A Useful Guide to Hypnosis

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Pansophix

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Preface

Hypnosis

You're reading this Useful Guide and therefore presumably have an interest in learning more about hypnosis and what it is.

The very idea of hypnosis will often polarise public debate between those that believe it confers unlimited, magical power on the hypnotist, and has a huge potential to be used for evil. This view is often reinforced by contrived plots in movies and magic shows, which use the idea of hypnosis to grab an audiences attention.

Others simply dismiss the possibility that hypnosis could exist.

Certain groups propose that hypnosis is a power for good and an instant cure for almost anything from toothache to solving problems in past lives.

However, in the scientific world, hypnosis is a generally accepted phenomenon, and recent studies have emerged to provide solid scientific evidence that hypnosis can be used to ...

- Influence behaviours that control body weight (Koithan 2005)
- Treat Insomnia (Anbar et al 2006) and parasomnia (Hauri et al 2007)
- Manage chronic pain (Elkins 2007, Gregg 1996)
- Treat migraines (Wahbeh 2008)

As an example, a study by Raz et al 2005 had participants take part in a test to measure the latency of response in reading written words, or their colour, aloud (The Stroop test). It was clearly illustrated that a careful post hypnotic suggestion could be used to reduce task-orientated conflict within the brain and improve performance.

In this Useful Guide I'm happy that you make up your own mind as to what hypnosis may or may not be. In fact it is a characteristic of many hypnotic states that you can accept, enjoy and benefit from apparently contradictory ideas and concepts without needing to judge them.

There are many reasons for reading this Useful Guide, however we've found that the individuals who become really good with hypnotic skills tend to ask, "How

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can I prove to myself that this genuinely works?" Please use the included appendices and podcasts to start you on this journey.

As you read this Useful Guide you may find that you are able to connect naturally with your many untapped unconscious abilities, and develop your natural hypnotic skills, without at first realising exactly how.

That's my view of hypnosis; a natural and enjoyable way to unlock your own and others untapped abilities.

Michael – 31st March 2011

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Chapter Outline

This is an outline of each of the chapters that follow, to give you the framework for this Useful Guide.

Chapter 1 - Getting Value

This chapter suggests how you can get most benefit from this Useful Guide.

Chapter 2 - Hypnosis Uncovered

This chapter introduces the basic concepts of hypnosis and answers key questions.

Introduction, More Science, What is Hypnosis, What are the Signs of Hypnosis, How deep can I go? A Story, Hypnosis and Meditation, Ethics, Benefits for Business and Professional People, What makes a Good Hypnotist, Possible Risks, So where do I start? I Want to Start!

Chapter 3 - Case Studies

This chapter gives real life examples of the effect that studying hypnosis has had on different individuals.

Business Development Entrepreneur, Student, Parent, Senior Vice President and a Night Club Bouncer.

Chapter 4 - The Power of Words

This chapter demonstrates how you can be creative with words.

Hypnosis is a Poetic Discipline, Embedded Commands, Yes Sets and Linkage, Process Language, Post Hypnotic Suggestions, Other Language Patterns.

Chapter 5 - Hypnosis Session Framework

This chapter outlines a simple and powerful structure for a session and explains the purpose of each segment.

Agreeing a frame for the session, Direction Setting, Induction, Deepening, Process Instruction, Post Hypnotic Suggestion, End Frame.

Chapter 6 - Top Hypnotic Principles

Before putting the preceding structure in place it's important to build on the key concepts that make hypnosis successful.

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Unconscious Learning, Trust our unconscious, Positive Suggestions and Useful Directions, Pacing and Leading, Leading the Imagination, Congruence, Feedback and Amplification, Utilisation, Fractionation, The Power of Words, Using your voice, Power of Repetition, Time and Learning, Natural Processes, Paradox.

Chapter 7 - Outline of a Session

This chapter puts the flesh on the framework in chapter 5, incorporating some of the principles of chapter 6.

Agreeing a frame for the session, Direction Setting, Induction, Deepening, Process Instruction, Post Hypnotic Suggestion, End Frame.

Chapter 8 - Meditation and Self Hypnosis

This chapter looks at hypnosis that you can use on yourself

Is all Hypnosis Self Hypnosis? Meditation, Self Hypnosis, Make a CD or MP3

Chapter 9 - Applications

This chapter explores practical applications of hypnosis.

Business*, Coaching, Health, Entertainment, Seduction and Sport.*

Chapter 10 - Taking it Further

This chapter suggests what might be useful for you to do next.

Going to a hypnotist, attending a course, reading, practice, practice, practice.

Appendices

Acknowledgements, Resources and links to podcasts and videos, About the Author, About Pansophix, Podcasts, References.

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Chapter 1 - Getting Value

This chapter suggests how you can get most value from this Useful Guide

This Useful Guide is based on a small number of very simple but extraordinarily powerful ideas ...

1. That we're are wiser than we think
2. That it's very empowering to learn how to connect to that wisdom
3. That we can consciously set a direction and stimulate our unconscious thinking to provide exciting insights and answers
4. When we're consciously prepared to 'shut up,' 'withhold judgement' and 'trust our unconscious processes' we're able to come up with insights that are a step above our normal conscious thinking
5. That learning about hypnosis is a powerful way to encourage this learning process.

There are many different approaches to hypnosis, all of which can add value. In this Useful Guide I'm proposing a very simple framework to effective hypnosis. This involves consciously crafting messages using language that is specifically designed to appeal to our unconscious thinking.

When you're familiar with this simple framework it's easy to add different approaches and techniques where appropriate.

The best way of getting value from this Useful Guide is by quickly reading the chapters, and then completing some of the exercises. The exercises are mostly 'free thinking' and designed to get your imagination flowing. It's not the exercises that are important, it's what you get out of doing them. When you've completed the exercises either start practicing with colleagues or clients and then go back to re-read the chapters. You'll be surprised how much you're learning.

Why is this Useful Guide worth your time?

This Useful Guide can be taken as a first step in exploring and learning about hypnosis and can be the beginning of a fascinating and surprisingly useful journey.

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It can also be used by someone who has already had some hypnotic training to reflect and build upon what they have already learnt and use what they've already learnt in a wider context ...

- Use hypnosis and hypnotic ideas to improve your coaching, mentoring and business success
- Improve your presentation and influence skills
- Induce mild confusion and hypnotic states and deliver useful Embedded Commands and Process Language
- Be more congruent as an individual
- Use mild hypnotic approaches in conjunction with timeline techniques to mentally rehearsal and develop empowering futures
- Use self hypnosis and meditation techniques
- Apply your new skills.

Hypnotic communication is a part of everyday life. Whilst this Useful Guide will explore the use of hypnosis in the context of a client session, many of the ideas apply to common communication. For many people reading this Useful Guide the greatest benefit they will achieve is to improve their day to day influence.

Learning about hypnosis is experiential. The test of learning is the positive impact you have on the people around you. You are strongly encouraged to do the exercises in this Useful Guide with one or two colleagues to ensure you get full value from what you learn.

Chapter 2 - Hypnosis Uncovered

This chapter introduces the basic concepts of hypnosis and answers key questions

This Useful Guide is the result of ten years training, coaching and mentoring rising executives and entrepreneurs using hypnosis and ideas taken from hypnosis.

I run a Hypnosis module as part of the NLP Master Practitioner accreditation I give and it's one of the courses that participants enjoy the most. Participants sign up not knowing what they've let themselves in for and many have asked me to amend my invoice so the word 'hypnosis' is changed to 'advanced communication skills'. From this point the scene is set for adventure. So far no one has been disappointed in the results.

Most of the hypnosis commonly experienced today is around showmanship and the treating and curing of sometimes difficult to change behaviours such as lack of confidence, smoking too much and overeating.

A small group of individuals today are using hypnosis to explore increasing human performance in a wide range of human activities including business, sport, art, personal connection and influence.

This Useful Guide originates from the latter, and is aimed at the benefits to business and professional people. However, the skills learnt from this Useful Guide will give you a grounding that you could also use for stopping smoking and many more personal explorations.

More Science

Until recently it was believed that our brains although malleable and reactive as children would become firm, permanent fixtures in adult years. This belief may have given a sense of validity to the saying, 'You can't teach an old dog new tricks'. Both a pessimistic and unrealistic notion.

In modern days we are aware that the adult brain does grow new cells and neurons and that the regions of the brain that have gained plasticity are those that maintain are less-conscious functions. In terms of our individual, conscious selves we still have not found the ceiling of our neurological potential.

The Dentate Gyrus is a section of the hippocampus that is thought to play a role in the 'sorting' and storage of new memories, and is one of the few sections of the adult brain capable of neurogenesis, the creation of new brain cells (Duan et al 2008, Amiome 2009). This means that even as adults our brains are capable of creating strong memories and learning new lessons.

It is important to note that a regulator of neural genesis is Cortisol (and more generally Glucocordicoids) - the stress hormone, which over time damages the dentate gyrus whilst inhibiting its regeneration. This means that a happy, stress-free mind has a greater potential for generating new synaptic connections and, therefore, greater overall cognitive function. In this way it is clear that attitude plays a very real role not only in determining our success but also in defining our neurological health, thereby underlining the need for personal re-evaluation and intervention, of which some may find hypnosis the ideal springboard or catalyst.

However, it's worth noting that as children, as we took on the epic tasks of learning language and social interaction, we probably didn't even know the *word* neurology or a rudimentary understanding of anatomy of the brain. Just as an athlete needs to focus on *movement* rather than specific *muscles* - it is not efficient to dwell upon the *brain* when our concern is *action* and *emotion*. We do not need to understand why hypnosis works in order to be a great hypnotist.

What is hypnosis?

In 1843 Braid described hypnotism as *a state of physical relaxation accompanied and induced by mental concentration*. A more contemporary view is that hypnosis is a wakeful state of focused attention and heightened suggestibility with diminished peripheral awareness.

This is the definition of hypnosis that we will be using in this Useful Guide.

What's important about this definition is that if gives us three variables to explore in order to achieve the results we want ...

1. Attention
2. Suggestibility
3. Peripheral Awareness

All of which can lead to altered states of consciousness. These can range from mild fine tuning to deep and profound states.

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An interesting question is how do we know that we're in a hypnotic state? I can argue that someone who is going through a bad time and seems unable to cope is in a type of hypnotic state, and needs to be 'woken up'. Conversely anyone performing superbly and in flow may also be in a different hypnotic state, and wants to find ways of getting into that state quicker and deeper.

A different and more metaphorical description of hypnosis is that it helps to shepherd naturally occurring trance states. Throughout the day we go through different trance states. At times we may be exceptionally creative and focused. At other times we may not see what's in front of us, like losing our car keys although they're on the table. At times we may be experiencing pain, while at other times we may have physically hurt ourselves but not notice the pain because we're too engrossed in an activity, like playing football or being totally engaged in a conversation.

Hypnosis is a method of using these trance states for a particular purpose rather than letting them happen randomly.

Learning about hypnosis is the same as learning about communication. However, we can put aside, albeit for a moment, what our parents, school teachers, bosses, role models, experts, friends and enemies said about what ought to happen when we communicate. Hypnosis is about noticing and learning from what actually happens. Which is not always the same as what we're told or what we expect will happen.

What are some of the Signs of hypnosis?

These are some of the 'classic' <u>external</u> signs to look for when a client enters an altered state. You are looking for changes from their normal 'up-time' state. By encouraging these changes you are encouraging your client to access hypnotic states ...

- Slower breathing
- Eyelids fluttering and closing
- Dilated pupils
- Flaccidity of skin muscles
- Lower lip filling with blood
- Slower speech
- Involuntary muscle twitches
- Absorbed attention (curious stare).

A key <u>internal</u> indication of trance is that you're feeling relaxed, comfortably in control and yet a little bit different with maybe more internal focus.

One fascinating change can be your ability to think differently and accept ideas *at the same time*, that you would normally consider paradoxical …

- You can enjoy being alone and connected with others
- You can think sequentially and simultaneously
- You can enjoy being logical, intuitive and emotional
- You can hold on tight and yet let go
- You can be an introvert and an extrovert

Please consider these as a starting point. You will notice other changes as you improve and become more observant of yourself and others.

How deep can I go?

A popular view of hypnosis is of a Svengali-like figure exerting great power and influence over an individual who is put into a state where he loses 'conscious' control. This might make great theatre but is not a useful model for somebody wanting to learn about hypnosis.

Hypnosis has gone through various phases where it first appeared the hypnotist had total control, it then appeared to completely reverse so that the client almost had total control, and indeed the hypnotist could be replaced with a tape machine.

The model I'm using here is that in a hypnotic state the client actually has 'more' control of themselves than they would have in a normal waking state. Clients are naturally predisposed to learn what's useful to them.

The model is one of partnership. Clients learn that which is important to them in their own life. Through the hypnotist the client increases their skills and learns something important to them. At the same time, the hypnotist refines their own skills and approaches. That doesn't mean it's always easy. It does mean it's always useful.

So how deep can you go? This first response is that it doesn't matter. Most useful hypnotic approaches work well in very mild states and may not work in deep states where the client may lose active communication with the hypnotist.

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The second response is that a small percentage of the population can go into deep states amazingly quickly, although we may initially not know who they are. The rest of us will go into deep states at times, however we may have to (enjoyably) work at developing the ability to go into deep states when we choose.

This Useful Guide will give you some exercises to find out how deep you can go.

Possible Risks

There are no risks provided you follow the guidelines in this Useful Guide. However there is a very small, but real possibility that as your client begins to trust both you as hypnotist and themselves as a good hypnotic subject they will find some very strong emotions surfacing.

This is called an Ab-reaction, and maybe uncomfortable for your client and genuinely disconcerting to a novice hypnotist. It's important that you take this as the positive sign that it is and link it to an important learning for your client. You have a responsibility to stay totally constructive and supportive throughout the session.

Whenever this has happened, my client has always expressed thanks at the end of the session that they have been able to explore something very important to them, that they were previously unable to access.

A Story

Once upon a time a young man (or was it a woman?) was very conscientious in learning about hypnosis. He (or she) had worked out where he wanted to get to. He knew where he was. He had worked out the steps to move forwards and was working tenaciously to get there. He had invested in his training and had taken on board the words of his official teachers. He found he was trying very hard but not accomplishing what he wanted and became frustrated in the process.

The more frustrated he became the more he tried, and the more he tried the more frustrated he became. Until he seemed to be accomplishing nothing.

He consulted a number of apparently wise men (or women) on his predicament, who said many wise sounding words, but whatever they said didn't seem to help. He was just getting more frustrated almost to the end of his tether, and in desperation ended up consulting a wise man who was also a hypnotist.

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The hypnotist thought for a while and then said:

"It's a paradox, you're trying too hard and yet you're not doing enough. Either do or don't but forget this trying thing."
The young man wanted to make sense of this however while he didn't want to admit it, he was genuinely a bit confused, and getting a bit angry at his confusion. The hypnotist continued:
"You will relax and access your wisdom and it will only be after you've learnt to let go effectively, then you'll be able to do what you need to move forward. Then you will learn how to let go and take action at the same time, and use this state whenever it's useful to you." He also added some suggestions that he knew would be useful to the young man.

Being a good hypnotist, the hypnotist gave the young man a suggestion to forget what had been said specifically, but to remember that the session was slightly confusing but enjoyable and interesting.
The young man became even more frustrated with himself over the next few days until he found he wasn't doing anything useful, and his frustration became like a fever. However like just before recovering from a fever, his frustration burned out and for the first time in many years he relaxed and felt good about himself. And when he felt good about himself he found he replayed the image of himself being frustrated, and genuinely smiled, telling himself that from now on he would continually learn both to take effective action and to relax and let go. And he wondered if, without trying, there was a way to do both. And he told himself that if there was he would find it. But without trying.

The purpose of the story, in addition to what other thoughts it may have triggered in you, is that in writing this Useful Guide I'm attempting to be logical in my approach. However the successful end result is about being able to access states where you are in flow with logic, emotion, intuition, simplicity, complexity and your deeper self. It's not what I write that's important. It's how you let what I write trigger your own thoughts, ideas, dreams and desires. My writing will never be as important as what it triggers. You can trust your own brilliance.

Hypnosis and meditation?

Curiously both hypnosis and meditation fit our description and definition. The main difference is that hypnosis normally has a specific focus such as relaxation, learning or behavioural change. While meditation has many benefits such as acceptance and deep relaxation, in meditation one of the basic ideas is to accept whatever is, and not to attempt to change anything.

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In hypnosis we normally want to change something. Hypnosis is often described as guided meditation.

Ethics

As mentioned previously one of the signs of being in a hypnotic state is 'increased suggestibility'. It is therefore important that when using hypnotic approaches to do what is genuinely in the interest of your client in the case of hypnosis and yourself in the case of self hypnosis.

This is a very practical consideration. If you were ever to harm someone they are likely to want to get their own back. If you help people they are likely to want to help you and recommend you.

In practice we have all sorts of defences to protect us against 'un-useful' suggestions and tend to immediately 'wake up' if anyone makes suggestions that are against our values. However I make a very, very strong recommendation to all of my students that they explore hypnosis with the aim of doing what's in their interest and the expressed interest of their clients.

The other important caveat with regard to ethics is not to work above your experience level. Do not work with medical conditions unless you're medically trained or have a client referred by a medical practitioner. Start with easy applications like deep relaxation and if you're working with the public ensure you have appropriate insurance. Start with yourself before working with others.

However there will always be a degree of personal choice and responsibility in this. If your client is in emotional pain, or likely to do themselves harm and genuinely cannot get practical help elsewhere, you may choose to be more directional.

Many hypnosis advertisements promise instant 'power and influence'. Individuals who work in the field over time do develop both charisma and influence. However, like developing skills in the Martial Arts, the amount of study and practice required to become really good tends to dissuade those with darker ethics and less commitment.

Benefits for Business and Professional People

There are many direct benefits in exploring and learning about hypnosis …

1. A relatively small amount of good hypnosis training will improve your presentation skills dramatically.

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2. A little more training will improve your overall communication and influencing skills. It will enable you to become a more effective coach, leader, salesperson, change agent and parent.

3. When you become skilled you will be able to help people who have become 'stuck' in certain areas of their lives. There are many models that suggest that throughout life there are times when everything around us moves on and we're still living as though the rules of a previous time applied. The longer this goes on the less we are able connect to current reality and to those around us. To move forward we need to 'let go' of the past.

Hypnosis can provide a 'safe' environment where we re-explore our identities, have the confidence to let go of the past, and let our identities reform in a way that is appropriate to reconnect to the present and set us up for a successful and fulfilling future.

Other benefits ...

4. Hypnosis can be considered a state of increased suggestibility, and therefore can be used to strengthen any useful suggestions. Typical applications include aiding relaxation, healthy eating and activities that lead to a more creative and fulfilling life.

5. Hypnosis can also be considered an amplifier. It can make you more efficient at whatever you're doing. Curiously this benefit can be double-edged. If what you're doing is useful you will achieve it quicker and therefore it will be helpful. If what you're doing is not useful or leading you to somewhere painful, it may help you get there quicker, which may not be a benefit. Be careful of what you aim for - you may get it quicker than you think.

6. One of the greatest benefits is what you learn from studying hypnosis. You will learn to clarify your own objectives. You'll increase the precision in your language, whether you're choosing to be precise or deliberately vague. You will learn to notice people's reactions better, and in turn increase both your ability to communicate and understand 'what makes people tick.'

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What Makes a Good Hypnotist?

The most important factors that will enable you to help your clients access hypnotic states are ...

1. **The ability to change your own state**

   When you're comfortable accessing hypnotic states yourself, helping others access trance states is easy. You get into rapport with your client and enter a deep state yourself. If your client is in rapport with you they will follow.

   Curiously, being OK with 'Not knowing' and 'Not judging' can be very empowering for the hypnotist.

   Learning to be a good hypnotist is at least a two-way process. It's as important to learn how to experience deep states yourself as it to learn hypnotic approaches and techniques. In addition, when you demonstrate that you're totally comfortable accessing different states yourself you'll give your clients the confidence to follow you.

2. **Genuinely having your clients interest**

   As humans we can be more astute than we seem. To be a good hypnotist it's easiest if you are totally congruent in how you behave in regard to helping your client. The simplest way to achieve this is by genuinely having your clients interest at heart. Conversely, if as a client, you feel uncomfortable with your hypnotist in any way, trust your intuition and leave.

3. **Human Connection**

   Stephen Gilligan, who was one of Milton Erickson's most famous students, has the phrase 'let your technique fail, but your human connection succeed'. This works on many levels. On a basic level a good hypnotist develops into an 'intelligent feedback system' with his client, amplifying and encouraging useful behaviours that lead to trance and useful outcomes.

   Examples of this are rate and rhythm of speech, tonality, posture, words and your ability to change your own state. A metaphorical way of describing this is that he will open the door to his clients 'world', while accepting and total respecting it, but not necessarily agreeing with it.

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If he totally accepts his client's model of the world, then he would be opening himself up to be totally influenced and hypnotised by his client and would start accepting his client's challenges and limitations as 'real.' Remember many clients are really good hypnotists. They've been doing it all their lives. Sometimes clients want us to stay with them in their less-than-useful states.

To avoid being influenced by your clients you need to learn to 'pace and lead'.

4. **Pacing and Leading**

Pacing is when you behave in a way that is totally consistent with your client's experience.

The easiest way to pace is to match aspects of your clients rate and rhythm of speech, tonality, posture and words. It can help if you have similar values and beliefs and are in complimentary states.

You need to 'pace' your clients current experience to open the door to his world, and then 'lead' him somewhere more useful, and you need the awareness or sensory acuity to notice if you're losing connection. You can lead through the same elements that you pace, namely your rate and rhythm of speech, tonality, posture, words and your ability to change your own state.

5. **Utilisation**

There is a key concept in hypnosis that you might find useful to apply to general life. Whatever the client does and however they react is useful to you in helping them. Period. No exception. Whatever the client does gives you the information to know what to do next.

So where do I start?

There are two recommended entry points in learning hypnosis. The first and normally-recommended route is to visit a hypnotist or go on a hypnosis training where you can explore accessing deep states.

The other entry point is through words and language which you can start doing through this Useful Guide. Hypnosis is a poetic discipline. Words have always been a way to unlock creativity and potential. Much of the remainder of the Useful Guide will show you how to do this.

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It is strongly recommended that you have one or two colleagues to practice with.

Firstly a word about fractionation. When I first started hypnosis training I was concerned about whether I had the ability to help others into different trance states. I needn't have been concerned because of fractionation. (As outlined in Chapter Six - Top Hypnotic Principles.)

While some people can access trance states quickly others have to learn how to do it. If someone has to learn to access altered states rather than attempting to lead them into an altered state quickly it is often better to gently lead them into a very light state for a few seconds and then bring them back out. You actually stop them going deeper even if they wanted to. You then change the conversation and talk about anything unrelated to trance and hypnosis.

By continually repeating these small steps your client quickly learns that different states are safe and fun, and they start building up confidence and with it the desire to access deeper states. While it may take several sessions you'll often be surprised how quickly they learn. Remember people do not have to access particularly deep states to benefit from the experience.

Also don't be put off if your progress with your client seems slow to start with. Often it's the apparently resistant and difficult clients that suddenly find they're getting real value from the process.

I want to start!

I appreciate some you will may to jump in and do something straight away, while others may want more information and to reflect on what you've read so far.

If you want an exercise to start off with please find on the next page a link to a hypnosis starter script and the first podcast where you can listen to a simple relaxation exercise. You need to find a colleague to practice the script with, so you can read the script to each other and share your experiences.

You need to find a quiet environment where you're unlikely to be disturbed. You only need the script. No more at this stage.

Normally people will go into a gentle relaxed state surprisingly quickly and find it an enjoyable experience. If you don't, don't be concerned. You just need more

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practice. Very, very occasionally the person acting the role of client will appear to do a lot of internal processing at the end or appear to go to sleep, often showed as a fluttering of the eyelids.

If this happens simply let them finish what they need to do. A few minutes extra relaxation during the day is often very beneficial.

See Appendix 1 - Elman Relaxation (Click to go to Appendix 1)

Podcast 1 - Elman Relaxation (Click to download podcast)

If you want to take action now view the script and podcast. If you want more information or time to think, please continue reading.

The script has been developed from a Dave Elman induction. Elman used to use hypnosis to prepare patients for tooth extraction. Its a bit rough, ready and fast, but a great learning exercise.

A note about scripts. When I teach hypnosis I start with a script to show participants the power of words and that they need not know much to start. However, we quickly move forward to using our own words, as this allows us to change what we say depending on how the client reacts.

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Chapter 3 - Case Studies

This chapter gives real life examples of the effect that studying hypnosis has had on different individuals

Hypnotic approaches used by the right people in the right circumstances can produce results that are exceptionally positive. These are some typical examples, which show how you might benefit from a hypnotic intervention, or what you might achieve if you added hypnosis skills to your repertoire.

Case Study A - David

David is in his 40's and after following a successful career in the oil business now runs a business development company, which advises small and medium sized companies how to increase their business.

He had noticed that one of his colleagues had benefited from exploring hypnosis and hypnotic influence. He was interested in exploring whether he could use hypnotic approaches to improve his own business development skills.

After reading a number of guides and books, like this one, he felt he needed to demonstrate to himself that the approaches worked in 'real life', and then found himself a safe space where he could explore the limits of what worked for him and what didn't - without any risk to his business!

He attended a short business hypnosis course, and found that when the trainer used a small number of Embedded Commands, designed to help him learn, he both really enjoyed the course and found he picked up the material faster than on previous courses where Embedded Commands were not used. He realised that he could use this approach in networking and taster sessions for his business.

He quickly developed some phrases to add to what he normally said, which he had to continually review and change over the first month. After two months he found that his suspect to prospect conversion rate had increased by 25% and was genuinely enjoying work more.

He then came to the realisation that there was a lot more to the subjects of communication and influence than he had previously thought and set up his own development plan to ensure he could benefit himself and his customers on an ongoing basis, and that this would further improve his business.

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Case Study B - Carolyn

Carolyn is in her early 20's and is studying for a degree in psychology at a well known London University. Her interest in hypnosis was sparked off by her studies, but she wanted to find out for herself what hypnosis was about. She couldn't afford to attend a course at that particular time.

After reading this Useful Guide she decided to take action. She started a small practise group to learn about hypnosis. The group created an outline of terms of reference which stated ...

1. That they would only accept new members to the group who genuinely wanted to learn about hypnosis and were prepared to honestly share their individual experiences
2. That they would take full responsibility for each others safety while in the group
3. That each member would have the opportunity, in turn, to suggest approaches to practice and explore
4. That they would only discuss the impact of approaches after they experienced them themselves, NEVER beforehand.
5. That they would agree upon an approach to explore and test as much as they could within the time available.

They started with the exercises in this Useful Guide and then moved on to some of the recommended books. They then explored new approaches themselves and invited guest speakers, including the writer of this Useful Guide, to present and demonstrate.

After 12 months the group had grown from 5 to 30 individuals and they were all building up a wealth of experiential experience of what worked for them.

Carolyn has found that her own communication skills had developed significantly. In addition she was now able to communicate better with senior people that she had previously felt a little intimidated by.

Case Study C - Samantha

Samantha is in her 50's and actively supports her husband in running the accounts and paperwork for his car dealership. She has two teenage sons and one teenage daughter. She is an NLP practitioner and has an ambition to run her own NLP and Coaching practice. At the moment, with all her work and family interests, she feels she is running the equivalent of three full time jobs!

She uses her NLP skills in coaching her extended family, and members of her husbands business on an occasional basis. She only gets involved when specifically asked, and so far both she and her internal clients have been very pleased with the results she's achieved for them.

Samantha was interested in the hypnosis aspects of NLP when she completed her practitioner accreditation and wanted to use hypnosis to strengthen her NLP and Coaching skills. She wanted to develop her skills at this stage without committing to any further courses or attracting new clients.

She took the principles and ideas in this Useful Guide and developed her own relaxation MP3s so that she could achieve deeper relaxation and deeper hypnotic states. She spent several days on the 'Top Hypnotic Principles' and the 'Podcasts' that come with this Useful Guide, to explore what she could incorporate into her recordings.

In the end she produced five MP3 versions as she explored different approaches. She developed the discipline of spending 20 minutes a day during non-sleeping hours relaxing and exploring meditative and relaxing states.

She found that this improved her skills in two areas which directly improved her coaching. Firstly she 'technically' knew how to guide a client through a short (or long) relaxation exercise. Secondly by softening more herself at the appropriate time, she developed the ability to draw clients into a relaxed state without actually using any techniques.

In addition she found the discipline of relaxing for a short time every day positively impacted the rest of her life in that she was generally more laid back, which made her more effective.

She is now in the advanced stage of launching her NLP and Coaching business.

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Case Study D - Paul

Paul was in his late 40's and was a Vice President in a top international IT company. He was in the process of planning to leave in 12 months to set up a consultancy in the UK and Canada. He found both countries had advantages and wanted to split his time between both. He also wanted to get back control of his work-life balance.

He had worked with his current employer for 25 years and was aware that starting and running his own business would present unknown challenges. He wanted to ensure he had the right mental resources for the road ahead. He was aware he had a command and control style which he felt may not be so appropriate in his planned situation. While he had always managed to make his revenue targets he also wanted to develop his sales skills.

He needed to explore this in a totally safe and confidential situation. While he was open with his boss in regards his plans, he wanted to be in control of any messages that got back to his employer. He also wanted to protect their interests. He had read the contents of this Useful Guide and talked to colleagues that he trusted and who had been on a similar journey. As a result he decided to enrol for hypnosis course with a provider he trusted.

He found that what made the difference wasn't the course as such, but practising within a safe space with individuals who had similar ethics and values. What opened his eyes was being able to take in instant feedback. Often what he thought would work didn't and that which he thought wouldn't work for him, did. Having this experience enabled him to consolidate many of his experiences from the past ten years.

He also found that when he relaxed and paid attention to what was happening in the 'here and now', he almost always came up with the right answer. And if he didn't he had the skills to re-evaluate the situation and was able to change his response in 'real' time.

When he finished the course he found that he was much closer to his goals than he originally thought. He had always had the skills, but he needed a catalyst, together with the space and time to bring them out.

Two years later his new business is doing very well and he fully enjoys his new life style.

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Case Study E - Jamie

Jamie is a 24 year old bouncer at a night club during the evening and runs a small painting and decorating company during the day. He also runs his own Kung Fu dojo were he teaches mainly teenagers self defense. He's passionate about all of his roles.

He had been caught off-guard one night at the club and a random punch had connected with him. To his surprise it knocked his confidence and he began to feel a touch of mild anxiety - which in time would interfere with all his roles.

He explored a number of solutions, none of which seemed to help.

He then booked a session with a recommended hypnotist. The hypnotist checked that he still really wanted to be a bouncer, and asked not just what would be needed to bring him back to his original mental condition, but what would be needed for him to improve his mental state and condition as a fighter.

The hypnotist helped Jamie develop a series of mental and physical strategies that would automatically 'kick in' if he was ever under threat. He also taught Jamie to recognise and manipulate those feelings of anxiety in such a way to use them constructively.

So far Jamie has not been caught a punch again (although hypnosis cannot of course guarantee this!). His anxiety has gone, and he has developed some new mental strategies to help him move his own training to the next level. He is also thinking about going on a hypnosis course to reinforce his teaching skills.

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Chapter 4 - The Power of Words

This chapter demonstrates how you can be creative with words

Hypnosis is many ways a poetic discipline. Words are the key tools of a hypnotist to distract our conscious thinking, lead attention and to link ideas, strategies and states.

There are two different and overlapping key skill sets in hypnosis. *How to help someone get into useful states or trances* and *what to help them do when they get there*. The following language patterns will help you do both. These are *Embedded Commands, Process Language and Post Hypnotic Suggestions*. We will then add some further language patterns that you might choose to use.

Embedded Commands

Embedded Commands are a way of delivering suggestions so that they are less likely to be consciously rejected and therefore more likely to be accepted unconsciously. However, to use Embedded Commands effectively, you need to be able to create and deliver basic commands effectively and you need to create an appropriate frame to deliver them.

Curiously, Embedded Commands are useful during the first stages of an induction, however when your client reaches a deeper state simple commands and Process Language become your most effective tool.

Commands

A firm command is a simple phrase that expresses unambiguously what you want your client to do. This can inspire in them an action or a feeling. Please note that in this Useful Guide I'm calling them *commands*, which is common practice. However, a better word might be *suggestion*.

Typical commands are ...

- Be passionate
- Buy now
- Enjoy
- Feel Good
- Forget
- Go

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- Deeper
- Learn
- Listen
- Pay attention
- Relax
- Sleep
- Slow down
- Stop
- Soften
- Write a cheque.

A general set of rules when giving 'commands' ...

1. Remember 'voice tone down'. The majority of people accept commands more readily when the voice tone is lowered as they are spoken. When the voice tone is raised the command sounds like a question, without a clear direction.
2. Use a physical gesture to 'mark out the command'. The gesture lasts the duration of the spoken command. For example if you were to use the command 'Write a Cheque', you might use one of your hands do a cheque writing movement at exactly theme moment that you said the words. No longer, no shorter.
3. Use vocal qualities to express the meaning of the word. Say 'relax' with *relaxed* voice, say the words 'slow down' *slowly*.....
4. Believe in what you're saying. When you're in rapport with someone it's likely that they'll instinctively pick up your own confidence or doubt.

The effect of the above is accumulative. Observe people that naturally influence others, and note how they ...

- Keep their communication simple
- Are totally congruent in that their words, tonality and gestures all support the message that they're giving.

The more aware of how people influence each other you become the greater your own ability to influence becomes.

See Appendix 2 - Commands (Click to go to Appendix 2)

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Embedded Commands

An Embedded Command is a little bit like a 'sleight of hand' card trick, where the conjurer gets his clients to focus on something that has nothing to with the mechanics of the trick.

Like with magic, when you know how the trick works, it's much harder, but not impossible for the conjurer to distract you.

The simplest way to embed a command is to surround it with words that add to the complexity of the sentence, whilst saying the command portion with firm tone and direction. The conscious mind takes a little longer to understand the sentence, and in the meantime the unconscious mind accepts the command as it automatically recognises it's structure.

The structure of Embedded Commands

Words at beginning | **Command** | Words at the end

Examples ...

- When you | **soften** | you'll start to glow from the inside out
- You can | **stop |** and go back and choose a different, more useful path
- You might **| let go |** and strengthen the connection with your unconscious mind
- When you | **feel good** | you'll make much better choices
- What's it like when you | **feel passionate** | and find yourself accomplishing more
- People can | **learn** | and let go of old blocks
- If you were to | **pay attention** | you would learn what you needed
- It's not necessary to* | **buy now** | but you will get the benefits earlier
- The last thing you probably want to do is* | **buy this now** | but if you | **find this interesting** | you might be surprised how much you'll | **want to buy it** | at the end of the presentation
- Don't* | **soften** | you might start relaxing and letting go of what you had thought were problems
- You don't have to* | **relax** | but you might become much healthier if you do
- You really shouldn't* | **go into a comfortable relaxed state** | however it might be the start of a whole new adventure.

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In these *examples the conscious and unconscious messages are different. The brain doesn't process negative suggestions at a deep level, therefore whenever you say: *Don't do something* to somebody, at some level you are suggesting that they do it.

This means that that you can both pace their current reality and seed your suggestion.

Podcast 2 - [Embedded Commands](#) (Click to download podcast)

See Appendix 3 - [Embedded Commands](#) (Click to go to Appendix 3)

Frame and Context to Deliver Commands and Embedded Commands

The effectiveness of Embedded Commands depends on when and where they are used. They are significantly more effective when you have rapport with your client and have agreed upon the desired outcome of the session. We will explore this more in this chapter.

Yes Sets and Linkage

"Yes sets" are based on the idea that if you say four absolutely true things your client is likely to believe the fifth provided it's reasonably plausible - A technique often employed in advertising and political rallies.

Anyone who has explored hypnotic phenomena will have realised that this works at a subconscious level. It's as though the conscious mind no longer feels the need to critically check the detail of each statement and begins to accept what is said implicitly.

Here is an example ...

- You are reading these words
- You are breathing
- You can hear the sounds around you
- You can understand how 'Yes Sets' work

The art is to notice what has made itself evident in your clients experience. If you notice it and say it before your client becomes aware of it, it becomes even more effective.

If were to make objective observations, such as ...

- You are wearing a blue pullover
- You're smiling.

You're likely on the right track, however to attach subjective value to observations - such as, if you were to say.....

- You're wearing an attractive pullover
- You're happy.

You would be less likely to make valid remarks as you're making an interpretation of the clients experience - attributing subjective values to external signs. Many of our training participants are surprised how important it is <u>not</u> to make assumptions about their client's experience. We all have brains but we don't all think and process information in the same way - to assume otherwise is detrimental to rapport and communication.

There is an important lesson for professionals and business people in this. It sounds obvious but is still worth emphasising. The first words we say to a client must sound true in their world. Unconsciously (and often consciously) they'll be testing us for accuracy. The easy way to pass this test is to be straight-forward and resist being too clever.

The term *Linkage* refers to the ability to link useful ideas with factual observations. Building on the idea of 'Yes Sets', in which we establish trust with a client, we can then lead them with constructive suggestions.

The simplest way to link words or ideas is to use the word 'and'. In hypnotic induction it's best not to 'stop' sentences with a full stop. The idea is to keep the ideas flowing ...

You're sitting in a chair and
You can read what I've written and
You're aware of some feelings and
You can begin to believe you're going to learn something really, really important

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Stronger ways of linking include:

> *as x that means y*
> *because x that means y*
> *if you can x you've already y*

- **As** you're aware of what I'm saying that **means** you can find yourself going deeper
- **Because** you're listening that **means** you're ready to learn
- **If** you can make sense of what I say you've *already* learnt the most important lesson
- ***Because*** you're reading this you will put your learning into practice.

The strongest way of linking is to use words like causes, makes, ensures, requires, will ...

- The fact that you've listening to me and are nodding your head and have that look in your eyes *forces* that change to integrate in a way that's beneficial to you
- Because you're reading this you *will* put your learning into practice.

Process Language

Process language is an extension of Embedded Commands in that it's a combination of commands that builds up to a useful sequence of behaviours. It is a key ingredient in making the session useful for your client.

However, before we explore Process Language I'm going to introduce the idea of a *Transderivational Search*. In order to understand language our brains have to search through all the possible meanings of a word or phrase to pick out the most appropriate which we then become consciously aware of. This natural search for meaning is called a transderivational search.

Process language is where we give a sequence of instructions which lead to a useful direction, however we delete as much real content as possible, so our client has to unconsciously fill in the content to make it applicable to them.

In hypnosis it is often more helpful to give our clients a series of commands which give a useful process and direction with very little content. This means that the client's unconscious will come up with the most useful and appropriate

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meaning for them. It is also more ethical as the client's unconscious processes will invariably protect and serve their own best interests.

In an appropriate hypnotic state the client also taps into the potential of their unconscious processes and therefore has much more processing power available than they are consciously aware of. Process language can therefore be designed to set a direction that is more ambitious and empowering than the client would accept consciously.

Examples of Process Language

"Whatever I say during this session you will only take on the suggestions that you can develop to be really and honestly useful to you, and those you will enjoyably act on. Other suggestions you will either immediately discard or change so that they are useful to you in some way."

"After reading this Useful Guide you may choose a time to reflect on what you've learnt, and choose the most fun and useful actions for you to take to develop your learning. You will then imagine yourself enjoying the smallest first step to get your learning started."

"As you sleep and dream tonight you will remember and list all the key successes you've had during the month and feel those good sensations throughout your body as you remember them. You will then image yourself siting in a movie theatre watching on the screen all the stuff that didn't go as well as you hoped in a relaxed and comfortable state, working through all the learning and seeing what you could have done differently, then, upon choosing the best of what you could do differently, feel good about imagining yourself doing those actions at an appropriate time in the future."

"As I sleep tonight my unconscious will plan perfectly for tomorrow so that I have a productive and enjoyable day that moves me towards goals and outcomes in exactly the right way. My unconscious mind will do all that it needs to set me up for a really ideal day."

See Appendix 4 - Process Language (Click to go to Appendix 4)

Podcast 3 - Process Language (Click to download podcast)

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Post Hypnotic Suggestions

A post hypnotic suggestion is a command that is linked to a time or times in the future. If I can lead my client to imagine enjoyably performing an action in the future, at a specific time and place it greatly increases the odds of **them** doing it. It's a way of transferring learning from the client session to the real, outside world.

Podcast 4 - Post Hypnotic Suggestions (Click to download podcast)

Other Language Patterns

1 - Time Presuppositions
- *After* you relax you'll begin to learn
- *Since* you've read this the learning has already begun
- *When* you've completed this visualisation you'll be in the best position to find yourself taking action enjoyably at the appropriate time
- *Before* you go into trance I want you to stretch in your chair so that you can be really comfortable
- *Prior* to you making sense of this you need to relax and let go

2 - Awareness Presuppositions
- As you *know*, focusing on my words will be the start of your adventure
- As you become *aware* of the relaxation you will have already have started on the enjoyable journey into a variety of empowering states
- As soon as you've *noticed* the sensations in your feet, you will be ready to get a deeper insight from what happens next.

3 - Adverb and Adjective Presuppositions
- As you're *curious* about trance you're ready to start the journey
- You're not yet aware how *deeply* you'll go, but the more you consider the question the deeper you *will go*
- You haven't yet realised how *easily* you'll learn to go into trance.

4 - Commentary Adverb and Adjective Presuppositions
- *Fortunately* you're the sort of person that will get real and everlasting benefits from this process
- *Luckily* it will be easy for you to feel great as you take the next key steps
- *Happily* you've already done the deep work, you just need to put it into practice now.

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5 - The word 'or' as a Presupposition

- Would you prefer to start with a visual *or* auditory exercise to lead you into trance?
- Would you like the red *or* blue pill to get into the best state for your adventure?
- Are you ready to start now *or* would you like to start after I've given you a brief introduction?
- I don't know if your left hand **or** right hand feels warmer, however when you notice which, let that hand **or** the other hand start to rise. You might be delighted and surprised which it is.

6 - Numerical Presuppositions

The *first* time we do this it may feel a bit odd and uncomfortable, the *second* time may the same, by the *fourth* time you will be really surprised and delighted how easy its become.

I'm curious what will be the *third* thing you'll notice before you go into a very pleasurable deep trance.

7 - Nomilisations

Nomilisations are verbs that are used as nouns in a sentence, they are not precisely defined. Their meaning cannot be touched, seen or heard and lead your client to do an internal search to make sense of them. They are are particularly valuable in hypnosis.

They include words such as: 'learnings, relaxation, challenge, knowledge, feelings, understandings, process' used as nouns.
The **knowledge** and **learnings** you will get from following the **process** will enable your unconscious mind to take the necessary **actions** to solve that **challenge**. Your conscious mind has all the **understandings** to start and finish the **process** while you sleep tonight.

8 - Lack of Referential Index

In which, the sentence or phrase doesn't specify who or what is suggesting the action or information. In addition the client isn't specifically mentioned directly, curiously the vagueness of the inference makes the suggestion more effective.

- *People* will get much more benefit from hypnosis after they've practiced a few times
- **One** very soon notices the effects of deep relaxation

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- **People** can learn unconsciously. It can take several months before they consciously realise just how much they've learnt, and how much more fun and satisfying life is
- **One** can learn very quickly

9 - Tag Questions

Tag questions enable you turn a command or suggesion into a question. It is likely to get a conscious response from the client. It can be a very effective tool in presentations to check that you have agreement with your audience.

- You're ready to start now, **aren't you?**
- You've many more abilities than you realise, **haven't you?**
- It's good to learn, **isn't it?**
- As you focus on the weight off your feet on the floor, the feelings change, **don't they?**

10 - Truisms about Sensations and Time

This is about making phrases and statements that are true in most people's experience.

- Most people enjoy really relaxing
- Sooner or later you're going to want to blink
- There is no need to try, enjoy putting no effort into this, just soften and relax.

11 - Ambiguities

A mild ambiguity tends to tie up conscious thinking, meaning that the next plausible suggestion is more likely to be accepted ...

Phonological: Where words sound the same, but have different meanings. This can be even more effective if the meaning of the word changes as you add further words.
- Wait / weight
- Hear / here
- Your Unconscious / You're unconscious

- Wait / weight ... (pause) ... of your foot
- Hear / here ... (pause) ... the sounds of silence, hear, at this special place
- Your unconscious realises that now you're unconscious at that special level and your unconscious is near enough to me to hear what is important

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Punctuational: A sentence ends with the same word as the next sentence starts with. However you only say the word once.

- You can soften ... now ... you're in that special state
- Feel the softening in your ... head ... into delightfully deeper relaxation

12 - Metaphors, Myths and Stories

There are many uses of stories in hypnosis ...

a) Many myths and stories are as much about our internal development and evolution as they are about what is happening in the external world. Telling a story starts to open up a communication with our unconscious thinking.

b) When a story's starting point has a direct relationship with your client's current experience. For example when your client is facing a big challenge, and you tell a story of somebody in a similar situation your client is likely to directly relate to the story and take on board many of the messages at an unconscious level. The connection is amplified when the states explored by the characters in your story matches those of your client.

c) As a delivery mechanism for commands and Embedded Commands. simply let your story characters deliver Embedded Commands to each other, your client's unconscious will still hear them and absorb them.

d) A particularly strong way of embedding commands is through nested stories. That is starting one, and then have a character in that story begin what is in effect a second story, and a character in the second story then starts a third story. As your client's conscious mind is now occupied with three stories, this is an effective place to include a command or Embedded Command. The stories are then closed in the reverse order, that is the third is finished first, then the second then the first.

13 - Other useful word sequences

- The more you practise the more you'll enjoy hypnosis
- I know you're the kind of person that wants to be really good at this
- I know you think this may be difficult, however that means you'll learn quicker

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- Many people feel a little self conscious when they try new things but that shows that you're ready to learn
- Being here means that you're ready to learn
- Everyone goes into trance at times, you'll soon be able to do it when you choose
- You needn't bother to stay awake - I know your unconscious will still be listening to every word that's useful to you
- You can begin to make all those changes, but only, when you're ready now, just make sure you finish before you open your eyes or before the next time you close them
- You can start now or maybe the best time for you is to finish within the next five seconds
- You will start to notice those special feelings
- It's a good thing you're cautious, its means your unconscious will look after you, when you're ready for it, you'll learn very quickly
- Yesterday and yes, today is the start of that new enjoyable life
- Being unhappy actually takes more work than being happy, soon you'll get bored with all that unhappiness and spend less time on it, and then you'll find you'll enjoy yourself more, happily, never being able to go back to what you've grown out of
- Remember to forget what's not worth remembering, and remember to remember what's worth remembering like you will succeed far more easily than you realise.

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Chapter 5 - Hypnosis Session Framework

This short chapter outlines a simple and powerful structure for a session and explains the purpose of each segment

In chapter 6 we show some words that you can use to clothe this structure. This chapter shows what we want to achieve, chapter 6 answers how we achieve them.

Don't underestimate the power of this simple framework. You can always add elements when necessary. However we sometimes have a desire to add complexity for complexity's sake.

1 - Agreeing a frame for session

Here you find out what your client wants from the session, gaining 'permission' from your client to create an environment where they will explore different states, and set any rules that you think are appropriate for the session.

At times there is value in being direct, specific and even blunt.

Only go ahead with the session if both you and your client are genuinely happy to proceed.

2 - Direction Setting

We have a responsibility to our clients to ensure they are pursuing something useful for them. We explore further what our client wants. The main purpose is that they have thought through what they want.

3 - Induction

We lead out client into a mild altered state.

4- Deepening

We deepen that mild altered state.

5 - Process Instruction

We give the client a set of words that will set off a series of useful unconscious processes.

6 - Post hypnotic suggestion

We give the client a suggestion about a state or series of behaviours that is anchored to a specific, useful time in the future. The client is likely to be able to access the state and complete the behaviours at the appropriate time.

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7 - End frame

Saying something to reinforce the work done in the session and supports your client. This may include inoculating against the client's 'conscious mind' and other 'meddlers' digging up the seed before it has had a chance to take root.

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Chapter 6 - Top Hypnotic Principles

Before putting the preceding structure in place it's important to build on the key concepts that make hypnosis successful

1 - Unconscious Learning

A model of what we're doing in hypnosis is that we're calming the neocortex, which is our conscious brain, so that we can develop a greater connection and communication between all our thinking systems, thus opening ourselves up to significantly increased thinking power.

This is a bit like bringing three (and maybe more) brilliant but very different people together. Bringing them together is a start, but they have to learn to work together.

A metaphor for this is the communication between a horse and her rider. The rider directs and guides but allows the horse do the hard work. The rider has to build a communication channel with the horse, It's not effective for the rider just to 'tell' the horse what to do. The rider needs both awareness and leadership qualities.

2 - Trust our unconscious

A lot of hypnosis is about learning to trust and work with our unconscious processes. This may sometimes occur quickly but cannot be forced. Forcing, or trying too hard can be totally unproductive. It's a two way process. Explore relaxation, take a break, come back later and do some more. Take another break.

3 - Positive Directions and Suggestions

The horse rider, like the conscious mind, wants to set a useful direction and offer motivation without having to micro-manage. If you're helping someone else you're at once further removed from your clients unconscious processes. You want to set a useful direction, encourage and keep your language vague and content-free. Let your client's unconscious work out the detail.

Where possible keep to simple positive 'towards' suggestions; relax, feel good etc and avoid 'away' from suggestions; stop smoking, lose weight etc. Positive 'towards' suggestions are easier to process at a deeper level. 'Stop smoking' might become' 'Be healthier.'

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This is because an 'away from' suggestion, like stop smoking, contains within it the idea of smoking, and therefore may suggest that the future involves smoking.

4 - Pacing and Leading

The starting point is to pace whatever is going on in your client's experience, and when you have confirmation that you're successful (as illustrated in Chapter 1) in bringing them to a state of, for example, relaxation - lead your client to somewhere more positive but that is still plausible from within their experience. After you're successful you can lead them further.

If you're getting any negative response, it is very important keep focused and calm. Your state will inevitably influence that of your client, and negative responses are part of the process. The art is to use them constructively.

Simply go back and pace their current experience, the reality of their situation. Occasionally you may use surprise tactics to get their attention, confuse them slightly and then lead them.

5 - Leading their senses and imagination

Appeal to the imagination and sensory experience. For example, as a part of a relaxing trance, I find asking the client to, "Visualise a drop of water on a leaf, and then describe the qualities of the leaf and water, imagine the leaf is relaxed, safe and strong, the water is pure, glistens from the inside and is happy just being."

As part of a trance to reduce pain I might say, "Imagine plunging your hand in an iced bucket of water and, as you do, feel the cold and the numbness move up the arm and, as those feelings move up the arm, you notice a sensation of cool pleasantness which to your delight overwhelms all other sensations."

6 - Congruence and Connection

As you become more experienced the words you use become slightly less important and your congruence, which means all your communications, your words, rhythm, voice tone and your gestures emphasise the same message, becomes more important. It's like you're opening up a communication link with your client where your minds appear to connect in some way.

However from the beginning you need to ensure that what you believe about your client supports the process. If you believe that your client is capable of

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great success, that fact will be communicated whether you're conscious of it or not.

The more useful experience you have going in trance yourself, and the more practice you have helping others go in to trance, the more congruent you will become.

7 - Feedback and Amplification

One of the skills of a good hypnotist is the ability to develop a feedback loop with their clients. The art is in encouraging and therefore amplifying the indications that trance is occurring.

Therefore it's important to pay attention to your client and respond with encouraging phrases like 'that's right', 'that's really good', 'that's perfect' when your client shows physical signs of deepening trance. And we may link the encouragement to the actual sign ...

- *"Your breathing has slowed, that's really good, you're really learning how to access these special states."*

- *"Your eyelids are fluttering, that's right, that's demonstrating that you've already started to connect with your unconscious processes."*

The same type of feedback loop can be used to encourage useful states and good feelings.

8 - Utilisation

This is a development of pacing and leading and is another key skill of a good hypnotist. The hypnotist needs to be able *utilise **any*** of the clients responses so they can be congruently used for the client's learning and benefit.

For example, if your clients doesn't yet demonstrate any signs of hypnosis you may say ...

"*The fact that you're not responding shows you have total control, and in your own time you'll realise that you'll have even more control when you're ready to let go and relax, and your unconscious knows that this process has started, consciously you'll become aware of what I've said when you're fully ready."*

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For example if your client suddenly has a very strong adverse reaction, bursts into tears and looks totally distraught you should ask respectfully …

"*Do you want to come of out of this trance safely and return to the room now, or are you comfortable choosing to continue your learning?*"

"*Remember that allowing yourself to access and let go of those emotions and feelings shows great inner strength and the ability to learn something important, but it's totally your choice if you want to continue. Whatever you do you'll have learnt something important.*"

9 - Fractionation

Our model is that a main part of hypnosis is trusting ourselves in trance. That trust is often built by achieving mild states, enjoying the experience, doing something totally different and then achieving more mild states and continually repeating the cycle.

This can have some surprising consequences. You can be working with someone who apparently shows very little ability attaining trance states. However after working with them over a period of time they suddenly develop the confidence to achieve deep states and go really deep.

I've worked with several people who have shown little apparent trance ability over a period of a day and they had volunteered to to help me demonstrate the logistics of a hand shake induction, without doing the technique itself. They suddenly became totally limp and, had I not caught them, they would have collapsed on the floor. As a point of interest if people do fall to the floor they are unlikely to hurt themselves as, at this stage, they're totally relaxed. However, we're responsible for due care and attention and need to learn to put ourselves in a position where we can catch them if this happens.

The important point is to be aware that sometimes even the most apparently resistant people learn how to go into deeper trance states over time, and sometimes that time turns out to be shorter than you think.

10 - The Power of Words

The easiest way to learn about helping others access trance states is through words. It's good experience to write out lots of trance 'word phrases', as discussed in Chapter 4. In writing them out you'll open a channel with your own unconscious processes. The more you do this the better you'll get. The more you

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do this the more you'll find yourself creating exactly the right words at the right time.

Trance scripts are a good way for some people to start helping others achieve trance states. However, as you learn, it's better to focus your attention on your client and let your unconscious come up with right words.

Also remember that words are anchors. We don't really know how a client will react to a particular word until we say it. We may think the word 'relax' is relaxing, but a particular client may find the word causes him to get angry, for reasons we're unaware of.

11 - Using your voice

Your voice and your ability to access your own unconscious processes are your key tools as a hypnotist. Look after your voice. Explore voice exercises. You may find it beneficial to abstain from tea and coffee and drink water before working with clients.

It's often natural and very worthwhile to develop a 'hypnotic voice' which is distinct from the way that you speak normally. Otherwise you may find yourself helping people go into mild trances in every day life, which may not be useful.

Clients will naturally get anchored to your hypnotic voice. It's best to only use it when appropriate and beneficial.

And remember that when we speak, in addition to the impact of the words, the vibration of our speech is not only picked up by our clients ears but throughout their whole body.

12 - Power of Repetition

As humans we often crave familiarity and dislike the unknown. This can be an incredibly strong driver to human behaviour, which we sometimes forget.

We want to repeat words and ideas until they change from being unfamiliar and maybe even a little strange, to becoming familiar and comfortable. This may mean repeating the same idea many times. The art is to be able to say the same phrase in slightly different ways so the words seem new but the message is continually reinforced.

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13 - Time and Learning

Sometimes you'll be surprised how quickly some of your clients go into hypnotic states. Sometimes you'll be surprised how clients who, at first appeared resistant, go into really deep states when they're ready.

Whatever happens, be pleased with whatever learning they show. Trust the process. When they're ready they're ready.

14 - Depth of hypnosis

There are a number of external indicators that can be used to measure of depth of hypnosis. The further down the list the deeper the hypnosis.

Light Hypnosis

- Relaxation
- Inability to open eyes
- Rising, floating and sinking feelings
- Stuck arm
- Automatic finger Signals (eg left index for yes, right index for no).

Medium Hypnosis

- Smell and taste changes (e.g. enjoy drinking vinegar)
- Number block (e.g. unable to remember certain numbers)
- Mild pain control (e.g. can't feel pin stuck into flesh)
- Can't move major muscles.

Deep Hypnosis

- Amnesia for session
- Positive hallucinations (e.g. can see a non existent mosquito)
- Negative hallucination (e.g. can't see keys although they are there)
- Response to bizarre post-hypnotic suggestions (e.g. unable to walk through a specific open door).

15 - Proof and convincers

Belief can be a major part of hypnosis. NLP co-creator Richard Bandler often tells a story where one his clients wasn't yet able to negatively hallucinate, to not see what is there. While his client was in a trance, Bandler asked him to look at a book on the coffee table and then close his eyes. Bandler simply removed the

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book and told his client that he would no longer to able to see the book. The client obviously wasn't able to see the book when he opened his eyes. However he was so convinced that he could now do negative hallucinations, that he was able to do them at useful times in the future.

16 - Natural Processes

We're tapping into natural processes. What you're reading here may appear new and may at first appear counter-intuitive. However these techniques are all designed to encourage us to do what we can do intuitively. Once you start you'll be surprised how quickly you learn.

Perhaps the most useful advice I can give, is to practice, to enjoy the process and *be kind and respectful* to people including *yourself.*

Chapter 7 - Outline of a session

This chapter puts the flesh on the framework in chapter 5, showing how to combine the 'Power of Words' 'Session Framework' and Hypnotic Principle's.

1 - Agreeing a frame for the session

A good first step is agreeing upon what your client wants from the session, setting sincere expectations, gaining specific permission from your client as to what you might do and beginning to lead their attention and imagination.

I tend to frame the benefits in terms that I'm speeding up what will happen naturally, sewing the seeds of success and increasing the odds that my client will achieve what they want quicker and with less work. I don't guarantee results within a given time frame, but I'll often commit to working with a client until they get far better results than they currently expect.

I'll say upfront that hypnosis is very similar to a waking state, other than they'll just feel a bit different, more focused, more aware and better able to access their imagination. At times they are likely to feel really, delightfully relaxed. In working the way I do they'll actually have more control over themselves, not less.

I'll say state explicitly that I will ask them to do some, mostly fun mental exercises and physical exercises that may at first seem a bit strange, but have been tested to give good really good results over time.

I'll also say that if at any time the client wants to stop for any reason at all, just to ask. One of the benefits of hypnosis is that's increasing our ability to make our own choices. I'll mention that sometimes, very occasionally, a lot of emotion can be released. This is normally a very good thing as it shows that they have reached a time where they can let go of something in order to move forward, and often the stronger the emotion the better.

If I want to remove any possible chance of me 'failing' as a hypnotist I might set it up as a 'hypnosis' test. I'm going to try a number of 'tests' to discover which approach works best for a client. I'm not planning to do any 'hypnosis' that session. I'd then play with a number of inductions, noticing and refining what works before I run the 'official' hypnosis session.

2 - Direction Setting

This is about the further exploration with your client in regards to what they wants to achieve. It doesn't need to be totally specific as in 'Smart' goals but it does need to set a direction.

It's often useful to ask these questions ...

- "*Is it something you want, as opposed to something you want to avoid? If it's something you want to avoid what would you want in its place that is something you want?*" (It's much better to use something your client actually wants.)

- "*Is it worth bothering about? Is it big, bold and audacious enough to really motivate you and excite you? If not what would be? If you don't yet know your direction, can you find something that really excites you?*"

- "*Imagine what you would see, hear, feel and maybe touch and smell when you had really achieved it.*"

- "*Is achieving it something that is under your control? If not, are you happy to really work on those things that are under your control?*"

- "*Would achieving it genuinely help you and those closest to you? If not, suggest your client thinks of something else.*"

3 - Induction

All hypnotic inductions tend to be a version of either ...

a) Pacing your clients experiences and lead them to a hypnotic state through verbal commands
b) Pacing your clients experience and go into a hypnotic state yourself, leading your client into a hypnotic state and using verbal commands to lead your client further
c) Surprising and sometimes shocking your client and then leading them into a hypnotic state through verbal commands.

An example of a)

It is important that that this is spoken as a reflection of what is actually happening, rather than as a script.

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The structure is to lead your client to experience different sensory experiences. We tend to have a favourite and least favourite sense. By rotating through different sensory experience we invariably lead our client through their least familiar sensory experience which is slightly confusing. They will tend to be led more easily by a command.

"Please sit comfortably in your chair, in-fact why not stretch so that you find a position where you can be really comfortable and where you could, if you genuinely wanted to, go into a really relaxed, pleasant state.

Now place your attention on your feet within your shoes. Feel the weight and sensations of your feet in your shoes and nod your head when you're aware of those sensations. (Wait for head to nod.) The fact that you've nodded your head is a sign that you're consciously paying attention and your unconscious is close enough to hear anything I say that is important to you.

Now focus on the sound of my voice, and notice that from time to time I'll pause. (Pause for a few seconds.) You can use the fact that I've paused to help you go deeper into that really pleasant, softened state. And anytime you consciously or unconsciously notice that I've paused, I want you to find yourself going comfortably deeper, but only in a way that's honestly useful to you.

Now, if you're happy to, gently close your eyes (assuming their eyes are still open) and become aware of the weight of your eyelids. And now I want you to imagine, in any way that makes any sort of sense to you, a drop of water on a leaf. And that drop of water is pure, is strong, is powerful, is starting to glisten from the inside out. And the leaf is that special shade of green that connects with you in that special way, is delicate and vulnerable, and yet is inwardly incredibly strong.

And lead your attention back to the weight (pause) of either your right or left foot. Now as you choose either your right or left foot and become aware of those sensations, relax and soften the foot. Now become aware of the sensations in your other foot and, without any effort, soften this other foot. Now let the sensations of relaxation flow from the tip of of toes towards the top of your head and, as it reaches the top of your head, notice and become aware of those sensations and relaxation that have started throughout your body.

And focus now on the external sounds of the room. Maybe you're aware of the sounds of breathing, or the sounds of the air conditioning, or the general hum of

existence and I want you to start a learning process where, at the right time, you can use even use these sounds as a reason to deepen further ... (If a loud alarm suddenly went off you could add - while that alarm stimulated you in some way, as the sounds become only a quieter memory you can let those sound help you this powerful journey.)

And now imagine a picture of a great mountain, and maybe imagine deep snow on the top, and how the strong winds and temperatures are building the wisdom of the mountain.....”

See Appendix 5 - [Inductions](#) (Click to go to Appendix 5)

4 - Deepening

My favourite approach to deepening is by using *pivot grammar*, these are simply two word utterances that that are said one way and then reversed.

Hundreds of combinations work well. The idea is that as children we first learnt to speak using pivot grammar and listening to it partially regresses us to that learning state. In addition, saying the words with their sequence reversed subtly changes their meaning creating new synapses in our brains.

Such as ...

- Deeper down
- Down deeper
- Relax now
- Now relax
- Faster down
- Down faster
- Faster down
- Inside glowing
- Glowing inside
- More now
- Now more
- Life enjoy
- Enjoy life
- Inner peace
- Peace inner
- Passionate life
- Life passionate

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- Feeling good
- Good Feeling
- Like child
- Child like
- Rise up
- Up rise
- Great passion
- Passion great
- More learning
- Learning more
- Many more
- More many

See Appendix 6 - Pivot Grammar (Click to go to Appendix 6)

5 - Process instruction

This gives an example of process language which was introduced in chapter 4. For this example I'm using a form of words that can be used for any issue.

Say for example your client wants to improve 'x' in her life ...

"At a deeper unconscious level you will move forward through time, until you've found the very best solution to your thoughts about 'x' when you can see, hear and feel how good it is to have moved forward. And when you've achieved that, be drawn further into the future - when you've built on that, move on to the next step that's useful to you. Now give me a sign that you've found and achieved the next step in a way that's useful to you. (Wait for sign.)

Now make a simple plan to help you get here quicker next time and then enjoyably come back to the present, taking on board all the useful learnings that will make the adventure more fun next time, and notice from your current situation in the present, what's the smallest step you can take easily that will genuinely help you. And when you know what that step is give me a sign. (Wait for sign.)"

6 - Post hypnotic suggestion

A post hypnotic suggestion links an action or state that is thought about in the present to a time in the future, thus greatly increasing the chances of it being triggered in that context.

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"Now remember that smallest step, that when you take it will move you towards achieving what you know you want. Imagine a time in the future when it will genuinely feel good to enjoy taking that step, and imagine you see what you see, hear what you hear, and how you feel as you enjoyably take it. You've been able to do it really easily, haven't you?

And before we come back to the rest of the day I want you to remember all that you've just done in a way that you can do it again any anytime that it will get you honest, useful results."

7 - Awakening

Awakening is a simple process guiding your client back to a normal up time waking state.

"Now enjoy all those learnings and take all the time you need to process any last minute changes before coming back to the room to have a really enjoyable rest of day when I count from 5 to 1. And (give your client the opportunity to do any processing).

"5 ... 4 ... 3 ... 2 ... 1 ... Welcome back."

8 - End frame

The end frame enables you to close the session in a way that supports all the work you've done. It's important that you're aware where any last minutes suggestions and phrases might take your client.

If you question what you've done too much you may install the idea that ...

- You don't have any confidence in your own work
- You don't have confidence in your client to sort out consciously and unconsciously what's right, in spite of anything you've said.

Remember that your role is to ensure your client is pointing in a useful direction, to stimulate their unconscious thinking in a positive way *and have total faith that they has the ability to join the dots.*

Suggestions for end frames ...

a) Ask your client to confirm what worked and what could have been done differently. Take what could be done differently to a positive conclusion.

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b) Tell a story of another client who was in a similar position and tell their journey to success, inoculating against some of the challenges ahead.

Podcast 5 - Visual Timeline (Click to download podcast)

Podcast 6 - Installing a Control Panel (Click to download podcast)

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Chapter 8 - Meditation and Self Hypnosis

This chapter looks at hypnosis that you can use on yourself

Is all Hypnosis Self Hypnosis?

As hypnosis is about how and where we focus our attention, there is a strong argument that all hypnosis is self hypnosis. Our attention is something that is under our control. It is normally up to us to decide what we focus on.

Curiously, it is normally easier to let someone who we trust guide us into a hypnotic state, than consciously lead ourselves into different conscious states. However there are significant benefits in learning to develop our own skills in this area, in that we can achieve the benefits of hypnosis on our own. Although we may still seek others to help us speed up this process.

Simple use of Process Language

A very straightforward and effective way of using Process Language is to compile a short paragraph of Process Language to say before we go to sleep each night which can be generally useful or specifically aimed towards what we're doing the next day ...

"While I sleep and dream tonight my unconscious will sort through what I've done today, sort through everything I've learnt that's useful to me in someway, remember them in a way that's beneficial to me, let go of any bad emotions, and let me wake up refreshed ready to have a genuinely productive and enjoyable day tomorrow.

While I sleep and dream tonight I'm honestly trusting my unconscious to plan for tomorrows presentation, remembering past presentations, the true desires and needs of the audience, what's genuinely best for me and anything else that's important, so I will wake relaxed, refreshed and with exactly the right state of mind to have a productive and enjoyable day."

Take all the time you need to craft your paragraph. When you've crafted your paragraph say it to yourself three times, and simply trust your unconscious to make sense of it.

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Meditation

When I started to explore meditation I found it a bit of a shock as I started to notice a lot of irrelevant 'self talk' and any discomfort in my body seemed to be amplified. I therefore found it hard to practice for more than five minutes. However, over time I've increased that to 30 minutes.

I've found meditation can be a very useful skill and practice for anyone involved in any activity or role which needs focus and clarity. It can significantly reduce 'excess' stress. It can lead to an acceptance of whatever is.

There are four basic components necessary to successful meditation ...

- A quiet environment
- A mental device, usually a sound, word or phrase repeated silently to help break the train of distracting thoughts
- An accepting state. Adopt a 'let it happen' attitude. Distracting thoughts will happen but do not worry about them. Also don't worry about how well you are performing the technique. A passive attitude is probably the most important element in successful meditation.
- A comfortable position, (not lying down - sleep is not meditation) with a straight back that encourages good breathing.

The most straightforward meditation / relaxation technique (of many) is as follows ...

- Sit quietly in a comfortable position
- Close your eyes
- Relax all your muscles, beginning at your feet and progressing to your face. Keep them relaxed.
- Breathe through your nose. Become aware of your breathing. As you breathe out say the word 'one' silently to yourself. In addition, you may find it useful to picture the number 'one' at the same time. With the second breath say the number 'two' and picture the number 'two'. Continue saying and creating a picture up to the count of 'five.' Then start again at 'one.'
- Continue for 5 to 30 minutes. You may find a meditation CD useful for timekeeping.
- When you finish sit quietly for several moments, at first with your eyes closed and later with your eyes opened. Do not stand up for a few moments.

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Be comfortable with any state of relaxation you do, or do not, achieve. With practice relaxation will come easily. However the real benefit of meditation is a sense of calm you develop. It is recommended that you practice once or twice a day, as many days a week as you want, but not within two hours of any meal as the digestive processes seem to interfere with meditation.

Self Hypnosis

The structure used for an induction in Chapter 7 can be used for self hypnosis.

The structure is to lead yourself to experience different sensory experiences. We tend to have a favourite and least favourite sense. For example, some of us may respond differently to information presented visually, orally or through touch. By rotating through different senses we invariably lead ourselves through our least familiar sensory experience which is slightly confusing.

You can either read this to yourself, record it and listen to the recording or ask a friend to read it to you.

"Place your attention on your feet within your shoes. Feel the weight and sensations of your feet in your shoes, and nod your head when you're aware of those sensations.

Now focus on the sound of my voice, and notice that from time to time I'll pause. (Pause for a few seconds.) You can use the fact that I've paused to help you go deeper into that really pleasant, softened state. And anytime you consciously or unconsciously notice that I've paused, I want you to find yourself going comfortably deeper, but only in a way that's honestly useful to you.

Now, if you're happy to, gently close your eyes (assuming your/their eyes are still open) and become aware of the weight of your eyelids, and now I want you to imagine, in any way that makes any sort of sense to you, a drop of water on a leaf. And that drop of water is pure, is strong, is powerful, is starting to glisten from the inside out. And the leaf is that special shade of green that connects with you in that special way; is delicate and vulnerable, and yet is inwardly incredibly strong.

And lead your attention back to the weight (pause) of either your right or left foot. Now as you choose either your right or left foot, and become aware of those sensations, relax and soften the foot. Now become aware of the sensations in your other foot and without any effort soften this other foot. Now

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let the sensations of relaxation flow from the tip of of toes towards the top of your head, and as it reaches the top of your head notice and become aware of those sensations and relaxation that have started throughout your body.
And focus now on the external sounds of the room. Maybe you're aware of the sounds of breathing, or the sounds of the air conditioning, or the general hum of existence and I want you to start a learning process, where at the right time, you can use even use these sounds as a reason to deepen further ... (If something unplanned presents itself, for example a phone going off, you could add - while that phone stimulated you in some way, as the sounds become only a quieter memory you can let those sound help you this powerful journey.)

And now imagine a picture of a great mountain, and maybe imagine deep snow on the top, and how the strong winds and temperatures are building the wisdom of the mountain."

You can continue with spontaneous pivot grammar ...

- Deeper down
- Down deeper
- Enjoy life
- Life enjoy.......

And you could choose to end with previously constructed Process Language.

"While I sleep and dream tonight my unconscious will sort through what I've done today, sort through everything I've learnt that's useful to me in someway, remember them in a way that's beneficial to me, let go of any bad emotions, and let me wake up refreshed ready to have a genuinely productive and enjoyable day tomorrow."

Make a CD or MP3

A great way of doing self hypnosis is by making your own CD or MP3 of your own hypnosis session and listening to it. This will help you both access different states and improve your skills as a hypnotist.

Podcast 7 - Relaxation MP3 (Click to download podcast)

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Chapter 9 - Applications

This chapter explores uses of hypnosis in practical applications

This approach to hypnosis can be used in any situation. The basic idea of constructing an appropriate piece of Process Language and putting yourself in an altered state to reflect on it can be exceptionally useful in any context.

However there are many more up-time applications. It's useful to remember that if we are to gently confuse someone and then give them a plausible command they are likely to follow it.

Business Applications

The skills of pacing and leading, mild confusion and plausible commands are useful in all influence situations. For example if you were introducing two people at a networking meeting and you touched both of their shoulders (mild confusion) and said, "You will find something useful between you" (command) you're setting a frame that will be useful to them.

Coaching Applications

Coaching works best when you create the environment for your clients to solve their own problems or create their own opportunities. However, from time to time, you need to add fragments of strategies and resources to help your client to find their best solution.

Health

Curiously one of the most important ideas for the medical profession is 'do no harm.' In a medical or health context it's easy to introduce negative commands by mistake. If, for example, you're letting someone know the side effects of a medicine you need to be careful that you don't unconsciously suggest the very symptoms that you don't want your client to experience. You actually want to appear *in-congruent* when you discuss rashes, liver problems and such like. On the other hand gentle suggestions that your client will *begin to feel better* want to be given totally congruently.

Entertainment

Entertainment applications like stage hypnosis are more about showmanship than hypnosis. They are based on the fact that a small number of us, 5 - 10%, are either very good hypnotic subjects or are happy to play along.

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The art is identifying who these people are. Therefore in a hypnosis show the hypnotist will put volunteers through several tests to find out if they're good hypnotic subjects and only then will select them to come out on stage.

For the actual show, provided his suggestions and commands are clear and authoritative, the show will go well.

In addition it's worth remembering that being asked to do unusual behaviours while being watched by an audience is very trance inducing.

Seduction

Being comfortable in one's own skin is seductive. A side effect of developing meditative and hypnotic skills is that you'll be comfortable with yourself which makes you naturally attractive.

In addition, being able to lead and connect with people's intuition and emotions, and, at the same time, express what you want in a straight and honest way adds to your impact in this area.

Sport

Any good sports coach teaches the value of visualisation and mental rehearsal of an event - while knowing how to teach, motivate, and get their student in the right frame of mind to perform at their best.

Individual athletes looking into hypnosis may find that they can trigger their own 'winning states' instantly, push through mental limits or find mental techniques that help them endure the challenge of daily routine.

Chapter 10 - Taking it Further

This chapter suggests what might be useful to do next

Going to a hypnotist

Booking a session with a good hypnotist can speed up your learning process. A good approach is to ask the hypnotist to help you access deep states and help you anchor them, so that you will be able to go deeper and access a wider variety of states next time.

Attending a course

The advantage of attending a course is that you can practice with different people to find out which various approaches work with different individuals. You will also find each individual will have a slightly different style and you'll discover which approaches work best for you.

Reading

Hypnosis books tend to be divided into those that teach you 'logically' and those that that use 'hypnosis' and grab your imagination. The Resources section lists a selection of recommended books.

CD's and DVDs

CD's and DVD's also offer a great way of continuing your learning.

Practice, Practice, Practice,

However the best way of developing your skills is by practice, practice and practice …

Acknowledgments

While this Useful Guide is a reflection of what has worked well for me in over ten years of NLP training and business coaching there are a number of people whose contribution I particularly recognise ...

- **Richard Bandler** and **John Grinder** for co-creating the field of NLP (Neurolinguistic Programming) and specifically Richard Bandler for the major part of my NLP training and for creating some of the exercises outlined in the links from this Useful Guide and its companion [A Useful Guide to NLP for Coaches](#).

- **Robert Dilts** for developing the 'Logical Levels' approach to individual and organisational change.

- **Garner Thomson** for his work for the Society of Medical NLP and his contribution to medical hypnosis.

- And a huge thanks to all the participants on PPI Business NLP's Practitioner, Master Practitioner and Business Practitioner courses who have shared and developed their views of communication and change best practice enabling me to test and develop the concepts outlined in this Useful Guide.

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Resources

Hypnosis Books

[Richard Bandler's Guide to Trance-Formation...](#)

by Richard Bandler

[Monsters and Magical Sticks: Or, There's No Such Thing as Hyppnosis](#)

by Steven Heller

[The Deep Trance Training Manual: v.1: Vol 1](#)

by Igor Ledochowski

[Hypnosis: A Comprehensive Guide](#)

by Tad James MS PhD

[Uncommon Therapy: Psychiatric Techniques of Milton H Erickson](#)

by Jay Haley

[Therapeutic Trances: Cooperation Principle ...](#)

by Stephen G. Gilligan

Hypnosis CDs

[Hypnosis in Munich (23CDs)](#)

by Richard Bandler

[Meditation, Magic and Change](#)

Richard Bandler

Meditation Cds

[Guided Mindfulness Meditation](#)

by Jon Kabat-Zinn

Websites

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[PPI Business NLP Ltd](#)

NLP Resources

[NLP and Hypnosis CDs, DVDs and Downloads](#)

NLP Forum

[NLP Practitioner Training Courses Forum](#)

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About the author

"I help you achieve outstanding results through generative changes in how you think, communicate and behave."

Michael Beale is one of the UK's foremost NLP practitioners and trainers. He has over 20 years of business experience, working with companies like BT, 3M and B&Q. For the past 10 years, he has specialised in helping individuals, businesses and organisations to grow and develop through the application of Neuro-Linguistic Programming (NLP).

Michael is a 'First Institute' SNLP-licensed NLP expert, receiving his training directly from Bandler and Grinder. Michael does not see himself as a trainer as such, but rather a facilitator and coach, assisting others to get results for themselves, proving the value of their training by the success they achieve.

Michael is the founder of PPI Business NLP, a company dedicated to unlocking people's potential. The goal of PPI Business NLP is to serve as a pragmatic NLP resource for achieving business excellence. For Michael, NLP has two core applications - as a personal development tool and as a modelling tool, helping businesses to replicate excellence.

Michael Beale's philosophy is simple - if we can develop an empowering view of where we want to go and if we can fully understand and appreciate where we are now, the steps from one to the other are likely to be successful and highly enjoyable. An honest appraisal of our current situation allows us to generate a powerful point of departure and propel us towards our goals.

Michael offers Open and In-House NLP and Business Courses and training, and Individual and Business Coaching delivered face to face or by telephone and even Skype.

He has worked with many high profile clients including: Abbey, ACCA, Accenture, Argos, Astra Zeneca, Bank of Scotland, Barclays, BAe, British Sugar, BP, BT, Burlington, Centrica, HBOS, Oracle, Zurich Insurance, the PM's strategy unit, the managements of local Government, Central Government, Health, Police and The Ambulance Service and leading consultancy and training companies across the UK and Europe.

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Appendices and Podcasts

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Podcast 2 | Embedded Commands
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Podcast 4 | Post Hypnotic Suggestions
Podcast 5 | Visual Timeline
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Appendix 1 | Elman Relaxation
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Appendix 3 | Embedded Commands
Appendix 4 | Process Language
Appendix 5 | Inductions
Appendix 6 | Pivot Grammar

Videos | 9 Related Hypnosis Videos

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Appendix 1

Elman Relaxation

Simply read this relaxation exercise to a partner and note the response:

"In this exercise you must be happy to learn about how to develop your relaxation skills and follow instruction exactly as asked – Neither taking too long to follow instruction nor anticipating what will be asked.

Now tack a long deep breath and hold it for a few seconds. As you exhale this breath, allow your eyes to close, and let go of the surface tension in your body. Just let your body relax as much as possible right now.

Now place your awareness on your eye muscles and relax the muscles around your eyes to the point they just won't work. When you're sure they're so relaxed that, as long as you hold on to this relaxation they just won't work, hold on to that relaxation and test them to make sure THEY WON'T WORK.

Now, this relaxation you have in your eyes is the same quality of relaxation that I want you to have throughout your whole body. So, just let this quality of relaxation flow through your whole body from the top of your head, to the tip of your toes.

Now we can deepen this relaxation much more. In a moment I'm going to have you open and close your eyes. When you close your eyes, that's your signal to let this feeling of relaxation become 10 times deeper. All you have to do is want this to happen and you can make it happen very easily. Ok now, open your eyes…now close your eyes and feel that relaxation flowing through your whole body, taking you much, much deeper. Use your wonderful imagination and imagine your whole body is covered and warmed up in a warm blanket of relaxation.

Now, let every muscle in your body become so relaxed that as long as you hold on to this quality of relaxation, every muscle in your body is totally relaxed.

In a moment I'm going to have you open and close your eyes one more time. Again when you close your eyes, double the relaxation you now have. Make it become twice as deep. Ok, now once more open your eyes. …And close your

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eyes …and double your relaxation…good. Let every muscle in your body hold on to this quality of relaxation.

In moment I'm going to lift your right (or left) hand by the wrist, just a few inches and drop it. If you have followed my instruction up to this point, that hand will be so relaxed it will be just as loose and limp as a damp dish cloth, and will simply plop down.

Now don't try to help me. Let me do all the lifting so that when I release it, it just plops down and you allow yourself to go deeper still.

[Gently lift their hand by the wrist and drop it into their leg]

Take a long, deep breath as you let yourself go deeper still.

Now relax the muscles around your eyes to the point where they won't work… and pretend you can't open them even though you know full well that you can. As long hold on to this relaxation, you can pretend that they just won't work and test them to make sure THEY WON'T WORK. Test them hard …..that's right.

We want your mind to be as relaxed as your body is, so I want you to start counting from 100 backwards when I tell you to. Each time you say a number, double your mental relaxation. With each number you say, let your mind become twice as relaxed. By the time the number get down to 98, you'll be so relaxed the number won't be there.

Now, you have to do this, I can't do it for you. Those numbers will leave if you will them away.

Now say out loud, the first number, 100 and double your mental relaxation. Say 100.

Mow double that mental relaxation, say 99,.........now double that mental relaxation, let those numbers already start to fad. They'll go if you will them to. Say 98.

Deeper relaxation now they'll be gone. Dispel them. Banish them. Make it happen, you can do it; I can't do it for you. Put them out, make it happen! Are they all gone?

Now really enjoy the skills and relaxation until I say something important to you, which I want you to take in at an even deeper level, easily and honestly if it's what you need.

Any time in the future when it's safe and it's genuinely useful for you to relax you'll find that just by thinking about this relaxation session you will find yourself becoming really relaxed.

Remember any time in the future when it's safe and it's genuinely useful for you to relax you'll find that just by thinking about this relaxation session you will find yourself becoming really relaxed.

Now come back to this room when I've counted from 3 to 1 and you've realized that you've learnt something important to you.

3...2...1

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Appendix 2

Commands

What specifically do you want your client to do? How you want them to feel?

In order that you can communicate to someone else it helps that you can articulate in very simple language what you what them to do and feel.

For example you may want them to be 'open up and tell me what's on your mind and feel good about it.'

Now you will only use these direct words if you find them appropriate. However thinking through what actions and feelings would be empowering to your clients is normally an exceptionally useful process.

What do you want your client to do? Often the smallest behaviour to get them to take the first step is a good start. Add your own thoughts. Practice saying them as commands.

Take action
Think through the options and implication.

....

....

....

....

....

....

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How do you want your client to feel as they take the above action? Add your own thoughts. Practice saying them as commands

Be Passionate
Be Excited
Be In Flow

....

....

....

....

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Appendix 3

Embedded Commands

Take some of you of the action and feeling commands and write them out in some of the embedded command form shown in Chapter 4. Practice saying them out load as commands.

When you take action you'll wonder why you waited.
You don't have to think through the implications and options but it might make so much easier.

....

....

....

....

....

When you become passionate you'll find this is so much easier.
You can be excited and have fun doing this.
When you find yourself in flow you'll continually improve your results.

....

....

....

....

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Appendix 4

Process Language

After reading chapter 4 write out some examples of process language. A good approach is to write out an instruction for you to say to yourself before you go to bed at night, or else an instruction you could use for your client. Then say them out loud.

As I sleep tonight my unconscious will work out what I need to do to perform ay my very best tomorrow to ensure I have a useful, successful and enjoyable day.

When you sleep and dream over the next few days and nights you will work through all that we've explored today and work out the answers that are exactly right for you. You will then find yourself implementing them in a way that's fun, enjoyable and improves your life in a surprising way.

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Appendix 5

Inductions

The Induction in chapter 5 is based on using words that lead your client to cycle through different senses. A very different example is a raising hand induction.

Sit at 45 degrees to your client. After asking and getting permission ask your client to rest her right (or left) hand on her thigh, or a table (if you have one) – it doesn't really matter where.

Place your hand on top of hers and ask her to follow your hand as you raise it. Raise your hand very slowly. You may also choose to add a circular movement as you raise your hand.

When both your hands have been raised about 2 foot, say the command "Stop" in a gentle but firm voice. Remove your hand. Your clients hand will normally be suspended in space. Then say.

"Only when I say, begin to drop your hand only at the speed that when your hand touches your thigh, (or the table), you will have unconsciously or consciously learnt how to enjoyably take the first step that will lead you to where you want to go."

Practise the Elman induction, the senses cycling induction and the raising hand induction with a colleague.

For a selection of inductions I recommend A Deep Trance Training Manual, details are given in the appendix.

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Appendix 6

Pivot Grammar

Read the section on pivot grammar in Chapter 5.

Write out examples below.

Read your examples out load then write some more out.

Deeper Down
Down Deeper
Learn Easily
Easily Learn

....

....

....

....

....

....

....

....

Now listen to the relaxation MP3 in Podcast7, write your own out and record it.

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