANY by themselves
 - (Or even in a different order)
 - Once you know them well, you will instantly know when to use them.
 - o All have TOTALLY separate intentions.

Explaining the 3 techniques (In Order)

- Iron Man Pattern

- Used for people who not only lack confidence... but people who:
 - Care what people think
 - Don't think much of themselves
 - Anxiety
 - Stage Fright
 - Put "on the spot"
 - Always "Say the wrong thing"
 - Never can come back with something in an argument (Look like a dumbass)
- Uses advanced form of forced multiple personality called Versions
- How to prepare this version
 - Advanced preparation magnitude
 - Must Be Hard versions
 - I'm Stupid Sign
 - Underwear Outside
 - Weaker "Medium" ideas
 - Won't work NEAR as well
 - Thrift Store Clothes
- Instant "nerves" soother because you know the TRUE form of humiliation
- Must physically CALL on the Iron Man
- PERFECT lead up to Black Mirror

- **Black mirror**

- Walk up
 - Body Language Is Key
 - Use Positive AND Negative Body Language
- Approval inducer
 - Make them BEG for your approval
 - Similar to "Negative Compliments"
- Time constraint
 - Never let them think you might be there for a long time.
 - Make them WANT you to stay longer
- Crazy question
 - Something that is interesting and easy to talk about.
 - Nothing "Heavy".
- String them
 - Pull strings to keep the conversation Going
 - Very important aspect and SUPER easy to do
- Steer them by using external thought process
 - Since your using strings, you can instantly carry on conversations without any "brain usage"

- No Cleaver

- Bend them...
 - Using strings from Black Mirror Op, you can now focus your attention on where you want this conversation to go.
- Passions
 - Find out ones passion, what their "Natural Triggers" will be
- Drop them into trance
 - By focusing on Passions and building tension in the conversation, make them drop into trance
 - You will know when they are under because you will be under yourself.
 - Makes it MUCH harder to "turn you away"
- Persuade and Convince
 - Use techniques to convince. Hard hitting questions that will be hard to turn down in their current state
- Make them change their mind instantly
 - Put them "On the spot" AFTER you have demonstrated your value. They have MANY more reasons to agree with you and disagree.
 - Confusion is your "friend"!

Hypnosis Interview Transcript

Speaker: This is Taylor Star. I have Richard on the phone. We'll be doing a phone interview and getting a lot of questions answered about hypnosis that I've had, a bunch of friends have had, as well as a lot of people have emailed me asking. I'm gonna do a quick synopsis of what we'll be talking about. We're gonna be answering a ton of questions about hypnosis. I have over 75 questions here and I'm sure we'll be discussing more than that as well. We're gonna be dispelling some rumors about hypnosis and talking about different types of hypnosis. And, also discuss stage hypnosis as well as the financial gains of this craft. We're gonna discuss some hypnotherapy points and of course a step-by-step guide on how to hypnotize someone. So, Richard, if you don't mind, can you give me a little, background on yourself?

Next Speaker: Sure. I've been doing hypnosis as a profession for about nine years, but I actually learned my first hypnosis when I was nine years old –

Speaker: Oh, wow.

Next Speaker: With a book on how to hypnotize, and I used it only for self-hypnosis, oddly enough. boy, the things I could have done in high school! Wow. At any rate, it's, a fabulous tool, and since really all hypnosis is self-hypnosis, learning to do self-hypnosis really well is, is pretty important in my opinion on becoming a great hypnotist for others.

Speaker: Okay.

Next Speaker: I do it for clinical hypnotherapy, I help people to lose weight, to stop smoking, to get better motivated, to overcome fears, things along those lines. I also use it for entertainment purposes, as I do stage hypnosis shows, and then, I use it to help people to increase their, their marketing and their, sales closure rates.

Speaker: Excellent! 'Cause that, that's all things I wanted to, discuss with you this evening. let me ask you this. How many people, and I know that, this is a tough question, but how many people do you think you've hypnotized?

Next Speaker: Hundreds and hundreds and hundreds.

Speaker: Wow. So this is something you do constantly and, I'm sure you have multiple people every week.

Next Speaker: Right. I, I do several clients every week. I do large groups and when we do a, a large hypnosis show, I may have, you know, 20 or 30 people at a time on stage, but I also have people out in the audience that, even though they're not jumping up and

down and clucking like a chicken or dancing like Elvis, they're still going in and out of trance along with it, so –

Speaker: Wow.

Next Speaker: you know, the way to calculate would be almost impossible.

Speaker: Now, it is more difficult to do a mass hypnosis like that on stage with the multiple people there?

Next Speaker: No. It's, it depends on being able to read your audience and having different techniques available to you, so the more techniques you have available, then the easier it is to work with. You're more flexible.

Speaker: Great. And how many live shows do you think you've done, just, I know it's

Next Speaker: Oh, probably, a couple of hundred.

Speaker: Oh, wow. Great. **** And have you written any books on the subject?

Next Speaker: I have written a couple of, we'll say booklets, how's that, they're not, 300-page novels or anything.

Speaker: Yeah.

Next Speaker: But I've got, a book on Guide to Stage Hypnosis.

Speaker: Yeah.

Next Speaker: I have a book I call The ABCs of NLP, which is neurolinguistic programming, and that's kind of like, waking hypnosis.

Speaker: Okay.

Next Speaker: And that's, to help people understand what NLP is. And I also have a little booklet that I use for, parents of children in preschools that's called Beginner's Guide to Using Hypnosis with Children.

Speaker: Okay. Excellent. Excellent. And, when's the last time you hypnotized someone?

Next Speaker: When was the last time I hypnotized someone? Well, I hypnotize myself every day –

Speaker: Do you really?

Next Speaker: I use self-hypnosis every single day for attaining my outcomes and goals, for being motivated and even just catching a little catnap. I worked with my, a client on Friday, I actually worked with two different clients on Friday, and, then that's straight hypnosis, but I've used hypnotic language patterns with people, pretty much every day of the week.

Speaker: And to veer off subject, a quick second, do you find that you can get your way in life a little bit more by using hypnotic patterns?

Next Speaker: You can absolutely hit more of your target goals or outcomes using hypnotic language patterns. I won't say necessarily that you can get your way. It's not magical mind control. But if the, the object is to, negotiate a better deal, it certainly helps. If the object is to, you know, get somebody to agree to your point of view or at least to bend away from their stubborn point of view to more see things your direction, it certainly helps a great deal, yeah.

Speaker: Wow, that's amazing. And how many tries did it take you to hypnotize someone your first time?

Next Speaker: Wow, let's see. For the first time on myself, I remember –

Speaker: I guess you were nine years old.

Next Speaker: I'd have to be nine years old. I hit it pretty much right on the first time.

Speaker: Wow.

Next Speaker: And the first time I was actually working with somebody else, I had just read books on it, I hadn't had any classical type training, but, I was successful in getting them into trance, but it took me maybe, 35, 40 minutes and we didn't really get any good hypnotic effect. So, I mean, we didn't get, any dancing like Madonna or clucking like a chicken. But, everybody gets there if you have the patience to, to work with them.

Speaker: then, can, can someone get stuck in a trance? Is that an issue?

Next Speaker: No, no. No one's ever been stuck in hypnosis. That would be saying something along the lines of, gee, has anyone ever been stuck in daydreaming or has

anyone ever been stuck in falling asleep.

Speaker: Okay. I'll be interested to later hear those comparisons.

Next Speaker: Yeah.

Speaker: That's a very interesting concept. Let's see. What – how can you tell if someone's really a hypnotist or if they, are just claiming to be one since, since you obviously have a lot of experience in this area?

Next Speaker: Well, the – my personal opinion is that everyone is a hypnotist. They may not know that they are, but they use hypnosis on themselves all the time when they have that little voice inside their head that says, Oh, you can't do that, and so they don't try. That's –

Speaker: Okay.

Next Speaker: I call that bad hypnosis. They're hypnotizing themselves in a bad way and not getting good results. So everybody is a hypnotist in that respect. As far as, to have somebody say, Yes, I'm a hypnotist, my, my obvious thing would be are they able to put somebody easily into trance, and to get results?

Speaker: Gotcha.

Next Speaker: So if somebody says, Yes, I'm a, I'm a, a super master hypnotist and, I can make people cluck like a chicken, that's great. They can say that. And if they want to have a demonstration and show me, then that's great. but, you know, you gotta be able to produce results.

Speaker: Is this just like most other things in practice makes perfect, the more you do it, the more, you know, the better you are at them, you know, at doing hypnotism?

Next Speaker: Yes. The better that you get, the more you've practiced at not only being hypnotized – people who get hypnotized a lot are much better at going into trance than people who don't think that they've ever been hypnotized and so they're more resistant – and also as a practitioner, the more you work with people in different conditions and different circumstances, the better you become at it. But I like to say perfect practice makes better.

Speaker: Gotcha. Excellent. How – how many people will – would you say a large number of the population has been hypnotized and has no clue they have been?

Next Speaker: I believe that a large number of the population is hypnotized every time they turn on TV and watch commercials, you know –

Speaker: Wow.

Next Speaker: Drink Pepsi now! drive the Chevy truck 'cause it'll make you hotter and sexier. I believe that that's a subtle form of hypnotic language patterns in advertising to sway peoples' opinion. Every time you listen to a politician, the way that they use the language, the way that they drone on, they are using hypnotic language patterns. They don't call it that and they might not even be aware that they're doing it.

Speaker: Hmm.

Next Speaker: But I think that it's very, very functional and it's very, very, applicable and probably everybody in the United States has been swayed by some sort of hypnotic technique or hypnotic language pattern, probably daily, in their life.

Speaker: Wow. That's amazing. Now, would you say a lot of people who, are in ad agencies and that, and that kind of thing would have any kind of hypnosis background, and that – I know that it's a broad question, but –

Next Speaker: I wouldn't – I wouldn't know if they would have a hypnosis background, so to speak, but a lot of the hypnotic language patterns you can find in some of the, the good copywriting materials, and I don't, I, I don't know if they've learned them from hypnotists or if hypnotists borrowed from the, the ad agencies and the, the volumes of stuff that's been written about, you know, how to construct really pulling, drawing ads, but it's, you know, it's all the same technique. So –

Speaker: Yeah! Yeah, that's wild. That's very wild. I wasn't expecting that. That's great. let me ask you this. Is hypnosis mind control? Is it any form of mind control?

Next Speaker: No. In, in the waking hypnosis where you're listening to an ad, everybody knows that you have the option to purchase or not purchase or to vote for this guy or not vote for this guy. He might be the best orator in the world and you still might say, Well, you know what, you know, I, I don't think I'm gonna vote for him, 'cause even though he sounds good, it's just a bunch of malarkey.

Speaker: Got you.

Next Speaker: And with classical hypnosis, what we consider, you know, a full-on induction, you still have that option. The person who's in hypnosis always has complete control. If they – for instance, when I'm doing a stage show, if I tell a person, to forget

the number three, I've actually had this happen – I've had the guy, like gave him the instruction very clearly: When I snap my fingers, you'll forget the number three and you'll count 1-2-4-5-6-7-8-9-10. That's a pretty standard hypnosis stage show kind of thing.

Speaker: Okay.

Next Speaker: Well, he was an accountant, and his life and livelihood depended on numbers. And when I said that, I snapped my fingers and he just pulled himself up out of trance and said, Oh, I don't think I'm hypnotized. So you can always reject it, anything that goes against your own personal moral or ethical code, and numbers were really, really important to him. I've had people that, were worried that they were getting Alzheimer's and they would wake themselves up when I asked them to forget their name. 'Cause that's forgetting something and that's too important to them. They're not gonna do it.

Speaker: Oh, gosh. So you would definitely say that hypnosis is not evil, black magic, witchcraft, anything like that?

Next Speaker: Oh, heavens, no. It's – it's something that everybody does because all hypnosis is self-hypnosis and you have to be a willing participant and go along with it. It's more along the lines of, Well, I just can let my mind wander and imagine. It's like a hammer. Hypnosis is a tool, and there are people who do really great things with it and can help people to stop smoking, lose weight, to have great outcomes and a wonderful life, and then there are people who might be using it, for less than positive outcomes, but realize that whenever someone is being swayed along with hypnosis or hypnotic language patterns, they have to understand that they are in control. If, if they are going along with it, there's a part of them somewhere inside of their psychological makeup that says, Okay, I'm okay with this. That's all right. And it's only afterwards where they get the buyer's remorse where they say, Oh, no. This guy talked me out of all my money. He swindled me. He must have hypnotized me. Well, somewhere along the line, they said inside of themselves, Oh, well, I'm being a good person. I'm helping this person out and I'll give them all of my money.

Speaker: So we have no worries of, of telling some deep, dark secrets that we really wanted no one to ever know while being hypnotized?

Next Speaker: Oh, absolutely not. In fact, in, as far as I know there is no state in the country that allows hypnosis or hypnotic testimony into the court of law, because it's not reliable. You can make things up. You can lie under hypnosis and you cannot be compelled to tell the truth. Now, you might let the truth slip out if the person is really, really a skilled questioner, if he has just a really good rapport with you and does a really, really long line of questioning much like a detective would.

Speaker: Okay.

Next Speaker: You might let the truth slip out over a long period of time or he'd piece it together, but you can't force somebody to tell the truth. You can't force them to tell deep, dark secrets. They're – hypnosis isn't that kind of a, a powerful mind control thing.

Speaker: So we take a special, very skilled hypnotist and a, not weak person, but a person who is, who is, I guess, on the verge of saying something similar to that anyway –

Next Speaker: Well, on the verge of saying something to that anyway or they didn't have anything to lose by saying that anyway, there are, there's a science called kinesiology where people are trained in, in interrogation. And they, they know when to ask questions in a very tough, stern manner and when to back off and make friends. You see it all the time on, on the CSI-type shows. One of the people is really, really good at talking to people and getting them to, you know, bring out that they did the crime, blah, blah, blah, blah, blah. Well, that's, that's a science. And these people use, hypnotic language pattern techniques and they're good at reading the emotional states of the people that they're interviewing or questioning, but it would take somebody with a lot of skill and you'd have to work for a really, really, really long time with them to be able to get to information that was, you know, counterproductive to what they, what was healthier for them. For instance, if somebody was the murderer, you just couldn't hypnotize them and say, Did you do it? One, the answer you got wouldn't be reliable, and even if they did, they knew that their life was on the line and if they confessed to it they, they wouldn't confess.

Speaker: All right. And, and that brings up another question. When you're hypnotized are you, in any kind of unconscious state or are you – do you totally know what's going on?

Next Speaker: Depends on the person and the situation. there are times when I'll go up on stage to be in hypnosis shows, just 'cause it's fun, and I'm aware of all the things that are going on.

Speaker: Oh, wow! So you actually not only do the stage shows but also participate?

Next Speaker: Oh, sure. It was a lot of fun.

Speaker: **** great.

Next Speaker: And my personal opinion is that if you're going to do hypnosis with people in a stage setting you better understand what they're going through, which means you

have to be in their shoes. So I will go up on stage just to get the experience from the volunteer's perspective, and it kind of helps me keep my show in a place where it's comfortable for everyone on my stage.

Speaker: Okay. Yeah, yeah. That makes sense.

Next Speaker: but there are also other times when I'm doing it – a hypnosis seminar, and there's a, a famous hypnotist or somebody who I really respect and really trust that's doing stuff that's teaching us things, and they'll say, Gee, would you guys like to go into trance? And I'll say sure, you know, as oh, the class just does let the practitioner do a group induction on them, and I'll go so deep so quick that I won't remember anything that they said for the entire time we were in trance.

Speaker: Wow.

Next Speaker: Nothing at all. And the, the way that we gauge if you were really in hypnosis or not, if you had just fallen asleep when the person said, Okay, 1-2-3, wide awake, you wouldn't wake up. You'd just stay sleeping. But when they say, Okay, on the count of three you'll be wide awake and they count up 1-2-3 and boom! You're awake at three, that's a pretty good indication that you were aware of everything that they said, 'cause you were aware enough to come back up to the waking state, and that everything went into the unconscious part of the mind.

Speaker: Now, now what if someone didn't want the subject to wake up?

Next Speaker: If they didn't want the subject to wake up? it – it's kind of along the lines of the person who is being hypnotized is either going to get bored and tired of, Okay, this is, you know, boring me to death and they're gonna bring themselves out – I've had that happen –

Speaker: Huh.

Next Speaker: For – when I'm doing really long clinical sessions. occasionally when I'm doing a really long show, if there's somebody who just doesn't want to play any more, as I put it – they just don't want to play, and they bring themselves up out of trance.

Speaker: So you've had people in the middle of a show just decide that they're done?

Next Speaker: Yeah. They just decided they were done. Okay.

Speaker: Wow. Wow. That's very interesting. so I guess no one's ever died from hypnosis, then?

Next Speaker: No. No.

Speaker: And there's really no danger to it at all, then?

Next Speaker: There's no danger along that lines. My personal opinion is that if there's something that is good enough to help you then it is also possibility of harming. Not necessarily harming on purpose, so if someone was truly an evil person I suppose you could find someone who was schizophrenic and do hypnosis on them and tell them that they're, you know, multiple personalities and that people are trying to get them and make them paranoid.

Speaker: Um-hm.

Next Speaker: but if I can use hypnosis and tell somebody that they're feeling really good about themselves and they are absolutely wonderful and have a great self image, then they can also use hypnosis on themselves to say, Oh, wow, I'm just horrible, I'm a terrible person. Oh, I'm not worthy of anything. And that's bad hypnosis. So is that harmful? I, you know, from my point of view, when people tell themselves that they're bad or when people yell at their kids and say, Oh, you're just stupid. You'll never amount to anything –

Speaker: Sure.

Next Speaker: In my book that's bad hypnosis, and, I, I have to say that yeah, it is harmful, yeah. That's harmful self image.

Speaker: Are there many dark hypnosis or bad, you know, hypnotists out there?

Next Speaker: I don't know if there's any people who are consciously saying, I have hypnosis training and I am going to hypnotize these people and tell them that they're horrible and scum.

Speaker: Um-hm.

Next Speaker: And, you know, they're bad people and in that sense, I don't think so. But like, like I said, as far as I'm concerned, everybody is a hypnotist whether they know it or not. And when, you know, the dad comes home, he's had a hard day at work and he yells at his kids, You're just a stupid idiot. You can't do anything right. That's using hypnosis in a bad way.

Speaker: Okay. Yeah.

Next Speaker: So you might have to put him in the category of bad hypnotists, yeah.

Speaker: Yeah. Yeah. So he's the dark hypnotist –

Next Speaker: Sure! He doesn't know he's using it –

Speaker: Yeah.

Next Speaker: But the techniques are still there. The person is, you know, the child has tremendous respect for the authority of the father, that's one way that hypnosis works. The kid's probably in a, a state of trance because he's being yelled at and the mind retreats and he just, boom! goes into the unconscious mind.

Speaker: Yeah. And, this is, this is another question I've had. you, you just made a great point. When – when the father's yelling at the child and he, he's already in a trance, because of that, do we constantly have things happen to us that put us in a trance and we really don't know whether we're weird feeling or whatever, you know, what's going on. Is that, is that a common thing for people to –

Next Speaker: Oh, it's a very common thing. I, I have to say probably daily for most people. if you sit and read your computer screen and you notice as you're reading your attention kind of gets fuzzy? That's the trance state. Your brain is producing the same kinds of waves that it produces when you're in the trance state. And you can measure those with like an EEG machine. If you put those little electrodes on your head and it shows up on the oscilloscope you can measure the speed at which your brain is sending out signals, okay.

Speaker: Yeah.

Next Speaker: So if we do that when somebody is reading a good book or if they're reading the computer screen, you get the same kinds of wave patterns as if they are meditating or if they're actively being hypnotized with a hypnotist. It's the same wave pattern that the brain produces. So from that respect we say that when you read a good book you're in trance. When you watch TV you're in trance. When you watch a movie you are in trance. That's why scary movies work so well.

Speaker: Yeah.

Next Speaker: 'Cause you are so into the movie it becomes reality for you.

Speaker: Wow.

Next Speaker: Something scary happens, your blood starts pumping harder, you start breathing –

Speaker: Right!

Next Speaker: Harder, your skin gets clammy, and then when Jason jumps out with a knife everybody screams! You're in a trance-like state.

Speaker: Yeah. Definitely. Definitely. Yeah. That's strange. I never thought of it like that. It's very strange. Now, let me ask you this, though. Could you, is – is it possible to put someone in a hypnotic state without them knowing and, I'm gonna use a really crazy example. And you've mentioned before you can't get anyone to do something against their will. If you ran a restaurant and you had a waiter who did not like the owner, did not like the restaurant and did not want to be there – could you put him in a hypnotic state and make him not want you to pay the bill, or not want to bring you the bill? Or, you know, just some situation like that. Is that possible?

Next Speaker: I won't say that it's not possible. I know that I've never seen anybody, and I know some really top-notch hypnotists, but, you know, every, everybody that I hang around with uses their powers only for good!

Speaker: Yeah, yeah. And definitely that ****

Next Speaker: Yeah, and **** –

Speaker: And I understand that.

Next Speaker: Possible, I'm not sure because would, if the unconscious mind's primary objective is to protect you, so say the waiter comes up and you, you're using every technique that you have available to you, his unconscious mind is still going to protect him and by you walking out and not paying the bill?

Speaker: Um-hm.

Next Speaker: Then one, that's not gonna protect him because he's gonna have to pay it and he knows it.

Speaker: Yeah.

Next Speaker: Or he's gonna get fired, and neither one of those meets the prime directive of the unconscious mind.

Speaker: It would take a very odd circumstance, wouldn't it?

Next Speaker: It would take very odd circumstances. For instance, if the person knew that they were quitting that day anyway, you know. You'd have to have just a tremendous chain of events that were completely circumstantial that led up to it, that would allow it to happen.

Speaker: Okay. Well, yeah. I can – that makes sense, definitely. Now, could you hypnotize someone over the phone without them knowing? For instance, have you hypnotized me now?

Next Speaker: No, I haven't hypnotized you now, unless you naturally slipped into trance when you listened to the sound of my voice. But I can do hypnosis with people, but they're fully aware of it. They're fully conscious of what we're doing and they're actually calling me so that I can help them obtain some outcome, whether it's weight loss or stop smoking or anything along those particular lines. So we do phone hypnosis and if anyone's ever talked to their boyfriend or the girlfriend, you know, over the phone for four or five hours on end, and you just kind of sit there in that dazed state, neither one was trying, consciously trying to put the other one into a trance, and yet we find, boom! we've entered into trance anyway.

Speaker: Yeah, yeah. No, I think we all can relate with that.

Next Speaker: Yeah.

Speaker: The falling asleep –

Next Speaker: Sure.

Speaker: 'Cause you're talking all night on the phone, waking up and they're still there.

Next Speaker: Yeah, and then, then there's, here I'll be very sexist, and she's still yammering on.

Speaker: Okay. Okay. Let's see. So does one feel relaxed while they're, hypnotized?

Next Speaker: Generally speaking, yes. There are techniques that we use that go just the opposite. Instead of getting really, really relaxed you can make yourself really, really hyperaware of everything and more, more tense, and more on edge and more ready to, you know, spring into action. so for the most part when we talk about hypnosis, we talk about relaxing the mind and relaxing the body. But there is, there are techniques that go

just the opposite way, that allow us to be more focused on everything and more aware and more tense, yeah.

Speaker: Okay. 'Cause I know a lot of, whenever you see in the movies there when uses a slow, monotone voice –

Next Speaker: Right.

Speaker: When doing – okay, is that something that really is effective?

Next Speaker: that's something that, you know, that's a personal preference, where, when I'm working with certain clients or certain people on stage, they expect to have that very slow monotone, You're going to get sleepy now kind of thing.

Speaker: Right.

Next Speaker: And if that's what they're expecting and that's what works best with them, then I adopt that particular kind of phraseology and that tempo and pace of the hypnotic induction. If I don't think that's what's really necessary there's a lot of times when I just talk really, really, really fast and it's almost impossible for the conscious mind to follow along 'cause we're just going so quickly that –

Speaker: Wow. Yeah, that's, that's, that's crazy. I didn't expect that. I'm, I, I kind of thought it was always with the slow, you know, hypnotic, you know, waiting to **** monotone voice. well, what emergency situations you getting pulled over by a police officer and, you've already had four tickets and you want to try to talk your way out. Any chance of hypnotizing the police officer into letting you go?

Next Speaker: Well, there's always a chance, I mean, if you're really good at, doing skills that we call rapport, if you can get in good rapport and, you know, meet specific needs that the officer has mentally, you might be able to "talk your way out of it". People talk themselves out of tickets all the time, whether they're actually trained in hypnosis or not. You know, I wouldn't know whether they are or not, but I've, I've known hypnotists who use rapport skills and use their, NLP techniques, which is the waking hypnosis stuff, to help get through situations where they didn't get tickets or they did, you know, they had the person agree with them and, and let them off the hook for something, yeah.

Speaker: Now, wow. Now, do you have any, you know, good personal stories where you used that kind of technique to, to help you out in a situation?

Next Speaker: I haven't had any situations pop up where I would need it, or –

Speaker: So you don't speed a lot?

Next Speaker: Or feel like that. I, I use it in my daily life, when like I go into a really busy crowded restaurant. I'm in a hurry, I can use the skills to, you know, charm the waitress or the hostess and get seating quicker or get, you know, better service.

Speaker: Wow. Yeah.

Next Speaker: But by the same token, I'm also very careful to tip appropriately when I do that, because I'm, I'm using a skill to help me out. I can also use my skill to help them out, and they deserve the tip for doing the extra work, so –

Speaker: Definitely. Definitely. Totally agree. using hypnosis, and I think I'm about to answer this question just from our previous conversation so far, could you get your children to mind you better? That, that's a –

Next Speaker: Absolutely.

Speaker: A lot of people ask me that.

Next Speaker: You absolutely can, depending on how you use it. And, for instance, one of the things in my book I talk about, with my grandkids. They were having difficulty in school and they were, you know, arguing with the teachers and getting in fights with other little kids in the, the class, and what I would do is every morning before they woke up, when you're deep in sleep you're down below hypnosis. But as you wake up you move through the hypnotic state.

Speaker: Um-hm.

Next Speaker: So you don't usually go from deep asleep to wide awake, fully alert, ready to go. You have that little transition period where you just kind of drift through the area where the hypnotic state is and then you come fully wide awake.

Speaker: Um-hm.

Next Speaker: And for a couple of weeks I would go into their room before they were supposed to wake up and I would start talking softly to them, telling them how good they were and how attentive they are in class and how nice it makes them feel to be able to follow directions from the teacher and to learn, and how great they are because they can get along with the kids and find new, exciting ways to be more friendly towards all of the other boys and girls on the playground. And it showed remarkable results in just a, a couple of days.

Speaker: Wow! That – that’s great. Now, so, so in that situation is that subliminal at all, or is hypnosis –

Next Speaker: It’s not what I would call subliminal, but what you’re doing is you’re taking them from the sleeping state and as you’re talking to them they’re slowly beginning to wake up and then right as they’re going through that hypnosis state, then you’re implanting suggestions that are really for their benefit and they know it, until they come all the way out of it and are fully wide awake and once they’ve, you know, opened their eyes I’d say, Oh, good morning, sweetie! How are you doing today? And they just go on from there.

Speaker: Okay. Yeah. So, so there’s no reason to be scared of hypnosis at all?

Next Speaker: Oh, none whatsoever. No.

Speaker: Yeah.

Next Speaker: It’s completely natural. Everybody does it several times a day to themselves. We have it done to us with, you know, the barrage of TV commercials and ads and, you know, it’s just something that happens.

Speaker: so there’s no liability, I guess, if there’s no danger to it.

Next Speaker: I wouldn’t say there is no liability. We live in a very litigious society –

Speaker: ****

Next Speaker: And people can sue you for anything. He looked at me cross-eyed. I’m gonna sue him! But, if you’re using it in proper manner, very carefully, I don’t see where there’s any problems along that line. Right now we have a –

Speaker: Have you ever heard of a case –

Next Speaker: We have a big thing where everyone’s suing the tobacco companies.

Speaker: Um-hm.

Next Speaker: Okay. And the tobacco companies have been using hypnotic language patterns for years, you know. The – even to the point of where the Surgeon General just suggested that you shouldn’t use cigarettes now because they might be bad for you, whereas 20 years ago was, Using cigarettes may cause death.

Speaker: yeah.

Next Speaker: I don't know if you remember. And so they've been able to manipulate and change wording and make it seem like it's all nice and fun and friendly, but now they're also paying a huge cost, because people are suing and people are winning.

Speaker: Wow. Yeah. Definitely. okay, and we've already talked about this. You will somewhat be aware of what's going on while you're under hypnosis. Is that correct?

Next Speaker: Yeah. Most people are aware of what's going on, but they're so focused and so relaxed and it just feels so darn good that, and since it's for their benefit, they're willing to go along for the ride.

Speaker: And, what, what would you compare the feeling to? Would, would it be, like when you're first falling asleep and you finally have that euphoria feeling, that **** –

Next Speaker: Yeah, it's kind of that euphoric feeling as you're falling asleep, or, when you're having, you know, that, that really, really nice, back rub and you just kind of sit there vegging out or if you're sitting in the hot tub and you're just kind of feeling good and relaxed and it feels so good.

Speaker: Well, I don't blame you for doing that ****

Next Speaker: Yeah.

Speaker: how long has hypnosis been around? I mean, I'm gonna talk a little bit about the history.

Next Speaker: Oh. Wow. There are, there are ancient inscriptions on the Egyptian walls, hieroglyphics of hypnosis in, in temples and the Babylonians, and the Assyrians used healing temples that used hypnosis and hypnotic techniques to help heal people, so thousands of years. Thousands of years.

Speaker: Wow. Wow. Very cool. okay. So the first acts of it were recorded, as you said, back in, in Egyptian transcripts and –

Next Speaker: Ancient Egyptian and Babylonian, yeah. Um-hm.

Speaker: And what was it originally used for, the same purpose as today, for therapeutic –

Next Speaker: It was used, for therapeutic purposes only. I don't think the Egyptians did

stage hypnosis shows, no.

Speaker: They didn't do that? Hey! ****

Next Speaker: We don't find anything on the walls. Okay, we'll make the Pharaoh bark like a dog! No, I don't think so. but they used it as a, and they called it a healing temple and, the priests just would, you know, take you in and you would lie in a comfortable place and they would, do long soothing incantations which is basically an induction –

Speaker: Um-hm.

Next Speaker: And people would, come out and feel better and they would heal. So it's, it's been around forever. Or, for pretty much as long as we've had culture.

Speaker: Yeah, yeah, wow. Now, now I live, in the southern part of the United States and, which is more conservative, this part, obviously, as well.

Next Speaker: Oh, yeah.

Speaker: And I notice this has always, you know, growing up through my whole life, had a negative connotation a little bit.

Next Speaker: Yeah.

Speaker: And, well, first I'd like to hear your opinion on that. Is, is it just complete ignorance, and I'd like to hear a little bit about that, what you think about that.

Next Speaker: As human beings we tend to fear anything that we don't understand, and that goes for, for absolutely everything. If we don't understand it, our first place is to back away from it and fear it, and so I think a lot of what you're talking about down in the south, in the Bible Belt, and I come across it even here in the big city, is, Oh, I don't understand that so it must be bad. Somebody told me it was bad so I'll just go with their interpretation of it and so it's evil.

Speaker: Definitely. And that's, I, I agree, you know, 100 percent with you on that.

Next Speaker: There are places, for instance, Kansas, just last year repealed a law about doing hypnosis in public for stage purposes. So in Kansas up until last year you weren't allowed to do a stage hypnosis show under penalty of law.

Speaker: Oh, wow!

Next Speaker: They just repealed that, and there are other states that are regulating it but not because it's dangerous. They're regulating it because it's cutting into the income of medical professionals. So if a person has a choice, Well, I can go to the psychiatrist and I can do talk therapy for, once a week for the next 20 years, or I can go to the hypnotist and the hypnotist can do hypnosis with me and I can feel better and not have the same kinds of problems in six or eight sessions, where do you think they're gonna go?

Speaker: Wow, so it's that much more effective?

Next Speaker: It's extremely effective where it's effective. Where it's not effective, nothing's effective, or at least nothing that anybody else is working with. So –

Speaker: Do you – do you see medical hypnosis being used more and more as time progresses?

Next Speaker: I do see medical hypnosis being used more and more, but that's only because there are hypnotists who are willing to get out there and to talk with medical people and to show them how useful it is and how safe it is and how just by changing some of their language patterns they can get better results doing what they do. For instance, if you go in to see the doctor and the nurse comes over and says, Here. I'm gonna give you a shot. This is going to hurt.

Speaker: Um-hm.

Next Speaker: You're probably going to flinch and jump. If you're a little kid you're going to be terrified and you're gonna cry and scream when that needle starts coming toward your arm. If that same nurse says, Tell you what. This is gonna help you. It's gonna make you feel really good. But what I'd really like you to do is I'd like you to look over to this other hand and concentrate and focus on this hand over here. While she's tapping the left hand, she's taking her hand and giving the shot with the right.

Speaker: Wow.

Next Speaker: Because you can distract the attention and there is little to no pain, to the point where, a man named Dr. Easdale actually did about 1,600 surgeries, everything from suturing and, you know, wart removal all the way up to open up abdominal cavity operations with no anesthetic, just using hypnosis.

Speaker: Oh, my God!

Next Speaker: And he did this in the 1800s.

Speaker: Oh, wow!

Next Speaker: So hypnosis is very, very effective.

Speaker: Yeah, that's very. Wow. I, I wasn't expecting that. So have any cultures really, I guess, you mentioned, Kansas, was it that had outlawed –

Next Speaker: Kansas had it outlawed for stage purposes. there are states where they're making it more difficult, like New York. To practice hypnosis or hypnotherapy you have to have a licensed degree like a medical doctor or a psychologist or MC, a marriage and family counselor, MSCC, something along those lines. it's getting, legislated in other places. Florida has some restrictive legislation where you can't actually touch your client in any way, shape or form, but that also regulates hyp – not hypnotists, but massage therapists –

Speaker: Um-hm.

Next Speaker: so in places they have tried to put legislation in and it has failed because it just, it doesn't make sense when it's presented with reasonable rational people, saying, Gee, why are we legislating this? It's just not necessary.

Speaker: Yeah. Gotcha. But what about, instant hypnosis? I mean, is, is that, fact or fiction? I've read a lot about that on **** –

Next Speaker: Well, it's a fact. I do instant inductions, or rapid inductions, and, when it's set up properly I can get somebody into a trance, oh, within 10, 15 seconds.

Speaker: Wow.

Next Speaker: as far as some of the things we see on, on video like somebody emailed something to one of the hypnosis lists I was on, something by, Chris Angel or Darren Brown or one of those two. Anyway, it must have been Darren Brown from the UK. And, he took a guy and hypnotized him with a video game and then put him into a scenario where he was in the video game and it's a very, very good piece of film, but as far as hypnosis goes, it was, no.

Speaker: Totally ****

Next Speaker: Total malarkey, yeah.

Speaker: Yeah.

Next Speaker: good acting, though.

Speaker: so hypnotherapy, you're a big fan, definitely –

Next Speaker: Absolutely.

Speaker: even psychiatrists need to take **** toward that because it's more effective.

Next Speaker: Yeah. Well, when you consider that most psychiatrists – and they do a really great job with the things that they do and the things that they diagnose – they do really good stuff. But they have next to no understanding of hypnosis and hypnotic techniques –

Speaker: Um-hm.

Next Speaker: And yet they, want to regulate and say, Oh, you can't do that 'cause you don't have any medical training.

Speaker: Um-hm.

Next Speaker: Well, I have more hypnosis training than pretty much any psychiatrist unless they are studying hypnosis.

Speaker: Yeah. Seems like it would be a lot more advantageous if they tried to, uh –

Next Speaker: Right.

Speaker: ****

Next Speaker: And, and mostly, you know, they're so wrapped up in their modality of what they're doing that anything else is, is obviously bunk and you get the same kind of thing between, psychiatrists and psychologists, or psychiatrists and doctors, but the doctor's primary focus is, Oh, we can heal you with drugs. The surgeon is, We can heal you with steel. The psychiatrist, Oh, we can heal you with talk therapy for the next, you know, 15 years.

Speaker: Um-hm.

Next Speaker: and so they have their own little factions in there as well. But for a doctor, because he feels he has – well, he does. He has this tremendous amount of knowledge and medical background, and he might have one day that they actually discussed hypnosis, maybe not, in medical school. They just briefly said, Oh, there's this

thing called hypnosis out there. Bye and boom. And he can take a one-day hypnosis training and feel totally qualified to do everything hypnosis for pain control and he doesn't have anywhere near the kind of background that I or one of my colleagues would have in pain management with hypnosis, and yet we are looked down upon by the medical community.

Speaker: Yeah. Wow. Now, you talk about the kind of training that it takes to do that. How, I mean – I guess someone – can someone put someone in a state after just a day of practice, a day of, you know, research and that kind of thing?

Next Speaker: Oh, sure. There are, there are hypnosis training seminars where you can go and you can train somebody to hypnotize somebody in, probably, you know, just a few minutes once they have a, a script they can follow.

Speaker: And – and after, we're gonna look at the script in a little bit, so –

Next Speaker: Right.

Speaker: Could someone after listening to this conversation put someone in a trance successfully?

Next Speaker: Sure. You can get them, now you can get them to trance. The question is, can you keep them there? Would you know what the signs were that they were coming out of trance? Would you be able to make, positive changes or if you had dark, plans, could you make negative changes and would they be long-lasting?

Speaker: Um-hm.

Next Speaker: not after a single day. Also, would the person have the confidence in their own ability to be able to use this? Part of what makes anything work is the person who's using it's confidence that they can do it. So the reason the doctors do what they do so very well is because they've had eight years of medical school and all of their intern stuff and they know without a doubt that they are capable of doing the job.

Speaker: Um-hm.

Next Speaker: You take, some Joe Average off the street, put him into a hypnosis class, give them one or two days of hypnosis training with people who are already mentally geared to be hypnotized, and then put them out in the street and they put up their little sign that says, I am a hypnotist and someone comes to them who is skeptical, where is their confidence level going to be?

Speaker: Yeah.

Next Speaker: Or the first time they try to hypnotize somebody on stage and the person says, Yeah, well, see, you can't hypnotize me, neener, neener. You know, where is their confidence gonna be?

Speaker: Now, have you ever had a situation where, a subject said, You cannot you know, hypnotize me? There is no way. And then you have successfully done it?

Next Speaker: sometimes when I'm doing a show if they are seeming that way and I have, you know, time to play with and I have lots of other people that are going to be really good, I might take them up and see what we can do with them.

Speaker: Yeah.

Next Speaker: But for the most part it's not worth the extra effort. I mean, if somebody comes up and says, No, you can't hypnotize me, it's like, You're right. I can't. Have fun. Go sit down. Somebody comes into my office and says, I really want to quit smoking but you can't hypnotize me, it's like, Well, why are you here?

Speaker: Yeah.

Next Speaker: 'Cause I'm a hypnotist and that's what I do.

Speaker: Yeah.

Next Speaker: So if you want to be hypnotized and quit smoking, you're in the right place. If you don't want to be hypnotized, then you should go seek other, other forms.

Speaker: And I, I do want to talk about hypnotherapy some and, and you brought up the smoking thing a couple times.

Next Speaker: Sure.

Speaker: How successful is, is that? What kind of success rate are you having with that?

Next Speaker: Depends on the person and their motivation to quit. But for the people that I work with that are motivated and really, really want to quit, I have probably a 90 to 98 percent success rate for the first year, and then if they go back into the same kinds of stressful situations and forget some of the things we talked about, then we drop down to maybe 80 percent.

Speaker: Gosh, yeah. That's still very, very high, though.

Next Speaker: It's pretty good. For the people who are not motivated, the ones who come in and say, you know, my wife said I should quit smoking? That's not a very motivated person, and their success rate is probably gonna be about 20 percent, maybe 30 tops.

Speaker: Okay. No, so they're not constantly hypnotized, it's more –

Next Speaker: No, no, no, no, no.

Speaker: Hypnotizing them to – explain that, 'cause I really don't, you know, understand.

Next Speaker: Right. With smoking, well, with just about anything, it's a habit, and we do habits for specific reasons. And what we do with hypnosis is we give the unconscious mind different choices instead of the habit of picking up a cigarette, maybe we can give you the habit of picking up a glass of water. Or picking up a celery stalk. Or maybe cleaning house, or maybe washing dishes or doing something, any time where you used to do the habit of smoking the cigarette, you can now do the habit of, you know, picking up a phone and calling a friend, or, you know, sitting down and reading a book with your kids.

Speaker: Now, would they not have the urges any more?

Next Speaker: the people that I work with have told me that it's not so much that they don't have the urge, but they just realize that, Wow, I have a choice. I don't have to do that any more. I'm a non-smoker now. Fact, I just talked to a client today. She, had a couple of sessions and they didn't take right away. She still smoked for about another month, and then she just decided, boom! she was done, and when I was talking with her today she said, You know, I'm, I'm totally done smoking and you're really the reason why. And I said, Well, no, actually, you're the reason why. I just helped you get there.

Speaker: Yeah.

Next Speaker: So, you know. She'd tried patches. She'd tried gum. She'd tried, you know, everything. Cold turkey. Nothing had worked before, and even the hypnosis right off the bat didn't take for her until her unconscious mind said, You know what? We have other choices now, so let's do the right thing.

Speaker: And, what would it take? How come it, in her situation, how come it took a couple, you know, a couple lessons to do that?

Next Speaker: because different peoples' unconscious mind have different ways of sorting things out. Everybody started smoking for a different reason, but everybody

started for an emotional reason.

Speaker: Um-hm.

Next Speaker: Okay? And so when the unconscious mind gets those emotional needs met in a different manner or sees that it can get those emotional needs met in a different manner, it can actively change what it does, because, for instance, take the person who started smoking because they wanted to be rebellious against their parents. And so they started smoking just so they could rebel. Well, now they're an adult and they see that smoking's really bad for them, but they have this habit ingrained in them.

Speaker: Um-hm.

Next Speaker: Once you teach the unconscious mind that it can be rebellious in other ways, or even that being rebellious is really kind of a silly kid-like thing and they're an adult, they can grow out of it once the unconscious mind accepts the new pattern and the new habit and the new choices, and it just switches automatically.

Speaker: Wow. I have to say I've learned a lot already. That, that makes, you know, perfect sense, really. you can use this to get over phobias as well?

Next Speaker: Sure.

Speaker: Arachnophobia, any kind of thing, you could, is it the same, I guess, process, the same ****

Next Speaker: It's the same process, and generally, what we say is that, we don't deal with phobias. If you have a fear of something, the phobia is something that psychiatrists have, have latched onto, and if you're dealing with a "phobia", quote unquote, then you're stepping into the bounds of practicing medicine without a license.

Speaker: Um-hm.

Next Speaker: And if somebody comes to me and they say it's an absolute phobia, I've been diagnosed with a phobia, I will get a referral from their psychiatrist or psychologist before I work with them. If somebody just comes to me and says, You know, I'm, I'm afraid of spiders –

Speaker: Um-hm.

Next Speaker: Well, we can deal with that, and we can make them – we can help them to become comfortable with spiders, or with snakes, or with water, or with flying. I have a

gal who, could not get on an airplane. In fact, she's an entertainer, and she also got really bad butterflies every time she did a show. And so we did some work and after about six or seven sessions, she just, she didn't feel that it was working, and so I went off and was out of town doing some shows and she called me from the beach in Maui. She said Richard, this is phenomenal. It worked! I'm sitting on the beach in Maui. So it, as soon as she realized that, she was the one who was in charge and could make the changes happen, because she really wanted to get on the airplane, then she got on the airplane and flew to Hawaii.

Speaker: That's awesome.

Next Speaker: She also doesn't have the butterflies when she performs either.

Speaker: Yeah. That's great. Say, so it's all about, all about the phobias. So back to phobias real quick. Do you really believe that there is such a thing as phobias and, and that's kind of a crazy question, but I was just thinking about that the way you discussed it.

Next Speaker: you know, I like to say I haven't seen absolutely everything there is to see and I don't know absolutely everything there is to know. people generate within themselves, negative mental pictures. That's the bad hypnosis that we talked about earlier.

Speaker: Um-hm.

Next Speaker: And if they dwell on it and generate it with big and bright enough color and big and bright enough feeling and emotional intensity, it can be a very, very powerful emotional thing for them.

Speaker: Um-hm.

Next Speaker: And that's what the psychiatrists would probably call a phobia. Oh, look. They're so deathly afraid of a spider that just thinking about one causes them to, you know, break out in hives and a sweat. I think that everybody can change their emotional state by changing the pictures that they make to themselves.

Speaker: Um-hm.

Next Speaker: And so in that respect, you know, I think that, we can pretty much classify everything as it's all in our head!

Speaker: Yeah. And I often think that there's way too many labels put on, put on everything.

Next Speaker: Oh, yeah. And we as humans just love to label things, 'cause it's just – it's how we sort stuff out. So if we label it then we can sort it out and that's really how we learn.

Speaker: Yeah. Wow. Yeah. That's very true. Can you remember, stuff you blocked out in the past? Like you see on the movies, like that kind of thing. Does that really work?

Next Speaker: Oh, it happens all the time. When was the last time you set your keys down, turned around and you couldn't see them? You couldn't find your darn car keys.

Speaker: That's a good point.

Next Speaker: Yeah. The other day I was having a trouble with the credit card company and so, you know, you have the number on the back of your credit card and I pulled the credit card out and I had to call the 800 number and I'm looking at it, I'm looking at it – I can't find the 800 number anywhere. I can't find it, and I'm really getting pissed. And the madder I get, the harder I look. The harder I look, the less I see anything. And so I called several different credit card companies. I just dialed 9 – 411, you know – and finally I got a hold of the bank from the issuing card and he said, Well, it's right there on the back. Here, read this sentence with me, and I read the sentence, and sure enough, bang! there it was. I looked at it probably a dozen times. Brain did not interpret it as a number, 'cause I was in a really bad, negative state. I was made.

Speaker: Um-hm.

Next Speaker: But my brain just deleted the 800 number. So we do it to ourselves all the time, you know. I've forgotten car keys, you forget where you put certain, you know, Where did I put the remote? You, you have it in your hand. You set it down while you're thinking about something else. You walk away or you just turn around and your brain doesn't see it, 'cause you've forgotten where you put it. It's very strange.

Speaker: Yeah. That is. And, and, and that makes more sense. Now, a lot of people ask me, if you can remember things from your past you've forgotten through hypnosis, then how come you can't, how come you won't save deep, dark secrets that you had?

Next Speaker: Because the, the deep, dark secret is something that is self-preservation. You don't want people to know it because you feel that there is, there's a fear of they'll discover something or they'll think something about you or something bad will happen to them. That's why they keep secrets, whereas something like the keys, you know, nobody cares that you, you know, tell where your keys are or if you are remembering something

from 40 years ago where you put your Tonka toy.

Speaker: Yeah. It goes back to you only, you know, want to do what is beneficial to you.

Next Speaker: Right. And the unconscious mind has this way of protecting us. That's its primary concern, is to make sure that you are protected. You're safe.

Speaker: Yeah. Makes sense, and I'm also, myself being curious and I had a lot of questions about financial gain.

Next Speaker: Okay.

Speaker: Obviously we have stage hypnosis.

Next Speaker: Sure.

Speaker: That we talked about. there's private party hypnosis. Is that a pretty successful field that a lot of people ****

Next Speaker: I do stage shows for very small private parties. it's not often that you'll get a private party where everybody, you know, to have a party and then they want to stop smoking. Let's have a stop smoking hypnosis party! But I have actually done stage shows for very small parties where nobody was willing to do funny stuff because it's a very small family atmosphere and nobody wants to look silly in front of Grandma or Grandpa –

Speaker: Um-hm.

Next Speaker: And instead, what we do is we talk a little bit more about it, and I say, Well, we can use hypnosis for other good stuff, and then, you know, several of the people who wouldn't come up on stage to cluck like a chicken will certainly sit down with you and let you help them to lose weight or to help them to, be better motivated or have a better self image.

Speaker: Okay. Yeah. Most definitely. okay, so stage hypnosis is something you, you, you know, you do a good bit. Is that financially, not to get too personal, but what – give me a low and a high, what that can pay for a night?

Next Speaker: Well, that depends on, you know, the audience. It depends on the hypnotic performer. It depends on a lot of different things. I have done shows for free for benefits.

Speaker: Um-hm.

Next Speaker: So you do a show and you get paid zero. I've gotten paid as much as, you know, \$2,500.00 to do a show for corporations.

Speaker: Um-hm.

Next Speaker: There's a fella who's probably one of the big names in stage hypnosis who gets, \$3,500.00 minimum to do a show, and then there's people like Marshall Silver who do stuff that, you know, they get \$10,000.00, \$15,000.00. So –

Speaker: Wow. There's definitely, if you work hard at it, there's definitely some financial gain.

Next Speaker: Oh, yeah. It's absolutely something that you can do to make a pretty good living.

Speaker: And you've mentioned about persuasive, you know, persuasive atmosphere. If you were in sales, let's say you, worked at a bookstore or car dealership or anywhere where you want to sell. How could you use hypnosis to help you? Just in the hypnotic language that you, that you use?

Next Speaker: Oh, you'd use hypnotic language patterns, you would use, what we call marrying and matching techniques. You'd use rapport technique where you'd get in rapport with the, the client. Realize that everything that, if you're in sales, if you don't believe that the produce that you are selling is the best that there is or has good redeeming values, you shouldn't be selling it, one, so you realize that what you are selling is valuable and worthy of being sold.

Speaker: Um-hm.

Next Speaker: And the other thing that you have to realize is when people come on to your car lot or into your store they are looking for the best product.

Speaker: Um-hm.

Next Speaker: So you are helping them meet their need. Their need is, or their want, or their desire is that stereo system, or to buy that particular home, or to buy any new home, okay. So I operate from a win/win situation always, and everybody that I teach to use it in sales, they have to understand that it has to be win/win.

Speaker: Um-hm.

Next Speaker: If they know that it's a really lousy, horrible, crappy product then they shouldn't be selling it, and they should find something that they know is a really good product and sell it.

Speaker: Okay. Yeah. Yeah. So –

Next Speaker: So everything is a win/win. And absolutely, you would use language patterns, you would use, marrying and matching techniques, you would use everything that you could to help that client come to, either Yes, this is the right product for me and I can afford it and it's within my means, or No, it's not, it's not within my means.

Speaker: Yeah. Would you actually put someone in a trance? I mean, could you make him *****

Next Speaker: You wouldn't, you wouldn't use a classical induction like, Okay, I'm your salesperson. By the way, take a deep breath, look at me and see if you can relax your feet. Yeah, that'd be kind of goofy. Be out of place. But, you can use techniques where you're talking with them and matching their breathing patterns, you're, matching their body posturing and body language, you're matching their tonality of their talking –

Speaker: And I, I want to get to that, so, a, a, a lot of hyp – hypnosis revolves around matching the other person.

Next Speaker: Sure. Matching and marrying is one of the easiest ways to get rapport, and when you get rapport with somebody it's, it's kind of like that feeling you walk into a room and you talk to somebody and you feel like you've known them for years.

Speaker: Um-hm.

Next Speaker: They're like, Wow! I, I, I feel as if you're my brother, my long-lost brother!

Speaker: Oh, so that's why, because of, of, because of your rapport with them, your matching?

Next Speaker: Right. And, and that's rapport. And whether they've done it on purpose, or it's just by accident you just happen to have the same kinds of styles of doing things, it matches up and you get that feeling inside. And we call that rapport. So when I'm doing hypnosis for clients, hypnotherapy type stuff, I work with rapport so that they feel very comfortable with what we're doing. We get better change. When I'm working with any kind of audience I get rapport with the audience and if you were to see someone on stage

do that you'd say, Wow! They really have stage presence. They have great charisma. That's just building rapport with everybody in the audience all at the same time. And there's techniques that you learn to do that as well.

Speaker: Okay, great. So do you find yourself getting, having rapport with most everyone you come in contact with or, you know, obviously, if you're consciously thinking about it?

Next Speaker: with, when I'm consciously thinking about it always, and even when I'm unconsciously thinking about it, because I've been an entertainer pretty much my whole life. The reason I started to learn hypnosis when I was nine years old was because I'd been reading a lot of magic books and was a magician and so I've been a magician, I've been a musician, I've been an actor on stage and done stuff for my whole life.

Speaker: Well, what, kind of instruments do you play?

Next Speaker: I play the guitar. I sing. I play the trumpet.

Speaker: Okay, let's see. say there's a rowdy crowd. Does that hurt your performance?

Next Speaker: depends on whether they want to have fun and see a good performance and if I can step into their world and have fun with them and be on the same level of rowdy with them and match them. I've done shows where, you know, the people are drunk and belligerent and we still had fun and get some good hypnosis done. I've done shows in crowded bars. I've hypnotized people on crowded, busy streets. So, you know, noise is not a factor. mostly it's, my ability to adapt to the different situation and to the different environment and to get the job done.

Speaker: Now have you met someone on a crowded street, ended up talking, they found out that you're a hypnotist and, and said, Hey! Hypnotize me right here.

Next Speaker: All the time.

Speaker: Are you –

Next Speaker: As soon as you say, Wow, well, I'm a hypnotist, they say, Ooh! Ooh! Do me! Do me! Like, okay. But if I have the time to hypnotize you right now, okay, well, so what do you want?

Speaker: So you've had ****

Next Speaker: **** I've done it everywhere, yeah.

Speaker: That's great. Can you have too many volunteers?

Next Speaker: you could have too many volunteers if you weren't experienced enough to keep a good level of control on it. You have to be able to watch everybody and make sure that they're not getting too close to the stage so they're gonna fall off or they're not, you know, wandering back into the wings of the theater. I've actually seen hypnotists do shows where they had 60 or 70 people on stage and they just were not capable of paying attention to everybody and there were kids that were wandering out the back of the gymnasium –

Speaker: Oh, no!

Next Speaker: You know, you just want to smack them upside his head and say, Hey, pay attention! There she goes! You better go get her! Or at least stay wide awake and get her back here or call the police and, you know, just have somebody go get her when she's lying on the floor. Something –

Speaker: Are there –

Next Speaker: You really have to be aware of everything that's going on on stage.

Speaker: Definitely. Definitely. Now are there ever situations where you have three or four hypnotists doing a stage show together?

Next Speaker: I've seen it done. I've actually participated as a, a participant on stage, where they did a kind of like tag team where one hypnotist would start the induction and the second hypnotist would come over and take over and there's a third one walking around, you know, helping people to go into trance and putting pillows under their head so they didn't smack their head on the chair.

Speaker: Okay. I bet that was ****

Next Speaker: And I have, my partner occasionally, she helps me out on the shows where she'll talk to the people and say, It's okay, you can just go to sleep right now. Boom. And keep them, you know, in line, and the chairs, and pick up props and help me along the ways. It's something that's necessary where my attention is turned elsewhere. She can say then, Oh, oh, wait, no, you need to sleep right now. Boom. And so she can handle it from that respect, yeah.

Speaker: Now you always have, have her with you, then?

Next Speaker: Depends on the show. For larger shows, I always do. For smaller shows,

it's not generally necessary. If I think I'm only gonna have 10 or 11 people, it's always nice to have the second person, 'cause there's somebody to help you with your props and to do your sound cues and to play your music and that kind of thing.

Speaker: Sure. ****

Next Speaker: That knows the show as well as you do. So.

Speaker: Excellent. Any safety precautions? You mentioned watching, you know, making sure people don't fall off the stage or –

Next Speaker: Oh, yeah. You'll want to make sure that they're well aware of where the edge of the stage is, and keep an eye on it and what I generally do is I plant a hypnotic suggestion that they cannot get within three feet of the edge of the stage. And –

Speaker: Wow. And that will stick with them?

Next Speaker: And it sticks with them absolutely. If I send them out into the audience I'll tell them they'll be extremely careful as they're walking down the stairs. They'll always be very careful when they're moving around; able to move with perfect balance and poise, okay.

Speaker: Um-hm.

Next Speaker: sometimes people get really demonstrative when they're doing certain skits and so I have to specifically tell them, You'll be very, very gentle, okay. I, and I learned this kind of the hard way, I have a fun skit where I tell somebody they're a hypnotist, they have the hypnotic power in their finger and all they have to do is tap somebody on the forehead and they'll instantly fall asleep. Well, this one girl, she just thought it was so great, and she walked up to this one guy, apparently they knew each other, and she hit him so hard on the forehead with her finger I thought his head was gonna snap back and fall off. Like, No, no, no, no, no, no, no, no, no. Please –

Speaker: Did he fall asleep?

Next Speaker: Gently, gently, like this. Boom. So I'm very, very careful and I show them how lightly they need to tap and, 'cause the unconscious mind, we call it trance logic. The unconscious mind, just changes things to whatever it thinks is the appropriate way to do it. And apparently her unconscious mind said, Wow! Look at all this power I have. If I just, boom! And it's like she was driving her finger through his forehead, you know. Bruce Lee style. Oh, God.

Speaker: So you can actually, you know, tell people that, and they will be able to hypnotize other people in the audience?

Next Speaker: Oh, yeah. Well, not in the audience, but the people who are already on stage –

Speaker: Um-hm.

Next Speaker: Are already hypnotized, and if I give the suggestion, this person is a hypnotist, whoever they touch will fall under trance, then the people who are just sitting there, they have that suggestion in their unconscious mind, they know that when the other person comes up with that magic hypnofinger and touches them, they'll fall into trance, and they do.

Speaker: Wow.

Next Speaker: Boom! I do all kinds of fun stuff like that. I'll tell the audience that they have the hypnotic power and all they have to do is yell Sleep! and the entire congregation on stage will crash into deep, deep hypnosis.

Speaker: Oh, wow!

Next Speaker: So we do it all together and we go, 1-2-3, everybody yells, Sleep! And everybody on stage just, boom! Falls in a big heap.

Speaker: Oh, I bet the crowd gets a kick out of that!

Next Speaker: Yeah, it's pretty fun.

Speaker: can you give me, we talked about **** but can you give me a quick step-by-step to on stage hypnosis?

Next Speaker: I –

Speaker: And really, I guess you could just go through what you would do.

Next Speaker: I can give you a real quick step-by-step guide on how to hypnotize someone. Stage hypnosis has so many more aspects to it. But basically, the hypnotic trance part is the same. and we will go with the assumption that all hypnosis is self-hypnosis, so –

Speaker: Okay.

Next Speaker: if you were doing self-hypnosis on yourself, you would do the exact same thing as if you were hypnotizing somebody else.

Speaker: Okay.

Next Speaker: Okay? Now, the first thing –

Speaker: Well, if, if, if we're gonna do this let's make it not a quick guide, but give it, I'd like a thorough, good –

Next Speaker: Sure.

Speaker: Good idea of it.

Next Speaker: Sure. So the first thing to do is to make sure that you have agreement and permission. So if I'm doing work with anybody for anything the first thing I say is, Now you agree that we can do hypnosis together and it's okay. Okay, so I have their permission that it's okay to do hypnosis. If I'm doing self-hypnosis it's probably pretty evident that I do have permission already. Okay. The other thing you need is some kind of intention. What is the intent for going into hypnosis? Otherwise it's just a nice, relaxing sleep. So it might be we're going to do hypnosis for the purpose of the stage show, or we're gonna do hypnosis for the purpose of helping you be better motivated, or maybe we are just gonna do some hypnosis so that you can feel as if you had eight hours sleep in just a few minutes.

Speaker: Okay.

Next Speaker: Okay. So we have an intention, a purpose now. So the unconscious mind knows what we're going for. And generally the hypnotic contract, 'cause that's what it is, a verbal contract, is that, whenever either party steps outside of the bounds of the contract the hypnosis basically stops. So if –

Speaker: Wow.

Next Speaker: If I were to say to somebody, Hey, we're gonna do hypnosis so that you can feel as if you had eight hours of sleep in just a few moments, and somewhere in the middle of the hypnosis session, I said, Okay, now you're gonna cluck like a chicken, their unconscious mind would say, Hey, that's not playing by the rules and they'd wake themselves up.

Speaker: Oh, wow! Okay.

Next Speaker: So we have an intention and then for, this is called a progressive relaxation induction, and what you would do is you'd have them get comfortable or if you're doing self-hypnosis you'd get yourself comfortable, and you take a couple of nice, deep breaths, which helps to relax us, and then you can either do it with your eyes closed, or sometimes you'll do it with the eyes open and have them focus and stare at something. So let's pretend that we're doing it with self-hypnosis. You'd go ahead and you'd close your eyes and you'd just concentrate on relaxing, say, your feet. Start at one end and you relax every group of muscles all the way up your body. So we'd start with relaxing the feet and then we relax the ankles and you have to imagine that these things are actually happening. So if you're sitting there and you're thinking to yourself, Okay, I'm relaxing my feet, relaxing, relaxing, relaxing, that's not really doing it. If you're sitting there thinking, Okay, I'm relaxing my feet now, and you consciously feel the feet relax and the muscles just kind of go loose and limp, then that's what we're talking about.

Speaker: Okay.

Next Speaker: Okay. And then you relax the muscle groups up from the ankles and then to the calf, and you work your way up through all the major muscle groups, all the way up the body, making sure you, you know, you get the knees, you get the back, you get the torso, you move all the way up and you relax the head and relax down the arms. Generally by this point the brain is, is to that point where it's just, boom! Bored to death and you drop into trance. If you don't have some kind of mechanism set up in advance, you will probably either drift straight off to sleep and sleep, or you will say, Well, this isn't working and I'm still conscious of what's going on and you'll pop out of trance.

Speaker: What do you mean by mechanism?

Next Speaker: for instance when I do it, I will tell myself, for self-hypnosis I will say, Okay, I will do the self-hypnosis and I will wake up in exactly 30 minutes, or I wake up at exactly 5:30, so I have a specific parameter when I'm going to stop doing the hypnosis.

Speaker: And – and you will literally wake up in 30 minutes almost ****

Next Speaker: I will literally wake up in 30 minutes. I do it every single night when I go to sleep. I say, I have to get out of bed at 5:00. I set the alarm but nine times out of ten, I wake up at 4:58 wide awake and I say, Hm. Gee. I'm awake. It must be 4:59. It must be almost 5:00. And then, boom. The alarm goes off.

Speaker: Hey, is that a – an internal clock, and this is very off subject ****

Next Speaker: That's an internal clock and everybody has one and with the hypnosis you

can use it to your advantage and it works immensely well. I've done it – I will, you know, take a cat nap for 20 minutes, and then I can get on with my day. It's a tremendously powerful –

Speaker: Wow. 'Cause there's so many times I always end up working until, you know, midnight, 1:00 in the morning.

Next Speaker: Sure.

Speaker: And I have to get up at, you know, 6:00, 7:00 in the morning and I'm exhausted. So I, I could do a quick hypnotic state, and I, I need to learn that.

Next Speaker: Yes. Well, that's what we're doing right now. So what you would do is you would say, I will wake up at exactly 7:00 in the morning –

Speaker: Um-hm.

Next Speaker: And you go through the process of relaxing the body all the way up. When you relax down the arms, relax the neck, and I started this technique as a kid, when I was nine years old. The book said, Oh, start relaxing from the head down. But it, it just kind of struck me odd. Like, Well, if I'm relaxing my head, if I relax my brain, and I relax my head and my face, then how am I gonna – I'm not relaxing the rest of my body, because once I relax that, then I can't think.

Speaker: Yeah.

Next Speaker: So I swapped it around and I start at the feet and go up. Then my entire body's relaxed by the time I get up to my head, and then the head when I relax the head and the face, boom, I just drift off. And then –

Speaker: Makes a lot more sense.

Next Speaker: Yeah. And depending on who you read or who you listen to or talk to, some people when they're doing hypnosis relaxation instructions start at the head and work their way down, and other people start at the feet and work their way up.

Speaker: Um-hm.

Next Speaker: It just, it, whatever works good and feels good to you at that particular moment.

Speaker: 'Kay.

Next Speaker: Okay. So you've already given yourself the intention of sleep sound and be fully rested, I'll wake up 7:00, and you walk yourself all the way through it and you'll relax all the way up, there may come a time, I know there did for me, when relaxed my body completely and my brain is still conscious and I'm thinking, Well, this didn't work this time. the thing to do is not panic and to not say, Oh, it didn't work. Say, Okay, now I'm relaxed, now we'll do it again and go even deeper now. And then you go through the relaxation process again. So in that respect I suppose you could say it's kind of like counting sheep except that you have a specific intention and a specific outcome in mind and the unconscious mind recognizes this and so it gets you to where you want to be.

Speaker: Yeah. Wow. Yeah. It really – it seems like it, and I know perfecting it has to be very difficult, but it seems like it's really not that hard to, you know, to get down, just starting out.

Next Speaker: It's not really difficult to perfect. It just requires the time to work with it within the parameters of what works well for you. For instance, I've been doing it for so long and I have given myself the post-hypnotic suggestion that any time I need to get some rest or to sleep I can take a couple of deep breaths and count backwards from five, 5-4-3-2-1, and when I reach one I'll drop into a nice deep sleep. And –

Speaker: So you literally don't toss and turn at night when you go to sleep?

Next Speaker: No. No. I haven't tossed and turned since I was nine years old, since I learned these tech –

Speaker: Wow. You count down from five down to one. When you hit one, you're out.

Next Speaker: Yeah. And occasionally if I'm really keyed up I'll go 5-4-3-2-1, Oh, darn, it's not work – and it's very bizarre. And another thing I've been doing lately is, I practice with a group of hypnotists and, one of the things we do in every hypnosis session is we give ourselves hypnotic cues to help to hypnosis later. And so one of the things we did was any time that we are working together, when one of the people, and it's appropriate for us to do hypnosis, when somebody says sleep, then you can find yourself just dropping right into trance. Well, I can use that now. All I do is I lay down and I imagine one of the guys from the group working with me and saying, Okay, Richard. It's time. Sleep. And boom, I'm gone. I just imagine him saying the word "sleep", 'cause that's the cue, hypnotic trigger, and boom! Away we go.

Speaker: Hey, wow. So how do you plant a trigger?

Next Speaker: a trigger is a different word for an anchor, and an anchor is an NLP term.

A trigger would be a hypnosis term. you know, you might use, if you had no training whatsoever you'd say, Wow, that really hit a hot button, didn't it?

Speaker: Hmm.

Next Speaker: Or a sore spot. Or something along those lines, okay. So basically triggers or anchors or hot buttons are implanted in the unconscious mind when the person is in a specific state, whether they're in a really hyperactive state 'cause a trance state also, or if they're in a very sad or depressed state, that's a trance state also. and something unique is done with a, with a verbal cue or an emotional cue. For instance, if you were at a really, really sad funeral and somebody came up and patted you on the shoulder and said, Oh, wow, I feel really bad for you, and they touched you on the shoulder in a certain way, that's setting an anchor. You're deep in a depressed state and they've touched you on the shoulder. They said a specific thing, Gee, I feel really sad for you, and six months later, a year later, somebody comes up and in the same tonality of voice says, Hey, how you doing? Or Wow, that's just terrible, and taps you, hits you on the shoulder in the same spot – they fire off that anchor. They set off that trigger, and you'll find your emotional state hitting that same place that you were in way back then.

Speaker: Yeah, yeah, it makes sense. Wow. Yeah.

Next Speaker: By the same token, if you're in a really happy state, you're in a really ecstatic state and somebody says, Wow, that was great! Or if you, you know, you, you're playing a sport, and you, you kick a field goal and you clench your fist and you go, Yes! Okay?

Speaker: Um-hm.

Next Speaker: Six months down the road if you're having a bad day and you still do that, you clench that fist and you say to yourself, or even out loud, you say, Yes! It will change your emotional state. It will change the way you feel. It'll, it'll kick off the brain and will send off the same endorphins and you will feel as if you just kicked that goal again.

Speaker: 'Kay, but we plant triggers all the time.

Next Speaker: Oh, yeah. We plant triggers all the time. We plant good ones, we plant bad ones. You know, people do it to us all the time. Good ones and bad ones. So it's really good to be aware of them so that you can collapse them, as we say, or you can plant enough good ones that you can overcome the bad ones.

Speaker: Okay. Yeah. And now let me ask you this. We talked about doing, I guess it wasn't a trigger, was it, about sleeping well at night?

Next Speaker: Yeah.

Speaker: Okay, that was a trigger. Now what about –

Next Speaker: That was a kind of a trigger, yeah.

Speaker: Okay, now what if we wanted to make ourselves cluck like a chicken every time we heard static, or, or, something like that. Would that be possible?

Next Speaker: it would be possible to the extent that you wanted it to be possible.

Speaker: Right.

Next Speaker: Okay, so if you're doing self-hypnosis and you say to yourself, Every time I hear the word "static" or if I hear static on the radio I'll cluck like a chicken, if that was something that your unconscious mind was comfortable with doing and you didn't mind all the goofy attention, it would work pretty much every time.

Speaker: But you would do it without really even meaning to, that's correct?

Next Speaker: You might, yeah. There are people that when they laugh they do a funny snort.

Speaker: Um-hm.

Next Speaker: Or they have a really bizarre strange laugh when they laugh, and it embarrasses them. But it happens still every time they do it, even though they get really embarrassed, because the unconscious mind says, Okay, it's okay to do this and I'm comfortable with the embarrassment. It serves a purpose.

Speaker: so back to the cluck like a chicken, okay, since you brought that up a couple times, **** pretty embarrassed, so –

Next Speaker: Yeah. Clucking like a chicken is the cliché when you talk about hypnosis, everyone says, Oh, you're gonna make me cluck like a chicken, so I can probably count the number of times on my left hand that I've actually made people cluck like a chicken, but it's very funny when it's done in the right context. It's just something that we don't generally think about, but what – it's a cliché. It's like the, the watch swinging back and forth. We don't really use a watch for the most part. I can use a watch. I can hypnotize somebody with a watch just as easily as with just with using my voice.

Speaker: Gotcha.

Next Speaker: But, you know, if people expect to cluck like a chicken we do the chicken. If they're, you know, if they're kind of ambivalent about it then it's easier to go on to more funny things.

Speaker: I've been to a couple of stage, hypnosis shows, and, and which is why I got interested in this project. And, that, that was one thing I'm pretty sure I did see someone cluck like a chicken.

Next Speaker: Um-hm.

Speaker: Okay, but, how would you, or any example, obviously, that doesn't have to be it. Would you just tell yourself before you started inducing yourself by relaxing your muscles that this is what you want to happen?

Next Speaker: Sure. and if it was, if something that would be beneficial to you then your unconscious mind would say, Yeah, that's it. Rather than cluck like a chicken, how 'bout, giving yourself the trigger, Every time I see the color red I'll feel really good and powerful and motivated.

Speaker: Um-hm.

Next Speaker: Okay. And then you do it, and reinforce it – Every time I see the color red I'll feel good and powerful. I'll feel really motivated. And then every time you see the color red, you're gonna feel – or at least you're gonna remember that you're supposed to feel – powerful, motivated. So for the first few times you look at it, you're going to feel powerful and motivated. And after a while it may begin to wear off and say, Oh, there's the color red. Oh, I'm supposed to feel powerful and motivated right now, aren't I? Well, okay. and maybe after three or four months it might wear to the point where you just either naturally feel powerful and motivated anyway, or you look at that and say, Eh. Well, I'm supposed to think of something now 'cause I'm looking at red, but I don't remember what it was.

Speaker: So is a lot of hypnosis association?

Next Speaker: Yeah. Um-hm. It's association and internal representation.

Speaker: Okay. Wow. Yeah. I'm, I feel like I've been enlightened. I've learned a lot.

Next Speaker: You've gotten a really good education tonight, haven't you?

Speaker: Yeah, I really have. I, I, to be honest with you, even more than I expected. This has been, been vastly interesting. I had a couple of closing things I wanted to just run over. Improving memory – can hypnosis help that out?

Next Speaker: Absolutely. The generally theory is that the brain absorbs all of the information that comes at it, whether you're seeing stuff, whether you're hearing stuff, whether you're feeling it or experiencing it, even if you're just catching it in your peripheral vision. The brain still knows what's going on. It stores it. Boom. The problem then becomes accessing it, and if you can train the unconscious mind to help you access all of the information that came in, you then can say you have the better memory.

Speaker: Um-hm.

Next Speaker: If you learn how you remember things, what things that you've easily remembered in the past, how you remembered them, and then use that technique over again and tell your unconscious mind that this is a good thing to do with absolutely everything, you'll be able to remember them much, much easier. We do this with students who are taking tests. I do it with kids in school. I do it with, myself, I talk to a lot of different people and by using this technique I can access my memory, remember the details about them that are necessary to get a successful client outcome for them. For instance, this one person doesn't do well with fluorescent lights, so I remember when they come in without any notes, I just turn on the soft yellow lighting. I remember that this other person has a fear of water, so we don't do any inductions that take you down by the beach and tell you that you're, you know, relaxed on the beach, 'cause that's gonna freak him out.

Speaker: Um-hm.

Next Speaker: And I remember their names. I remember their idiosyncrasy things about them simply by accessing the part of my memory where that's stored.

Speaker: Yeah, yeah. You know, a lot of this which is interesting, especially since the, supernatural connotation that most, most people have of hypnosis, just seems like really taking control of your brain.

Next Speaker: Exactly. Learning to control your mind and learning to access it so that it's beneficial for you.

Speaker: Yeah. Well, which is, which really can benefit everybody.

Next Speaker: Absolutely.

Speaker: let's see. Hypnotize someone into remembering why they are, or actually making someone, hypnotizing someone so they won't be mad at you that is mad at you.

Next Speaker: now, that's an interesting thing, because you're dealing with somebody else's motivation. So suppose your girlfriend's really mad at you, and her motivations are because you've done something that was egregious to her in her model of the world. Do the hypnosis and you tell her, You won't be mad at me any more, she'll probably say, Yeah, right. Yeah.

Speaker: 'Cause once again, people, they, they have to go in line with –

Next Speaker: Well, if they're mad for a reason, okay, they have a purpose for it. If you can meet that purpose in another way, then you can assuage the anger. If you can use the hypnosis to say, Gee, let's look at this from another point of view. That's really a silly thing to be angry about and it's okay, it's okay to feel angry but really, wouldn't it be more powerful if you didn't feel anger?

Speaker: Um-hm.

Next Speaker: Then they'll not be mad at you because they have something more efficient and more effective and more positive to be, rather than angry at you.

Speaker: ****

Next Speaker: Which may not be in your best interests because maybe that is total indifference, which is not what you want your girlfriend to be about you.

Speaker: Yeah!

Next Speaker: Total indifference is not something you want, yeah.

Speaker: Wow, interesting. Now, what about, you pretty much answered this question as well. Falling in love with someone. If you wanted to fall back in love with someone then you would probably already be in love with them, is that correct?

Next Speaker: probably, but I remember a time when I was in college where I thought to myself, Golly, wouldn't it be great to be in love with that person and boom! I fell in love with that person.

Speaker: Wow.

Next Speaker: you know, love is an emotional state and you can access your own

emotional states through practice and conscious focus on them or away from them and so, yeah, you could fall in love with your girlfriend or your wife or you could fall out of love with your girlfriend or your wife on purpose as an act of will. If you were, you know, in a place where, golly, the relationship is breaking up, I just don't feel the same way, you could access those old feelings and memories consciously and make yourself focus on the good parts of the relationship and fall back in love with them, absolutely.

Speaker: Okay. Excellent. Um –

Next Speaker: You could not make them fall in love with you, because –

Speaker: Yeah.

Next Speaker: That's, you know, a self kind of thing. They would have to see the benefit in it and they would have to be okay and agree to it.

Speaker: Yeah, 'cause once again you're not gonna change somebody's mind completely away from –

Next Speaker: Right.

Speaker: Something they have no, no wanting, you know.

Next Speaker: Right.

Speaker: And not wanting to do it at all. NLP, is that correct?

Next Speaker: Yes. Neurolinguistic programming.

Speaker: Now, that is different from hypnosis?

Next Speaker: the people who are pure NLP people say that it's absolutely a different, study, a different discipline, and the people who are, you know, pure hypnotists always say, Oh, no, hypnosis is different because you're using an induction. From my model of the world, my point of view, my opinion is that they are the same kind of thing. With NLP, which is what Tony Robbins does, by the way. Tony Robbins teaches neurolinguistic programming for business.

Speaker: Okay.

Next Speaker: Okay. and for personal growth. You can use NLP for therapy situations. You can use NLP for just about anything you can use hypnosis for. It's just a different

way to access the state without doing a formal induction, so that from my opinion, my point of view is that NLP is hypnosis and hypnosis is NLP. It uses NLP techniques, so they're – one of them, I'm using a formalized this is a hypnosis trance, I'm going to hypnotize you, blah, blah, blah. The other is, Wow! You could easily see how naturally you could come to the point of view that this is the kind of thing that you want to do with me right now, don't you.

Speaker: Huh.

Next Speaker: Okay. Those are NLP language patterns that you can use to still get to that place of agreement.

Speaker: Yeah. Seems to be very similar. okay. Wow. That's, that's about everything that, that I want to discuss. Do you have any closing comments, anything you'd like to, add to this?

Next Speaker: I don't think I have anything, specific that I'd like to add, other than I think that everybody should have a, an understanding of hypnosis the same way that everybody has an understanding of language.

Speaker: Um-hm.

Next Speaker: Because hypnosis is the language of the mind, and when you can get control of your thoughts and your mind and your state, you can gear yourself toward the absolute best, state that you can be in and get the best results out of your life and make your life absolutely empowered and get the kind of things that you want to accomplish with your life.

Speaker: Yeah –

Next Speaker: **** great. So I think everybody should, get some kind of hypnosis training and get some hypnosis study under their belt even if they just read a good book on it.

Speaker: Yeah. Or, or listen to some of this, 'cause, you know, like I said, I, I originally got into this for a totally different reason, which was just more curiosity, you know.

Next Speaker: Um-hm.

Speaker: And just, you know, Ooh, this is spooky. What is this, you know. I want to learn more about this. This is the last form of magic really known to man, and after, and after researching a little bit, and you know, I got more and more curious from getting in

contact with you, and this is a, this being enlightening, you know, it's like I mentioned before, it seems like it's really more focused around using your brain and –

Next Speaker: Right.

Speaker: And really, you know, and taking full potential of what you can do.

Next Speaker: Well, that somebody said, Any technology that is sufficiently advanced is indistinguishable from magic. And so if you have people who –

Speaker: I like that!

Next Speaker: Do not have the kind of mind set to understand or try to understand hypnosis can certainly look like magic. Ooh. You can say some words and the person, you know, falls over on stage and then gets up and dances like Madonna. It looks like magical power. It looks like mind control.

Speaker: Yeah.

Next Speaker: But when you actually get into and learn the science behind it and learn the technology behind it, it's much less magical. It's even more, phenomenally great and cool, but it doesn't have that same component of magic to it because you understand more about it.

Speaker: Yeah. Yeah. And like, you know, I guess if you took a Neanderthal and he, you know, saw a lighter –

Next Speaker: Oh, yeah.

Speaker: He would think it was magic, or someone 20 years ago, if you said, Ask me any question in the world. Walk into a room, got on Google –

Next Speaker: Oh, yeah. Sure. Well.

Speaker: They would think it was magic.

Next Speaker: If you think of just 200 years ago, saying to somebody, saying, Hey, Ben Franklin. Tell you what. We're gonna be here in Philadelphia and in two hours we will be in Denver, Colorado, which they hadn't even discovered yet, he would think you were a witch.

Speaker: Definitely.

Next Speaker: And now we can just hop on a plane, and boom! Be there and watch an in-flight movie and take care of our cell phone calls.

Speaker: Yeah.

Next Speaker: So, the technology is what makes the difference, and the ability to comprehend and understand and use the technology.

Speaker: Yeah. Well, great. Great. Well, like I said, I very much appreciate this. I've learned a lot more than, than I've learned in a long time.

Next Speaker: Outstanding. Maybe we'll have to come over there and get you some great experience at using your own mind to its fullest potential.

Speaker: That would be great. That's a wonderful idea.

Next Speaker: All righty.

Speaker: Thanks, Richard.

Next Speaker: You're quite welcome. Bye now.

Speaker: Bye.

The Underground Hypnosis Course Presents...

Inducing A **Hypnotic** State - Step By Step Guide

(In A Controlled Situation)

The first thing to do is to make sure that you have agreement and permission. If I'm doing work with anybody for anything the first thing I say is,

"Now you agree that we can do hypnosis together and it's okay."

Okay, so I have their permission that it's okay to do hypnosis. If I'm doing self-hypnosis it's probably pretty evident that I do have permission already.

The other thing you need is some kind of intention. What is the intent for going into hypnosis? Otherwise it's just a nice, relaxing sleep. So it might be we're going to do hypnosis for the purpose of the stage show, or we're going to do hypnosis for the purpose of helping you be better motivated, or maybe we are just going to do some hypnosis so that you can feel as if you had eight hours sleep in just a few minutes.

So we have an intention, a purpose now. So the unconscious mind knows what we're going for. This is the verbal "Hypnosis Contract". Whenever either party steps outside of the bounds of the contract the hypnosis basically stops.

If I were to say to somebody,

“Hey, we’re going to do hypnosis so that you can feel as if you had eight hours of sleep in just a few moments”

and somewhere in the middle of the hypnosis session, I said,

“Okay, now you’re going to cluck like a chicken”,

Their unconscious mind would say,

“Hey, that’s not playing by the rules”

And they would wake themselves up.

We have their intention, now we need to do the “Progressive Relaxation Induction”.

Have them get comfortable or if you’re doing self-hypnosis you’d get yourself comfortable, and you take a couple of nice, deep breaths, which helps to relax us, and then you can either do it with your eyes closed, or sometimes you’ll do it with the eyes open and have them focus and stare at something.

So let’s pretend that we’re doing it with self-hypnosis. You’d go ahead and you’d close your eyes and you’d just concentrate on relaxing, say, your feet. Start at one end and you relax every group of

muscles all the way up your body. So we'd start with relaxing the feet and then we relax the ankles and you have to imagine that these things are actually happening. So if you're sitting there and you're thinking to yourself,

"Okay, I'm relaxing my feet, relaxing, relaxing, relaxing",

That's not really doing it.

BUT If you're sitting there thinking, Okay, I'm relaxing my feet now, and you consciously feel the feet relax and the muscles just kind of go loose and limp, then that's what we're talking about.

Then you relax the muscle groups up from the ankles and then to the calf, and you work your way up through all the major muscle groups, all the way up the body, making sure you, you know, you get the knees, you get the back, you get the torso, you move all the way up and you relax the head and relax down the arms. Generally by this point the brain is, is to that point where it's just, boom! Bored to death and you drop into trance.

If you don't have some kind of mechanism set up in advance, you will probably either drift straight off to sleep and sleep, or you will say, Well, this isn't working and I'm still conscious of what's going on and you'll pop out of trance.

for instance when I do it, I will tell myself, for

self-hypnosis I will say, Okay, I will do the self-hypnosis and I will wake up in exactly 30 minutes, or I wake up at exactly 5:30, so I have a specific parameter when I'm going to stop doing the hypnosis.

I will literally wake up in 30 minutes. I do it every single night when I go to sleep. I say, I have to get out of bed at 5:00.

I set the alarm but nine times out of ten, I wake up at 4:58 wide awake and I say, Hm. Gee. I'm awake. It must be 4:59. It must be almost 5:00. And then, boom. The alarm goes off.

That's an internal clock and everybody has one and with the hypnosis you can use it to your advantage and it works immensely well. I've done it – I will, you know, take a cat nap for 20 minutes, and then I can get on with my day. It's a tremendously powerful –

And you go through the process of relaxing the body all the way up. When you relax down the arms, relax the neck, and I started this technique as a kid, when I was nine years old.

The book said, Oh, start relaxing from the head down. But it, it just kind of struck me odd.

If I'm relaxing my head, if I relax my brain, and I relax my head and my face, then how am I going to – I'm not relaxing the rest of my body, because

once I relax that, then I can't think.

So I swapped it around and I start at the feet and go up. Then my entire body's relaxed by the time I get up to my head, and then the head when I relax the head and the face, boom, I just drift off. And then –

Depending on who you read or who you listen to or talk to, some people when they're doing hypnosis relaxation instructions start at the head and work their way down, and other people start at the feet and work their way up.

Whatever works good and feels good to you at that particular moment.

So you've already given yourself the intention of sleep sound and be fully rested, I'll wake up 7:00, and you walk yourself all the way through it and you'll relax all the way up, there may come a time, I know there did for me, when relaxed my body completely and my brain is still conscious and I'm thinking, Well, this didn't work this time.

The thing to do is not panic and to not say, Oh, it didn't work. Say, Okay, now I'm relaxed, now we'll do it again and go even deeper now. And then you go through the relaxation process again. So in that respect I suppose you could say it's kind of like counting sheep except that you have a specific intention and a specific outcome in mind and the unconscious mind recognizes this and so it gets you

to where you want to be.

It's not really difficult to perfect. It just requires the time to work with it within the parameters of what works well for you. For instance, I've been doing it for so long and I have given myself the post-hypnotic suggestion that any time I need to get some rest or to sleep I can take a couple of deep breaths and count backwards from five, 5-4-3-2-1, and when I reach one I'll drop into a nice deep sleep. And –

I haven't tossed and turned since I was nine years old, since I learned these techniques –

A trigger is a different word for an anchor, and an anchor is an NLP term. A trigger would be a hypnosis term. you know, you might use, if you had no training whatsoever you'd say, Wow, that really hit a hot button, didn't it? Or a sore spot. Or something along those lines, okay.

So basically triggers or anchors or hot buttons are implanted in the unconscious mind when the person is in a specific state, whether they're in a really hyperactive state 'cause a trance state also, or if they're in a very sad or depressed state, that's a trance state also. and something unique is done with a, with a verbal cue or an emotional cue. For instance, if you were at a really, really sad funeral and somebody came up and patted you on the shoulder and said, Oh, wow, I feel really bad for you, and they touched you on the shoulder in a certain

way, that's setting an anchor.

You're deep in a depressed state and they've touched you on the shoulder. They said a specific thing, Gee, I feel really sad for you, and six months later, a year later, somebody comes up and in the same tonality of voice says, Hey, how you doing? Or Wow, that's just terrible, and taps you, hits you on the shoulder in the same spot – they fire off that anchor.

They set off that trigger, and you'll find your emotional state hitting that same place that you were in way back then.

By the same token, if you're in a really happy state, you're in a really ecstatic state and somebody says, Wow, that was great! Or if you, you know, you, you're playing a sport, and you, you kick a field goal and you clench your fist and you go,

"Yes!"

Six months down the road if you're having a bad day and you still do that, you clench that fist and you say to yourself, or even out loud, you say,

"Yes!"

It will change your emotional state. It will change the way you feel. It'll, it'll kick off the brain and will send off the same endorphins and you will feel as if you just kicked that goal again.

We plant triggers all the time. We plant good ones, we plant bad ones. You know, people do it to us all the time. Good ones and bad ones. So it's really good to be aware of them so that you can collapse them, as we say, or you can plant enough good ones that you can overcome the bad ones.

From the desk of Taylor Starr
Copyright © 2005 TSreports.com