



Ultimate  
**CONVERSATIONAL**  
Hypnosis



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CLINICAL HYPNOTHERAPIST

[www.HypnosisToControl.com](http://www.HypnosisToControl.com)

## **Ultimate Conversational Hypnosis**

Transcript of the 18-module audio program available at

[www.HypnosisToControl.com](http://www.HypnosisToControl.com)

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**Dedicated to all those who want to take charge of their lives.**



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## **Module 1: Introduction**

Hello and welcome to Ultimate Conversational Hypnosis. You know, this is a program which for years people have asked me to put together and finally I have decided to compile all of my knowledge, all the information I have on this vast, very interesting topic and put it all together in one place. And so that is what I'm offering to you right now, access to all of this knowledge. And this knowledge can help you move mountains in your life. It can help you change your reality. It can change your possibilities. It can change who you are and it can change the happiness that you have in your life. It can raise the level of happiness so high, much further beyond what you can currently conceive of. After you have finished this course, you will know what I am talking about. You will have the power to control and change your life.

Before we begin I want to tell you a little about myself, who I am, and where I come from and how I got into

all of this and why it is that I am so passionate about conversational hypnosis. My name is Steve G. Jones, my middle name is Gregory. I was born in Washington D.C. and grew up in Florida for most of my life and its there that I went to school when I moved from south Florida to north Florida I went to the University of Florida and received an undergraduate degree, a Bachelors degree in Psychology. I then moved to California where I was fortunate enough to have an office in Beverly Hills and I lived there for 4 years in California. And during this entire time, while I was in college and during my move and after my move and pretty much from the age of 18 and on I have been a practicing hypnotherapist. At the time of this recording I'm 40 years old, so I have been doing this for a really long time.

What I found when studying psychology at the University of Florida is that they didn't want to teach hypnotherapy. They considered that extra-academic meaning it's beyond what would be taught in an

academic setting. So I was unable to find any classes offered in hypnotherapy. So I was left to training myself and going to seminars and so forth. Luckily, early on I was able to meet with and train with Richard Bandler. Richard Bandler, with his co-founder John Grinder started neurolinguistic programming, NLP. So early on in my career as a hypnotherapist, I was able to train, in the 1980's with Richard Bandler and learn the techniques which would eventually change my life. Techniques which I could teach to patients. Techniques I can share with the world.

So, after I left the University of Florida, moved to California, I was fortunate enough to have an office in Beverly Hills having already trained with years before with Richard Bandler because I took a trip out there to California years before. I kind of fell in love with California, beautiful place. So I eventually moved there, lived there for four years. I worked with a lot of celebrities. I worked with Tom Manciewicz the writer of Super Man and many other movies. I worked with Geraldine Saunders, the writer of The Love Boat and

numerous other celebrities and writers and so forth who were at the top of their game but they wanted to go beyond. There was something in their lives and it was different for each of them that they hadn't yet mastered, something that was holding them back from their ultimate success and feelings of accomplishment and satisfaction with their lives. So I was lucky enough to be a catalyst for change with them.

I worked in Beverly Hills in my office in the Roxbury Medical Building; my zip code was 90210, the world famous zip code. So I was, in my opinion, at the top of the world. If you are going to have an office somewhere, you might as well make it in Beverly Hills. If you are going to have a zip code it might as well be 90210. It was very fun. It was prestigious. It was relaxing for the most part to be able to feel that sense of accomplishment going into that office. Eventually I realized that it wasn't ultimately relaxing for me and it wasn't ultimately the feeling of satisfaction I wanted.

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So, I moved to Savannah, GA. That is where I currently live at the time of this recording, on an island named Wilmington Island, it's just off the coast in the Atlantic, beautiful island and it's very, very relaxing. Most of my living these days is made thanks to the internet and traveling the world doing training seminars. So that is the current situation.

But when I moved here I attended Armstrong Atlantic State University and received a Masters degree in education. And at the time of this recording I'm working on a Doctorate at Georgia Southern University also in Education, testing the efficacy of hypnotherapy, just how powerful is it? So I decided to get a doctorate in education and at the time of you listening to this recording, I may already have that doctorate. But I decided to get a doctorate in education because I knew that my dissertation focus could be on how powerful is hypnosis? How well does it actually work? Because we have a lot of information about hypnosis but we don't have a lot of empirical hard-core factual evidence about it. We have a lot of opinions, a lot of people saying a

lot of interesting and fascinating things about hypnosis, but there is a lack of empirical sound research done by qualified experimenters. So as a qualified experimenter, as a doctoral student I am testing the power, or what we call the efficacy, of hypnosis.

So I am happy to offer this program to you as a person who has over 20 years experience, who has the academic background, and who has the desire to help people, all of which are necessary to deliver a powerful program like this. So beyond being someone who is just interested in hypnosis or just has academics or has just worked with celebrities or any of those factors individually, I offer all of those, I bring all of those to the table. I don't say any of that to impress you, I say it to impress upon you, the idea, the fact that you are dealing with a very well-qualified teacher. I am happy to serve as a catalyst for your success. Rest assured that I have a deep understanding of this subject. Rest assured that I have a deep understanding of how to deliver information in an academic way, yet in an

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easily digestible way. And rest assured that I have the experience to know what students want from a program and how they learn best.

Having said all of that, I hope that gives you a little insight into me and my philosophy about this. I want to talk about the proper use of the information that I am going to share with you. The information in this program is very powerful. I can think of a few examples that I can draw upon which will help illustrate how I feel about the vast power I am about to unleash and share with you.

It is said that you can drown someone in just a couple inches of water. It is possible that someone can be drown or drown themselves in a couple inches of water. It is also possible that the same water can be taken to someone who has gone without water for some time and is dehydrated and can save their lives. So my point is that a little bit of water can be used for a “bad purpose” or a “good purpose.” It is up to the individual and up to the circumstances. My point being, of course



that with this knowledge that I am about to share with you, you can use it for a “good purpose” or a “bad purpose.” And I say “good” and “bad” because I don’t ultimately believe in good or bad. Those words are opinions.

What I do believe is that we all have a moral compass built into us whether it is based on your religion or your up-bringing or just that natural sense you have of right and wrong. We all have that compass built into us. And it does vary slightly for each of us, but there are certain things which are universally accepted as being “right”, “wrong”, “good”, or “bad.” Concepts such as don’t hurt anyone. Don’t do anything that would cause someone to do something against their will. Keep the best interests of the person in mind. When you use this power, you have got to keep in mind the concept of using it just like water, using it for the right purpose, giving it to a thirsty person, a person who is thirsty for change, a person who is dehydrated because their lives

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are no longer working for them. So if you keep that concept in mind, you will be okay.

I have seen many cases in which people take the knowledge which I am about to share with you and they use it for purposes that are not very productive, that are not very “good.” And I have seen a lot of damage done, so I want to make sure that before we get into any of the actual information that you are prepared to use your powers for good, to make sure that you are dedicated to taking this knowledge and honoring it. You are going to have a very powerful weapon at your disposal.

When someone learns conversational hypnosis it’s kind of like becoming a black belt. Suddenly you are the most powerful person and you have the most responsibility out of anyone in your immediate area, out of anyone in your group. With power comes responsibility so you need to use your power wisely. Many people who listen to this recording will perhaps be listening to it because they have had a lack of power

in their lives and suddenly they have unlimited power to make anyone do anything. With that power comes responsibility. So if you want to be able to maintain that power, that honor, that privilege, you must use that power wisely.

Alright, having said that I would like to talk now about some of the numerous applications of conversational hypnosis. There are applications which you probably haven't already thought of. You probably bought this program for a specific purpose, and that's fine or perhaps several purposes. Perhaps you are having trouble getting a loved one to do something. Perhaps you need some dating help. Perhaps you are in sales and you want to sky rocket your sales. Well all of that will happen, but I want to give you a list of what I consider to be not a complete list, but a fairly well thought out list of various applications of conversational hypnosis. Things which you haven't thought of, for example, sales.

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I talked about sales briefly a moment ago. But have you ever thought that you're always in a sales position when talking to someone? Sales can encompass so many situations. You have to sell yourself in so many different situations. So, sales whether it's selling a used car or selling the idea of yourself being a good person to someone else, sales is a very widely used branch of conversational hypnosis and this branch has many leaves. So, sales, dating, dating just like sales has to do with you selling yourself. If that person isn't sold on you, then you are not going to have much dating success.

Dating is an area in which I would give a further word of caution. Many people have used conversational hypnosis throughout the years for dating success, not all of them have had the best intentions in mind. Not all of them have had the best motives when they initially go into the dating situation armed with the information contained in this program. I want to make sure that when you go into a dating situation using this information you understand the responsibility you have

to honor the other person. Having said that, I think you are going to find that your dating life sky rockets and drastically changes if that is an area you want to use this for.

Dating is one area in which conversational hypnosis has almost unlimited potential. Changing your dating life, changing the style you use, changing the way you approach a love interest, all of that can happen, and will happen thanks to this program, but use your powers wisely.

Getting a job is another area in which conversational hypnosis can help you. Imagine going into an interview and presenting yourself in the most outstanding way and yet not getting the job. What went wrong? What did you not do? Well, before this course you probably had no idea what you did or didn't do right or wrong. You probably just went into the interview and presented yourself in the most appropriate way in your mind yet somehow you weren't connecting. How many

times in our lives, interviews or otherwise, have we had that feeling of not connecting with the person? How many times have we gone into a conversation and then had the conversation and left the conversation and just felt like we didn't somehow make a connection with that person? We were talking. We were there. They were there. There were words being exchanged. But it's almost like those words were falling on deaf ears. Or their words weren't reaching us somehow. Or they were talking a different language. Even if we were both talking the same language, maybe it felt like a different language. I've had that experience and I'm sure you have too. Well, the problem is that when you go into an interview to get a job, that really matters because it carries real life consequences. It affects your financial future. It affects your happiness.

Thanks to this program, after you have completed it, you will have the skills necessary to go into an interview and master the situation because you will know how to assess the interviewer, figure out what they want. You'll be able to establish rapport with the

interviewer so that things will just flow smoothly. Now, that doesn't mean you'll get every job you ever apply for because lets face it sometimes interviewers are looking for something you simply don't possess and that's fine, whether it's experience or something else about you, that's okay.

There are certain things in certain situations in life that are beyond your control. I experience it. You experience it. Everyone experiences it. Even after we master conversational hypnosis, there will still be factors which can arise which are outside of the realm of things we can control. We have to be comfortable with that. Having said that, conversational hypnosis gives you the best possible chance of landing that job.

Getting a job is another benefit of this program. Interacting in general, just interacting with people, walking up to someone in the streets, as they say. And the streets can be anywhere, it can be in a mall, in the parking lot, at school, where ever. Just walking up to

someone and talking to them and having a meaningful conversation and actually connecting. So simply interacting with someone, you are going to find after using this program that the level of interaction that you have with other people is going to be deeper, it is going to be more meaningful, it is going to be more powerful.

Think about specific interactions that you can have now. For example, I know someone who had to get new tires for her car. She walked into the tire place and was completely amazed at how little they were understanding her. She was a female walking in there alone and apparently all they saw was someone that they could take advantage of. Have you ever been in that situation? Whether you are male or female, have you been in a situation when you walk into a place and you know that they know more than you and you feel that they are going to take advantage of you and you feel that they aren't understanding you and you feel like you don't have control of the situation? Well that's how she felt. So many times, females walking into any kind of auto mechanic situation will feel powerless.



Now this program is not going to give you the knowledge that you need to be powerful. By the way, this happens to men and women. I'm certainly not an auto expert; I've been in that situation before. This program is not going to suddenly going to give you knowledge of auto mechanics, but what it's going to give you is a competitive advantage. It's going to show you how to take control as much as possible, in those situations. It's also going to teach you what to look for in others because anyone involved in sales has patterns. They have patterns that they use to lead you to buy something. And once you notice those patterns you can recognize what's going on. You can realize when you are being led to a sale and you can begin to take control. You can step outside of the situation and have a sort of overview of what's going on and then you can come back into the situation with power. Where as previously you were probably a victim in each of these situations. Now you are going to have new glasses that allow you to see what's actually going on. And allow

you to take the driver's seat, to give you an auto mechanics view. You will take the driver's seat. You will be in charge and they will no longer be in charge.

Now, how does this help? Why does this even matter? This saves you money. If someone is trying to manipulate you, sales-wise, you need to realize it. You need to step in and take control and save yourself some money. Auto-mechanics is just one aspect of the application of this type of information. There are numerous aspects; there are numerous areas in life in which you can apply this information.

Another example of using this information is getting people to pay rent. For example, and I don't know what situation you are in, but I myself own some rental property. I own properties that I have converted into rental properties. And when I need someone to pay the rent, luckily I don't have to use any of this information because I have a management company that does that, but sometimes I need to get the management company to do their job because they don't always do their job.

Now, whether you are a renter or you own rental property or whatever your situation is, this can be used and you can figure out when it is being used on you. I am going to teach you specific embedded commands that you can use, and we'll go over numerous examples like this, but I'm going to teach you specific examples that you can use to get people to do things, like pay their rent or if you are a renter and you are trying to get the rent lowered, getting someone to lower the rent, or if you are in my situation and you need the rental property people to do their job, getting them to do their job just by embedding secret hidden commands in emails or secret hidden commands in conversation. Again, saving you money or making you money, that's the goal of using conversational hypnosis when it comes to business interactions.

What about a marriage situation? You know, people say that marriages are undone primarily because of financial concerns. I'm not really inclined to believe

that. I feel that if two people love each other they will stay together no matter what, whether they have money or not. I think that the main problem really that people don't want to look at, is conversation. People are not being understood by other people in a marriage situation. That is the only thing that ever leads to divorce, in my opinion. People not understanding the other person. Now sometimes, they're not understanding that person because that marriage isn't quite right anyway and it's destined to not work out and I've been in that situation so I can speak from experience. Sometimes, in fact, I'd say most of the time it's just a matter of two people who love each other very much, who just don't take the time to communicate properly and sometimes it's a matter of the other person needing to be persuaded to follow what that person is saying. In that final category, I can be of service to you.

I can help you, through this program, if you do the exercises and pay careful attention I can help you in a marriage situation to get what you want, to get the

other person to understand you, to establish rapport. You may think that because you're married, you have rapport. Isn't it just implied? I mean you're married, you're living together or perhaps you're not living together, but you're married, doesn't that just imply rapport, that you get along at some level, that you really understand each other? No, it doesn't. Having been in that situation, I can say that after years of marriage, rapport is not guaranteed. It is something that requires constant effort. Constant effort on your part and on the part of your partner.

So if you are in a married situation, or you are thinking about being in a married situation, what you need is the power to get your point across and to empathize with the other person because I'm here to tell you that if you don't first take the time to understand someone else and to really get into their way of understanding the world, you will not be able to control them at all. So, the information in this course can actually save your

marriage. You will learn how to understand that person.

I've heard that men are from Mars and women are from Venus and all that, and that's fine. And we can look at it in terms of women like some things and men like other things. Women have one way of communicating and men have another way of communicating. But I want to tell you we can bypass all that and I can save you a lot of psychological gymnastics by sharing with you the power of conversational hypnosis because conversational hypnosis cuts right through that because not all women think the same and not all men think the same. Some men think more like women and some women think more like men. So rather than spend years figuring out if the person is acting more like a woman or a man, why not just pay attention to the moment. Because what they are presenting moment by moment can change so with conversational hypnosis you're always in the moment. You are always present in the conversation. You are always listening to what they are saying.

So beyond gaining control and manipulation and persuasion over your marriage partner, you're also going to learn how to pay attention to them moment by moment and if they change you will be able to change also. You will be able to adjust your approach because people do change over time. That is a fact.

Psychological studies show that our essential personality, the core of us, stays the same. Longitudinal studies done over a 20 year period shows that our basic personality stays the same. Yet, how we react to things and certain experiences we have, all of that can change. We could have a new experience tomorrow that will suddenly change how we feel about things. If you want to stay in the moment and you want to stay present with that person and keep your conversation with them lively and continue to have rapport with them, conversational hypnosis is the answer. Marriage, saving your marriage, helping your marriage, allowing you to have a marriage, allowing you to reestablish your marriage, whatever the case may be, marriage is

one area that can be helped tremendously through conversational hypnosis.

Another area of application is children. Think about that. How many times have you tried, if you have children, to get your child to do something? I remember when I was a child my parents tried everything. They tried to get me to get good grades. Well, eventually I did, thank goodness, but for a time there I had a real challenge with it. My parents were offering money to me, money, for my grades to be better. If I got all A's on my weekly report card, and I was in a private school through most of my education, if I got all A's I would get \$5. Guess how many times I got all A's? Zero. I never got the \$5. Five dollars didn't mean anything to me as a kid. I had everything I wanted. Which was my bicycle, my television and my friends. And that's all I wanted. I didn't need \$5. I didn't have a mortgage payment. I didn't have to buy food. I didn't have to pay for the movies when I went to the movies. I didn't have to pay for anything. I just had to have fun and go to school. So I would go to



school and pay very little attention and then I would come home and have fun. And if I didn't have my \$5, I didn't care. It didn't affect my life.

My parents, as wonderful and as great as they were, did not understand how I related to my world. They didn't understand what was important to me. Eventually they tried taking away the fun, okay if you are going to get bad grades, if you are going to get F's, then you are going to get grounded. That had a little bit of effect, but the effect wasn't very powerful because it just turned into resentment so that wasn't the way to go either. The actual way to go would have been to relate to me on a conversational level, to use words in such a way that I am compelled to do what they want me to do. We are going to get into all of that with specific examples, but getting a child to clean their room is easy with conversational hypnosis. In fact, getting a child to become a doctor or a lawyer is also easy with conversational hypnosis. You are going to find that you can positively affect the life of your child or children

using conversational hypnosis. You will have a powerful tool, if you have always wished that your child would do something in a certain way well, this powerful tool, once you unleash it will give you that power, so use it wisely.

How about using conversational hypnosis with students? If you are a teacher then you will be able to use this information with students. One of the focuses of my dissertation is using hypnosis to help students (and this can be regular hypnosis or conversational hypnosis as we are talking about right now) using it to help students help retain information, be motivated, to learn in the first place, and to really be able to see a future in which they are living the lives of their dreams based on the information that you are trying to get them to learn. So, using it with students whether they are your own students because they are your children, students who live with you or students who you teach in an academic setting.

What about real estate? You know, the market is always going to change. There is always going to be ebb and flow in the market, it's going to be up and down. The stock market, the real estate market, every market changes, that's just the way it is. We have seasons of change in any market just like in any aspect of life. No matter what market you may find yourself in when dealing with real estate at the time of listening to this recording, if you are interested in buying or selling a house, or a building, or property, or a lot of property, you can use conversational hypnosis on either side. For example if you are selling a house, you can use conversational hypnosis to make sure you get the best deal because eventually in a house buying or selling situation it comes down to negotiation, contracts, offering contracts back and forth.

As I record this, I am currently in the process of acquiring a condominium that I am going to use to rent out as a vacation rental. People coming to the beautiful town of Savannah who want to come downtown can

stay in the condo that I will own, for a price. But the purchase is boiling down to a conversation between myself and the bank. I want to get the best possible deal for myself which means the lowest possible price and they want to get the best possible deal also which means the highest possible price. So, I've been on the phone recently talking with the bankers trying to persuade them to my point of view. I have to say that using conversational hypnosis I am winning because conversational hypnosis gives me an advantage especially when I can tell during the conversation with them that they have no skills whatsoever in conversational hypnosis.

So when you are in a situation in which you are buying or selling something that costs a lot of money you can save or make a lot of money by using the skills you are going to learn in this program. So, whether you do buy and sell real estate or whether you want to buy or sell real estate, realize that the information in this program is going to help you; it is going to be there for you if and when you want to use it.

Here is another area of conversational hypnosis, another application of this information which you may not have thought about, an application that will be available to you, as you see in a moment, hopefully it won't be available to you actually, but if you need it, it will be there for you. What I'm talking about is getting out of a ticket. It's been awhile since I've been pulled over for a ticket, but recently I was pulled over. In my opinion, it didn't happen, but I may have just not been paying attention. Maybe I was in hypnosis while I was driving around, but apparently I took a left at a red light and I was pulled over by a police officer. And rather than getting into what I wanted to get into which was "hey, why are you pulling me over, I didn't break a law, you weren't even behind me, you couldn't even see the light," that sort of thing. I could tell this was a young police officer and he wasn't going to be up for any of that, he had something to prove. He was very stoic, very robotic and I could tell that if I launched

into a defense, I was just going to get a ticket and we would have had to take it up with a judge.

But using conversational hypnosis I was able to get into his system of understanding the world. I understood what he wanted. And in his case he wanted validation. Well, he took my information and he went back and I saw in my car and he sat in his car behind me in a parking lot where he had pulled me over into. I got on the phone with someone and started having a conversation with them just to kill a little bit of time and told them about the embedded commands I had used and so forth. Sure enough he came back after a few minutes and said “Mr. Jones you are a lucky person because this is my first ticket of the day so I am just going to give you a warning.”

Well, I know what actually happened. I know that the embedded commands that I used were actually working because I know that police officers don't just pull people over and spend that much time in order to not give a ticket. He has a job to do and he has to show to

someone that he's doing that job. So, he just gave me a warning. What if I had gone into that situation without conversational hypnosis? Without being able to use an actual embedded command? What would have happened? Well, we don't know because let's face it, I could have simply gotten lucky. Maybe he just wanted to let people off that day, that's possible. We have to consider that realistic possibility, but with conversational hypnosis, I had an advantage. I had a strong advantage because I was able, rather than to launch into a defense or become emotional or outraged, or anything like that, I was able to relate to him. I established rapport with him. He was able to understand me as being someone who is similar to him, someone who respected him, but someone who was also using subtlety using embedded commands to make sure that the situation went the way I wanted it to go.

So, getting pulled over by the police is something that you will be able to take control of with this program. And let's face it, sometimes you've just broken the law

in a very drastic way and there are a lot of police officers around, I see it all the time and you are probably going to jail because if you try to manipulate all those police you probably aren't going to have time. I'm talking about something like drinking and driving. If you are drinking and driving on the road, I have to be honest with you, you deserve to go to jail because that is putting other people in danger. You should not be drinking and driving and you should be taken off the road. However, if you committed a minor infraction and didn't even realize you did it and perhaps didn't even do it, well that's a different story and you can use this.

Having said that, there is nothing stopping you from using this technology if you get pulled over for drinking and driving. I am in no way in favor of having someone beat the police in a DUI charge, but you can use this information. Now, keep in mind that if you are drinking and driving you're probably not going to be in the best condition to use this technology appropriately or you're going to think you're using it right and you're



not going to be. So luckily I've never been in that situation, but I think if I were in that situation it would be a little bit challenging to use it.

So, I'm not talking about getting away with murder or getting away with breaking the law when you are endangering other people or anything like that. I don't want you using this technology for those purposes, but you're going to have the power if you use it properly to do things which are going to give you a competitive advantage because it's true when you get pulled over by a police officer, there is a bit of a competition if you want to look at it that way. You are competing against the idea of getting the ticket. The competition is on. Are you going to step up to the plate? Are you going to do everything you can? There is nothing stopping you legally from using conversational hypnosis when it comes to beating a ticket. There is no law against that; it's just you having a conversation. The only difference is that your conversation is more powerful than the officer's conversation because you are trained in the

dynamics of Ultimate Conversational Hypnosis. So, another area you can use this technology in is getting out of a ticket.

What about getting a better deal on something? Have you even gone into a store where you are buying a television or something like that, or maybe a computer? Something you wouldn't buy on a regular basis and you want to make sure that you get the best possible deal on that. Yet you leave and you haven't gotten the best deal. In fact, you feel like you've gotten taken advantage of or they just kind of stuck to the price. The price was the price and that was it. Well, what I've found that even with big corporations if you know the right things to say and you know that they have the possibility of lowering that price, you're going to make it happen. You see, there is always a discount available. They just don't always tell you that. There is always something that can be done by using conversation to get a discount.

Again, going back to the situation where my female friend was going into an auto mechanic's place. One of the things she had to accomplish was getting them to honor the warrantee. She had a few problems with her vehicle and her vehicle was still under warrantee. It was a 3 year 36,000 mile warrantee, I believe. So certain things were covered yet certain things weren't. Certain things like the brake job she needed. She needed a new rotor. It seems as though anytime you bring your vehicle in for brakes you need new calipers or a new rotor, or something like that. It's just the standard line they use. If you're in the auto business, I apologize for that but you know it's true.

Anyway, so she got the standard line. "Going to have to replace these rotors, they are too far worn down its going to have to be \$500." Well, she said thank you for that information and she left. She and I had a conversation. I told her what to say and how to say it. And I'm going to get into that later in the program when we talk about specifics. But by sharing with her

what to say and how to say it she was able to go back the next day and deliver that information, manipulate, persuade, control, whatever you want to call it. She was able to take charge of the situation using Ultimate Conversational Hypnosis. The following day, talking about the third day, now the following day she got a call from them and they said, “You know we have a raffle here where you put in your name and number and if we draw your name and number you get \$500 worth of free auto care. Well, I put your name into that and we drew it and you get \$500 worth of free auto care.” Now, we all know that that didn’t happen. We all know that they didn’t put her name in and draw it.

What actually happened is that the gentlemen saw that he needed to make this happen. He saw that she didn’t want to pay, yet he was compelled through the conversational embedded commands she had put into his mind compelled to make sure that she got this service at no charge. So he found a way around charging her. He could simply say to his boss that she was entered into the raffle and she won. He made it

happen. He found a way to make it happen. Now, he probably didn't enter her into a raffle and she probably didn't win, but it was his way of making sure he could give her the \$500 of service that he was commanded, he was secretly commanded to give her, but at the same time he wouldn't lose his job and he didn't have to put out any of his own money. So he could just say she won the raffle. He found a way. He was given the subconscious command and he obeyed it and he kept everything in line with his job.

So, even if you walk into a situation and you don't see any way you are going to win, in terms of getting a discount, there is always a way to win. You just don't see it, but it's not your job to see it, it's their job. They know what they can do if a friend of there's walked in, they would find a way to give them a discount or give the service to them for free. If it was a TV and their friend bought it, it would probably be \$200 less than the \$700 price tag. If a friend walked in and wanted a brake job, well they probably would have magically

won the lottery to get a free brake job. There is always a way these businesses have to save you money or give you the service for free. You just have to give them the command. You don't have to know how it's going to work you just have to trust that it is. You deliver the command and they deliver the discount. So, negotiating purchases and getting a better deal, those two areas are going to save you thousands and thousands of dollars over your lifetime when you use ultimate conversational hypnosis.

Let's look specifically now at buying a car, whether it's a new car or a used car. I want to let you in on a little secret and that is that car sales people understand conversational hypnosis. They are trained in conversational hypnosis. I have been personally offered a lot of money to talk to car dealerships about using conversational hypnosis to boost sales. Car sales people are probably wise to most forms of conversational hypnosis. You will have to be careful when using conversational hypnosis with car sales people.

However, the good news is that from now on you are

going to know what they are up to. Where as previously you would have simply gone into the car sales place, gone on the car lot, found a car you liked and have them play the little game where they go and talk to their manager. Goodness knows what they even talk about when they pretend to talk to their manager about negotiating on your behalf. Then they come back and make their next offer.

They have an entire system once they get you in there from beginning to end, they have an entire system designed to get you to sign that piece of paper, to buy that car. And the way they do this, they use many techniques. Some of them are very direct. Some of them are less direct and less obvious but mainly they use conversational hypnosis and I have personally seen this because I have personally trained some of them. So you need to be aware that you are going into a sparring match, you know when you are in a martial arts competition, and you are in a sparring match. And this time you are going in against another black belt. So

keep that in mind. Now, that doesn't mean you aren't going to win. You are going to win because you know what moves they are going to use.

Imagine if someone with a white belt or a novice, a person just off the streets just walked in without any verbal martial arts training, which is what I'm giving you, any verbal martial arts training whatsoever. They would be destroyed by that person. They would end up paying way too much for that car. Remember, car sales prices are always negotiable even when they say it's their lowest possible manufacturer's price, or whatever they say, don't listen to any of that. Car prices, no matter what the price, car prices are always negotiable whether it's a new car or a used car.

So do your homework before you go into to buy a car, but keep in mind you are dealing with a black belt. It's an entire staff of black belts. When you walk in there you can feel like Bruce Lee or Chuck Norris. I guess since Bruce Lee and I have the same birthday I relate to him, but I've seen many Bruce Lee movies where he



walks in, and I know it's just a movie, but I've also seen him in actual sparring matches where he walks in and he's surrounded by people and they're all black belts and it seems like he's out numbered, because he is, and it may seem as though he's out powered, but he's not because he is the most highly skilled out of all the black belts. That's what you will become thanks to this program, the most verbally highly skilled of all the black belts.

So even when it seems like you are out numbered numerically and you will be, that's fine. But you're not out numbered power wise. So when you look at it that way you will have the upper hand. And you will know every technique they are going to use on you, every round house kick and every punch. Everything they are going to use, you will see it coming and you can say, "Aha" (that's your verbal round house kick) and "aha" (that's your punch, and so forth." So you will know what's coming at you and you will already have a defense for that and more importantly than having that

sense of power and “oh look how strong I am and cool I am knowing everything that’s going on.” More importantly than any of that, you’re going to save money because you’re going to cut through all that nonsense and you’re going to get to the bottom line, your bottom line which is the price you want. So when you go to buy a car, new or used, do your research. Find out just how low they can go and then get them there. You’ll be able to get them there by using the power that you will learn to harness in this program Ultimate Conversational Hypnosis, so get ready from now on to save money when buying a car.

What about getting a raise or a promotion? I don’t know what your situation is. Maybe you work for someone or maybe you work for yourself. But ultimately we all end up working for someone. I work for my customers. My customers are who I serve. So, even if you are in business for yourself, you ultimately work for someone. Well, what if you are an actual employee? And it’s time to get a raise and you want to approach your boss. What if you have one of those

bosses who just never appreciates you and never gives you a raise periodically? It just isn't happening. Or you feel like you have been sitting in the same position for awhile and need a promotion to a higher level and that's not happening. How do you cause that to happen without disrupting the whole apple cart, without getting yourself out of a job? Well, that requires finesse and the finesse is going to come in the form of Ultimate Conversational Hypnosis.

This program will give you the power to sell yourself because you've got to, as I've said before almost all of this is sales if you boil it down to its essence. You've got to sell yourself to your boss that you are worth more money per hour. If you are making \$7 an hour and you want \$8 an hour, then you've got to convince your boss that you are worth that incremental change. What justifies you getting \$8 an hour and beyond that how is your boss going to see eye to eye with you? How will he or she empathize with you and feel compelled to make that happen no matter what?

Because there is always a way for a company to give a \$1 an hour raise. There is always a way. It can happen and it should happen. A raise should happen periodically. If that's not happening for you or if it's not in the amount you want, how can you approach your boss in such a way that you reach your objective of getting that raise, yet you don't offend anyone?

Because lets face it you can walk into your office and say "gosh darn it I demand," or even use words even more harsh than that, "I demand a raise. I have been working here this amount of time and I deserve a raise and or a promotion." Well, that's all good and well and that may work in some situations but I would imagine that in most situations that it wouldn't work very well. Why not go in with the full power of Ultimate Conversational Hypnosis and get the raise and get the promotion and make it happen? Make everything effortless. The boss will actually want to do that.

So the reason I'm spending so much time telling you what's going to be in this program is because I want you to stick with the program. I want you to finish the

program. You've got a lot of information ahead of you. You have a lot of information to learn. I want you to be able to absorb all of this information and I want you to stick with it. I want you to listen to every single recording that I'm sending to you. I want you to be able to incorporate it into your life. I want you to be able to start this program and I want you to see it through to the end. I want you to listen to every single recording from beginning to end and then use them as a library. If you need to go over the introduction again, that's fine. If you need to go over the history of conversational hypnosis again, fine. If you need to go over a specific technique again, fine. But I want to tell you in this module just how important it is to stick with it and the way I've done that is by enticing you, telling you all these applications that you're going to have in your life. Whatever application you bought this for is fine, but realize that there are so many other applications, some that I haven't even mentioned yet that I'm going to reveal in this program.

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So as you start something, I want you to stick with it. So many times people get themselves into a program that they just don't finish. That's not going to happen this time. What's going to happen this time is that you're going to listen to every single recording. I'm programming you now for success. Accept the programming, I'm doing it blatantly. There is nothing hidden here. I want you to be successful. I want you to listen to every word that I have on all of these recordings and every module and I want you to find success. And the way you are going to find success is by listening to what I say and then applying it in your life.

What you are going to find is that I'm going to give you a big bag of tricks. I am going to give you a big tool box to work with, with lots of tools in it. Not every tool is going to work in every situation. But you're going to find that if you have enough tools in your tool box or enough tricks in your bag of tricks, however you want to look at it, you're going to find that in every situation you are going to have numerous ways to

approach that situation and if you use all of the available tools or tricks every time, you're going to have success. That's why I say that you can get anyone to do anything anytime because if you use every technique properly, you're going to have success.

Beyond that you are going to have fun with it. I want you to have fun with this. I want you to take this information and just make it yours. Have fun with it. Relax while you're doing it. That's when you know you're a true master. And it's going to take a little time and it's going to take a little persistence and it's going to take you paying attention and you doing what you have to do to make sure you learn this information, but eventually and it will probably happen in a very short period of time, much more quickly than you've ever imagined, you're going to find that you are a master at conversational hypnosis, that any situation you walk into you just naturally size it up and you deliver what needs to be delivered to make sure that you get your way so that you can control, persuade, or manipulate

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the situation to make sure it goes your way. Yes, those are strong words, those are powerful words, but I want you to be comfortable with taking charge of your environment. Comfortable with controlling, manipulating, and persuading people because you're not going to have them do anything that they wouldn't normally want to do, anything that's not "good" or anything like that, I would hope that you have the wherewithal inside you to realize what's right and what's wrong.

You're going to simply go through life and get your way and get things done. You're going to find that your life works much more efficiently, that things flow more smoothly for you. If you have situations in your life that are troublesome, whether it's a marriage or dealing with a child or dealing with a dating situation or dealing with sales people pushing you around or all of the above and more, what you're going to find with this program is freedom and peace of mind and smooth sailing. Life won't be perfect from now on, but it is going to be a lot better for you if you believe in



yourself and you stick with the program and you apply the things that I tell you.

I want you to get ready to work. I want you to be prepared to take this information and use it in your life. Listening to a program is fine. Using the information is better. What you're going to do is take the information and use it to and start living more powerfully. I want you to imagine now yourself a year from now, and this is a technique called future pacing that we'll get into later, but I want you to imagine yourself one year from now living more powerfully, having situations go more smoothly, getting your way. I want you to imagine yourself five years from now, five years from now having used all the techniques that you haven't even learned yet unless you are listening to this for the second, third, or fourth time, but techniques you possibly haven't even learned yet, but using those techniques, believing in yourself, and having lived for five years a life that you really enjoy. A life where you're in charge. A life where you're getting things

done. A life where things just flow, you're not offending people, you're not pushing them around to get your way. You're just getting your way because you understand now how to work within the systems that people have in their minds. They have belief systems. They have ways of thinking of the world and you're going to harness the power that comes from understanding people.

So five years from now see yourself as someone who has gotten out of your shell, your mental shell. The four walls you have in your brain, you've knocked them down. You can now understand other people. You can get into their world. When you talk with them you are no longer exchanging words, you are getting into their world. You're understanding them, you're empathizing with them. And you're figuring out how you can get them to do what you want them to do. And again, this is not for a "bad purpose." This is just so that you can make your life flow more smoothly. You'll actually be enhancing the lives of others as you'll see because so much of what I teach has a double advantage. You get

what you want, but they also get what they want. You'll see what I mean as you go through the program and start using this. You'll find that everything at every level of your life just raises up. Everything just raises up to a higher level of existence. You're going to see what I mean when as you stick with the program.

So, this concludes the introduction. This concludes module one, congratulations. You made it through all my introduction and talking about me, talking about what you are going to learn. In the next module why don't we start learning some stuff? Okay, in the next module I'm going to talk to you more in detail about the history of how this came about. So if you are not into history feel free to skip the next module, but I hope you join me there because before we can understand where we're going we have to understand where we came from. I'm going to give you a lot of the academic history of where a lot of these techniques came from. It's going to be a little bit more meat and potatoes a little bit more into the information. And then finally in

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the next module we're going to start learning some things that you can have fun with, something that you can apply.

So stick with me if you're interested in the history of it and I hope you are, where we came from in all this so that we can understand where we're going and where we are. Stick with me through the next module, about the history of all this and how the course is structured and then in the following module, module 3, I promise you we're going to actually get into the heart of this and you're going to start working and learning so I'm going to give you a little more time before you start working but then get ready to work. I hope you have fun in the process. I am Steve G. Jones, Clinical Hypnotherapist hoping you have an outstanding day.

## **Module 2: Outline and History**

Hello and welcome to module 2 of Ultimate Conversational Hypnosis. I'm Steve G. Jones, Clinical Hypnotherapist, your guide through these modules. I want to emphasize to you that during these modules you are going to have homework to do. It's important that I slowly introduce you to that concept. Without homework, without the application of the sound principles that I'm going to share with you, you won't make any progress. But with homework your progress will be simple. So you should choose to do your homework and the homework is going to be very easy.

It's just going to be a matter of taking what I teach you and having fun with it. Using it on others, seeing where it works, seeing where it doesn't work and then adjusting your technique accordingly. Because just like the first time you ride a bicycle, things might not go so well. I remember the first time I rode a bicycle. I was at my parent's house in Fort Lauderdale, FL and I was at

the top of the driveway. The driveway had a slight incline to it. So I was at the garage, the garage door was closed and my bike was backed up to it and I was facing toward the street. My plan was to lift my feet up off the ground, not pedal at all, just put them on the pedals and coast down the gradual incline and then take a left turn onto the sidewalk.

Everything was going great. I started coasting, had my feet up, took a left turn, and then I hit a tree. At that point I could have concluded that riding a bike doesn't work, but I was looking around me and all my friends were riding bikes. So I decided that I would try it again and eventually, sure enough I was able to ride a bike and now I enjoy biking almost every day.

It is the same thing with anything you want to do in life. You must practice. You've got to accept the fact that you are going to go out there and make mistakes, that's okay. You're going to get better. You're going to refine your technique. You're going to practice in front of friends. First time I rode a bike I was in front of

friends. I wasn't in front of a bunch of people who were going to judge me such as in the Olympics, no. I was among friends and sure they laugh and kid around, but it's okay, they're friends and it doesn't matter anyway. So when you practice these techniques, be sure to do so initially with friends and then try the techniques out in actual situations.

Okay, so how is this course structured? Well, this is module two and this module is actually going to primarily focus on the history of Ultimate Conversational Hypnosis. How did we get here? Who has contributed to it and what can we learn from the contributions along the way? Certainly the people who contribute to a body of knowledge don't realize what it is eventually going to evolve into. Their contributions throughout history, some of the contributions have been over looked by others who have put together programs similar to this one. This program is Ultimate Conversational Hypnosis. It is the best you're going to

find, I'm sure of it. And to make sure, I'm going to go in-depth.

One of the ways I'm going to go in-depth is in the history of conversational hypnosis. How did we get here and what else can we learn from the little parts along the way? From the scientists and great people along the way who contributed because some of those techniques are no longer used or taught in mainstream conversational hypnosis. So we'll go back in this module and we'll pay homage to them and see what we can learn from them.

Each of the modules is individually developed with the idea that you can use them as study guides when you're done. We will be covering all sorts of topics. Each module is one hour long, approximately, and you will learn something new in each module and I really hope you enjoy that.

So let's take a look before we get into the history lesson, let's take a look at the types of things you will



actually be learning. Well, you're going to learn about representational systems. Now, if you don't know what a representational system is then you'll be happy to know that people experience their reality in terms of unique ways of looking at the world. For example, they could be visual. Visual people have a certain way of looking at the world. They see things in terms of what they see. They see your point. They see themselves in the near future doing something.

Auditory people hear things mostly. Now, keep in mind most people have all of these senses. Most people have eyes and ears and as we'll look at in a minute, they have feet and body parts which can feel things in the universe. So we're not saying that visual people only see things or auditory people only hear things, but they primarily relate to that sort of representational system. So an auditory person would say "I hear what you are saying" or "I hear you man." Now, kinesthetic people are more touchy feely and into motion so that's how

they relate to their world. We're going to get much more into that coming up.

We're going to talk about pacing and mirroring. Pacing and mirroring are techniques that you can use to follow what somebody else is doing and eventually you can do something call leading. Leading is where you have followed what they're doing and now you're doing things and having them follow you. You're leading them.

Pattern interrupt techniques, well the hand shake technique is an example of a pattern interrupt, but what if you take someone while they're doing something they normally do, tying a shoe, shaking your hand, saying hello, walking down the street, something they normally do and then interrupt it and then have them do something that you want them to do. Pattern interrupt techniques are the way to go.

Direct command, so often in conversational hypnosis it is overlooked. What's wrong with just telling someone

what to do? All of this cloak and shield information about manipulating people by using secret words and so forth is very helpful and is very fascinating but sometimes all you have to do is tell the person what to do. So we'll talk about that. We'll also talk about suggestibility tests. If you are dealing with a person who is highly suggestible, all you need to do is find out that they're that suggestible and then just tell them what to do. Some people, believe it or not, are just waiting for other people to tell them what to do and you don't have to hide it at all.

Embedded commands. We'll talk about embedded commands in text messages. This is a modern world and perhaps years later after this recording is made there will be no such thing as text messaging, but right now there is and text messages sent through cell phones are very popular. Why not embed a hidden command in a text message and have someone do what you want them to do just by sending them a text?

Embedded commands in emails. Imagine having the power to hide a command in an email. Embedded commands while having a phone conversation. You're talking about one thing, but you're having them do another. In your library, in this course, you have access to that information. Embedded commands in person while just talking to someone. Getting out of a ticket in front of a judge. Getting out of a ticket while dealing with a police officer. All sorts of information about how you can represent yourself in a legal way and prevail. How to deal with a mechanic, that's going to be in our specific examples and how to deal with sales people in general. So those are the sorts of things that you can look forward to and we're going to talk about specific techniques which will allow you to have access to that power. So, that's what's coming up and now let's take a look at the history. Let's go back now, we've gone forward a little bit, now lets go back.

How in the world did this whole thing start?

Conversational hypnosis. How did it get started? Well, conversational hypnosis is very interesting in that it has

its roots going all the way back to Ivan Pavlov. Do you remember Ivan Pavlov? Ivan Pavlov was a Russian scientist. Interestingly enough, his parents wanted him to be a priest. He didn't want that. Ivan Pavlov was not interested in that. He began his studies in the ecclesiastical seminary, but then he decided to begin studying natural sciences. So, a little bit before 1900, in the year 1879 he received his doctorate and began contributing to the body of knowledge that we have about conversational hypnosis. He didn't realize that that's what he was contributing to eventually. He never set out to contribute to anything called conversational hypnosis. Yet, we find that some of the techniques he developed over 100 years ago are still helpful today in conversational hypnosis.

Ivan Pavlov in his most important and interesting contributions, in my opinion, to the world of science had dogs smelling food coated with chili powder and eating the food. What he realized eventually was that the food didn't even have to be present for them to

begin to salivate or what he called having a psychic secretion. All that had to happen was some sort of stimulus. If the stimulus had happened at the time that the dogs had previously seen the food or previously been eating the food then in the future all he needed was a stimulus. For example, if they were eating some food and Dr. Pavlov rang a bell, well the dogs would associate the bell with that food. That today has formed the basis for what we call anchoring. We're going to get into anchoring but keep in mind that it came from Ivan Pavlov. It came from research with dogs. Ivan Pavlov was doing research with dogs and their salivary glands and he discovered something which is helpful today, something that we can use today in conversational hypnosis and that is anchoring, installing anchors in ourselves and anchoring people with us. We are going to talk much more in detail about that later, but I wanted to introduce that concept to you now and I want to give credit where credit is due with Dr. Ivan Pavlov, all the way back before the year 1900 establishing these simple principles.

You know Dr. Pavlov was so powerful and so wonderful and made such an amazing contribution to the body of science that he won the Nobel Peace Prize in 1904, he won the Nobel Peace Prize in physiology and medicine. So Dr. Pavlov, is in my opinion, is the founder, the one who started the whole ball rolling without even realizing it. He wasn't trying to be the founder of conversational hypnosis, but he was in my opinion. So it started all the way back with Ivan Pavlov.

The next person who is significant in our look at the stars, people who contributed greatly to the world of conversational hypnosis. The next up would be Dr. John B. Watson. Now Watson was a behavioral scientist who liked to take the basic principles that Pavlov had established and apply them to humans. So, Dr. Watson was instrumental in making the field something which had more broad applications. It was understood during Pavlov's time that the experiments he did with dogs could be applied to humans yet with

Watson, an often overlooked scientist, we see that those principles are clearly being applied to humans and we see that Dr. Watson is making his way, at that time and still today, but mostly at that time into the text books of psychology.

The Psychology courses that were being taught in universities were being filled with information that Dr. Watson was coming up with. So it was very clear at that time that behaviorism and it now had a name, behaviorism was the next phase in what Dr. Pavlov had discovered. Behaviorism has to do with the law of effect, if you will. What happens in an environment will affect a human, but how will it affect a human? That's what behaviorism looked at. How does your environment affect you and what you do? They look at it in a very simple way, which I actually like, a behavioral way. What behaviors will you have that are different based on what happens in your environment? So you can see how this contributed to conversational hypnosis.



We are causing things to happen in the environment of the individual by embedding commands, using texts and so forth. Whatever techniques we are using in our conversation, conversation can take many forms, texts, writing, direct words, but those are changes in that person's environment. How will they affect that person's behavior? Do they then like us more? Do they then trust us more? Do they then want to be with us more? That sort of thing and the answer is yes if we do it right, if we apply the right technique.

We have Dr. John B. Watson to thank for taking this and making it more applicable to humans. This body of knowledge which as you can see is snowballing, it is now gaining speed. We are in the year 1913 now and it is gaining speed, it's coming along. Dr. Watson had a very long career, but around the time that he became popular was around 1913. So his contributions which spanned many years are taking Pavlov's experiments to the next level. So we can see things evolving now getting closer and closer to conversational hypnosis.

The next scientist that I would like to talk about is none other than B.F Skinner. B.F. Skinner for those of you who may be psychology students is a very popular behavioral psychologist. He was mostly popular in the 1950's but his techniques are still talked about and taught in psychology classes today. He did a lot of experiments with birds, getting them to do certain things. Getting them to seem like they were bouncing a ball back and forth to each other. All they were actually doing is hitting the ball and tapping the ball because they had been programmed by him that when they do that they'll get some food. So naturally they wanted to hit that ping pong ball back and forth to each other all day because birds like food. So, he was able to create the illusion of these birds and other animals doing various things, but they weren't actually interested in doing that, all they wanted was food and that was the only way they knew how to get it. So he could also teach a rat how to go through a maze by just rewarding it.

A system of rewards turned out to be something which was very beneficial in training animals and eventually humans. So, we see B.F. Skinner contributing greatly to the world of conversational hypnosis. Now how does this apply to conversational hypnosis, you may be wondering? Well, we live in a stimulus response world and B.F. Skinner realized that. He realized that if you have a certain stimulus in the environment then it would illicit a response. He took what Dr. Watson had done and really took it to the next level. So you can see it increasing now, as a snow ball or however you want to look at it as this large machinery is evolving. It's becoming larger and more powerful yet at the same time we can say more streamlined because we're learning what works really well and we're letting go of thing that we don't need. We no longer have to worry about applying this to dogs or things like that. We can focus on humans now.

So, B.F. Skinner kind of put a face to what we're talking about and kind of made it classy and

conversational and very interesting. When I say conversational here I'm talking about getting people to talk about it at that time. He was getting it used in the school system. One of the things that I'm very interested in, one of the things that my doctoral research focuses on now as I carry on this legacy, getting this information in the school system. How can we use this to stimulate young minds to want to learn? Well, we're going to find out that we can use this in conversational hypnosis to cause someone to want to do almost anything if we give them the proper stimulus, they will do anything. If we give them the proper award they will do almost anything, but we have to know what proper means. We have to know which pieces fit in which part of the puzzle. So thanks to B.F. Skinner, we were able to see the advancement of conversational hypnosis even further.

Now again keep in mind he did not know he was contributing to conversational hypnosis. In fact, that word probably wasn't in his vocabulary at all, conversational hypnosis, that phrase. So, what doctor

Skinner was actually doing was contributing to the body of knowledge called behavioral science. He was a behavioral scientist, what can you do to someone that would cause them to do something else? How can you manipulate them? How can you cause their behavior to change based on what you do. Dr. Skinner.

Now the next person I want to talk about is Milton H. Erickson M.D. Now, keep in mind that Skinner and Erickson were contemporaries meaning they did their research and their contribution at about the same time, but the way I look at it in my mind is that Skinner formed the hard core foundation for behavioral science. Behavioral science is in my mind as a person with a degree in psychology, a hard core science. You can just do something and something else happens and it's very cut and dry. There are measurements taken, scientifically and you know the outcome based on what you do. You know the independent variable, meaning what you're going to do and the dependent variable,

meaning what's going to happen as a result. So, very scientific, the approach that behavioral scientists take.

Well, Milton H. Erickson M.D. took this a step further because now we're getting into the idea that you can do certain things, but you're not going to have a definite measurable result. Milton Erickson was more into therapy and in therapy you're dealing with humans on a very human level. You are not treating them like machines. Behavioral scientists, believe me, they wish that everyone was actually a machine and that's how they look at the universe. That's the way they look at people and the way people interact with each other as just machines interacting with each other. I've read Dr. Skinner's information and Dr. Watson's and that's pretty much how they looked at the world. Dr. Erickson had more heart than that, if you will. I'm not saying that he was a better person or that Skinner or Watson were worst people or anything that like. I'm just saying that Dr. Milton Erickson introduced that element that we would consider to be compassion if I had to pick a

word for it. He realized that with a little finesse you could get people to do things.

He also realized that people don't like to do things sometimes. People don't like positive change. It's such a wonderful idea, but people are resistant to it because they don't always want what's best for them. There are other factors causing them not to want to change. For example and I've dealt with this many times with dealing with females who want to lose weight. If they have been abused sexually, previously, then putting on extra weight can cause, in their minds, the opposite sex to not be interested in them. So, they will gain enough extra weight until they become, at least in their minds, unattractive to the opposite sex. Keep in mind that this is in their minds. Anyone can be attractive to anyone if they have the right mindset. If you believe in yourself it doesn't really matter how large or small you are or anything like that. It just matters how you portray yourself. If you really believe in who you are, you are attractive. That's a fact. So, if you are in that position,

if you are overweight, don't worry about that. Let that go. You are fine. You are wonderful and beautiful because you are who you are, so believe in yourself.

Getting back to the story, certain people have a serious, serious hurdle that they sometimes feel they cannot overcome by themselves and that is "What if I were to lose that weight?" Then I would be attractive to the opposite sex and the abuse might happen again. That's a serious concern. Well, Milton Erickson understood things like this. He understood that people weren't computers. They're people, they're humans. They have real feelings. They are real living, breathing people with deep feelings and really "good" reasons for not changing. If I think that something terrible is going to happen to me if I change, if I make a change that you might consider for the better, but I know that if I do that something terrible might happen again. Even if my suspicion of something terrible happening is crazy or made up in my mind, it doesn't matter. It's real for me so I will hold on to it. Erickson realized this that people held on to negative habits and negative ways and got



stuck because of deep seated problems, deep seated psychological challenges which they themselves felt they weren't up to. Well, thank goodness for Milton Erickson because now we're really seeing conversational hypnosis developing.

Milton Erickson made no bones about it. He said he was using hypnosis with his clients, with his patients. Well that caused quite a bit of controversy and caused quite a bit of trouble for him. Because although hypnosis was interesting, medical doctors weren't exactly supposed to be practicing hypnosis. Not only that, if they were, they weren't supposed to be getting on a soap box and talking about how wonderful it was. Well, Erickson just wanted everyone to know. Thank goodness he stuck to his guns and he kept moving forward.

He contributed, so far in our line up of superstars; he contributed more than any of them to conversational hypnosis. Erickson could sit down with a patient and

just talk to them and at the end of the conversation they would be reprogrammed to do something different.

That power that Milton Erickson had, he's dead now as are everyone I've mentioned so far, he has past away and left his legacy, but his power that he had will be yours because what he did was very, very simple. He simply listened to the person, got into their belief system and worked within that framework to help them change. He used metaphors. He used stories which seemed like they were about one thing when actually they were about another thing. It may seem like he's telling you a story about something but actually he's getting you to change. He's getting you to change your habits.

If you're a therapist, then Ultimate Conversational Hypnosis, this program that you purchased, is going to do wonders for you in therapy. If you're not and you're interested in using this information for other purposes it's going to do wonders for you there. And we owe it primarily, in my opinion, to Dr. Milton Erickson who has taken this great machinery which that's been

developing and he has manipulated it or controlled it in such a way that he has made it subtle. It's now subtle. I don't have to ring a bell to get you to salivate. I can just use words now. I can talk about it because that's the finesse, the subtle finesse that Dr. Milton Erickson added to this body of knowledge.

The next superstar in our line up of contributors to the world of conversational hypnosis is Richard Bandler. Richard Bandler is neither a medical doctor or a doctor of any kind. He has a master's degree in psychology, but he has contributed greatly to the field of conversational hypnosis because he took everything that came before him and evolved it into something called neurolinguistic programming, NLP. To be fair, NLP is so much more than just taking behavioral science and making it more applicable to humans through conversational hypnosis. It's a lot more than simply that. To state that would be an extreme understatement. But a lot of what we have from conversational hypnosis has come from neurolinguistic

programming although it was not just the logical extension of behavioral psychology and what Dr. Erickson was doing. It did build on it. In fact, Richard Bandler met with Dr. Erickson.

Richard Bandler and his colleague John Grinder actually founded NLP together. They both came up with the concept and both promoted it and they are still both living at the time of me making this recording which is 2008. At this time they are still alive and teach, as I understand it. Richard Bandler actually divulged this information to me in the 1980's. In the 1980's Richard Bandler was probably at the height of his career. He had already met Milton Erickson. He had already taken the information and with Erickson's permission had written two books on the topic of Erickson's language patterns and how Milton Erickson worked with patients by changing the way he would talk to them to change their behavior. Then Richard Bandler started helping a lot of people by teaching them these techniques. That's sort of where I come on the scene.

In the 1980's I was fortunate enough to go to California and meet with Richard Bandler and personally get trained by him. Now keep in mind Richard Bandler has trained and continues to train many, many people. It's not as if I was part of a select few or anything like that, but I was fortunate early in my career to have access to a man that I consider to be a genius and that is Richard Bandler. Different people have different opinions about him just like anyone else, but Richard Bandler, although not a doctorate level instructor is still in my opinion, a genius and he developed neurolinguistic programming which forms the majority of what you will be learning in this program, conversational hypnosis.

The ideas that he came up with must be credited to him. The conversational patterns which he developed, which kind of sprang off of what Dr. Erickson had done and Dr. Erickson kind of sprang off what Skinner had done and Watson had done and Pavlov had done.

So you can see how all of this leads up to you receiving this information in a very helpful format.

When I met Richard Bandler and began learning about what would later become in my mind conversational hypnosis, when I learned his NLP techniques, I was fascinated and that was over 20 years ago. Since then I've been teaching it myself and using it with patients around the world and using it in classes and very helpful, very helpful material. I'm happy now to present it to you in a format which you can use. Different modules containing different pieces of information which you can apply in your life and you can use to help others. And yes you can also use it to manipulate, control, and persuade others and that's fine. And certainly Richard Bandler having met him personally and having trained with him, I can say that he would clearly say also that that is a lot of what NLP is all about, getting people to do things. Hopefully getting them to do things which don't do them any harm.

Bandler is in essence, a therapist, I would say since he has both a bachelors and a master's degree in psychology. His main goal is to help people overcome the obstacles that hold them back. Things that are in their minds that they feel that they can't overcome themselves. Of course they could, they just don't feel like they can, so he has developed a system to help them. Now the same system that can be used to help people can also be used for you to get what you want. So a lot of the language patterns we will look at had their most recent roots in the work done by Richard Bandler and his partner John Grinder.

So I hope you now have a better understanding of this information of where it came from, of who contributed along the way, of the contributions which I would hope are preserved historically because we need to remember where everything came from. We need to remember that all of this has its roots essentially in training animals and isn't it interesting that a lot of the basic information that is the heart of all this can be

applied to animals. We have come a long way since Ivan Pavlov and I'm not saying that you can talk to animals and use conversational hypnosis on them. That's not the correlation I'm trying to draw at all.

At the essence of all this, it all came from the fact that we are all very basic and we can be manipulated at a very basic level in our stimulus response world. We are essentially not that much more sophisticated than animals. When we add language to the formula that adds a level of possibility. Now we can control through language. We understand language and we can use language to control what other people do and they understand it as well. Animals understand language in a very basic way. They understand basic commands, but it's not at the same level of humans.

I hope that this walk down history lane, the history of conversational hypnosis has helped enlightened you and stimulated your mind a little bit so that you are open to learning the rest of the information that I have to share with you because starting in the next module



we're going to begin doing things. You're going to not only listen to what I say but you are going to have to apply what I say and again I want to point out that homework is a major key ingredient in your success. You must apply what I will teach you in order to be successful. If you go through this program and you just listen to it the first time, I have no problem with that as long as you plan on listening to it a second time and actually doing the things I tell you to do, but it's better to do them as you go. Listen to each module from beginning to end. They're only about an hour long each.

You can listen to it on the way to work and then on the way back if you have a half hour drive, if you have an hour drive listen to one on the way to work, apply the information when you get to work then listen to one on the way home and then apply that information when you get home. You are going to find that you need test subjects. You're going to need people to try this

information out on. You're going to need to have friends who you can practice with.

Now, don't worry about getting caught with friends. You're going to get caught sometimes and its okay, but the idea is that you are initially starting out practicing with friends. Another great group of test subjects to start practicing with are people you will never see again in your life. If you are going to a party especially if it's out of town or out of the country that you live in or out of the state you live in and you're at a party and you'll never see these people again. What a wonderful opportunity to try some of these techniques. As long as these people are not people whose influence determines your future or anything like that, you'll be fine.

So feel free to practice the techniques that I'm going to share with you in the subsequent modules in situations where it really doesn't matter or if you blow it, if you mess up, get caught it doesn't matter because you need practice. Just like when I got on the bike that first time and I rode down the driveway and got on the sidewalk

and hit a tree. I needed the practice and I got back on that bike and rode a little further the next time and a little further the next time and I'd ride until the bike wouldn't go any further because remember I just put my feet on the pedals, I wasn't pedaling and that's okay because eventually I started pedaling. Now I can ride on the beach with no hands. I can ride hands-free. I'm not in the circus or anything riding a bicycle or competing in the Olympics riding a bicycle, but I can ride a bicycle. I can ride a bicycle just like any other bicycle riding person can ride and that's because I stuck with it. That's also because riding a bicycle is simple and easy.

This information is simple and easy as well. All you have to do is apply it and you'll be riding the bicycle of Ultimate Conversational Hypnosis right down the street, down any street in the world that you want to ride it down. You will be able to manipulate and control and persuade people in any situation, just like riding a bike as they say. You are going to be amazed

at how easy it is. But you have got to be prepared to hit that tree a few times and get those bruises. Its okay especially if you do it among friends or people you'll never meet again. Because you'll apply these techniques and people will say "wait a minute, what's going on?" You just got caught is what's going on. And it's okay because you're just practicing. The next time you try it you're going to have a smooth delivery.

I want you to be up for the challenge. It's a very simple challenge yet it is important that you follow through. I want you to make it through all these modules and I want you to apply the information. But guess what the most important part is? The most important part is that you have fun. I don't want you to look at this as a task. I want you to look it as something fun. It's exciting to learn how to get your way. It's exciting to go out there and say something and have somebody do something just because you've embedded a command. It's fun. It's exciting. It's rewarding.

As I've already mentioned in a previous module, you're going to save money. You're going to start seeing through sales people and their nonsense and what they've been doing to you for years. Over your lifetime you're going to save thousands and thousands of dollars. So if nothing else you're going to get that out of the program because you're going to see through the ways people have been manipulating you. If you want to turn the tables on them then you can do that as well. You are going to be the most highly trained black belt in a sparring contest after you finish this program. It's called Ultimate Conversational Hypnosis for a reason. It is the best and it will make you the most well-equipped. I'm Steve G. Jones Clinical Hypnotherapist, hoping you have an outstanding day.

### **Module 3: Representational Systems**

Hello and welcome to Module 3 of Ultimate Conversational Hypnosis. I am Steve G. Jones, your teacher and your guide through this informative and fun-filled journey in which you will discover many things about yourself and the world in which you live. Most importantly, how to take charge of the world in which you live.

In this Module, we are going to be looking at the representational systems, which means the way that we represent the world, the way we think about the world and the way we talk about the world. Also the way in which we understand the world, the way others do that and we will find out that not all people are alike. We find out that a lot of the things we have been saying and the ways we have been saying them are probably not going to be accepted by everyone. We can therefore make subtle changes in the way we are talking and have a greater impact.

I am going to divide this into three major categories: the way the world of NLP (Neuro-Linguistic Programming) looks at people is with three different representational systems and the three are visual, auditory and kinesthetic.

Visual people relate mostly to the things that they see. If you can paint a picture for someone who is a visual person, you will probably gain a lot of mileage because visual people like to talk about the world and think about the world in terms of what they see. Keep in mind, with each of these representational systems, the people with whom you are interacting probably use more than one representational system. Let's face it, if you have someone who is probably visual, they like to talk about their world and think about their world in relation to what they see. If they've got ears also, then they must be hearing things and they must relate in some manner to auditory things. If they are moving around, they must relate in some way to the kinesthetic sense because the auditory sense means that people can

relate more to what they hear and kinesthetic sense means that people relate more to motion.

It goes a little deeper than that, so let's continue our journey. The idea of course is to pay attention here, pay attention to what I am saying, think about yourself and think about other people and what they say. You may be able to think ahead and realize that your homework is going to be to have a conversation with someone and figure out what their major representational system is. It is going to be either visual, auditory or kinesthetic. You may hear hints from all three when you are talking to that person. We are looking for the major representational system, the one they use the most.

Before we can ascertain that, we need to understand this. Let's continue our conversation of the visual representational system. As I said, they will talk in terms of what they see. They will say that they can picture something, use words such as bright or flashy, talk about colors, seeing things from a certain



perspective, seeing things clearly, things being in focus. They have an outlook on things and a point of view. These are phrases they throw out there: little hints which you may have missed in the past. Now, I would like you to pay attention to them.

They like to watch people, they admire photography or art and they also admire photography and art in advertising. If you were to advertise to a primarily visual person, most people being primarily visual, you would use art in your advertising. Have you noticed how much art is in advertising? Models are used, people who appear very attractive, sleek designs – That is because most people relate to things that they can see and they like those things to be pleasant. Visual people also prefer to get a map so they can see where they are going. They like to see many movies because they are interested in things that they can watch. They also like to read a lot: books, magazines, journals or whatever they can get their hands on. They like to read a lot. To remember names, they go by visual cues. Something

about someone's face would remind a visual person about their name.

When a visual person prepares for a test, they would probably write up something that they can look at. If you are a visual person and preparing for a test perhaps you can write some notes that you can read. If you are primarily visual, this will help you more than anything. Visual people are very concerned with the way they look because so much of their world is about what they see, what they see in themselves when they look in the mirror and what they see in others too.

Visual people are concerned with the way they look. They are able to assemble things from directions that are written. If you want a visual person to remember something, assemble something or to follow some orders, you would probably provide written directions so that they can see it and follow it. While they are driving, they would like to read billboards and signs because they are so visual. They like to keep record of things that are written – written records. That is what

visual people prefer so that they can see the theme. Anything that they can see is good to them.

What else do we know about visual people? There are certain other words for which we can listen in their conversation or to which we can pay attention. For example, they might use words or phrases such as, “That was an eyeful,” or “Beyond a shadow of a doubt.” They would also talk about getting clarity about something, something being bright, something being colorful, something being clear-cut or talk about demonstrating something. Demonstration is something visual that we can see. They will talk about something being crystal-clear or examining something. They will describe their dreams in detail, talk about something being flashy or maybe foggy. They will see it quite clearly when they describe it as foggy. They’ll say things such as, “From my perspective...” You see how it’s visual?

In other words, “In the way I see things,” or another very common visual phrase from a visually oriented person: “At the first glance.” They will say that something is a hazy idea or they might use phrases such as: “That’s a horse of a different color,” “I don’t see it,” when referring to your point or “I see what you mean.” They will want you to ‘illustrate’ something or ‘illuminate’ the subject. They’ll want to imagine how something might be done or will use a phrase, “When looking back.” For example, “When looking back over the last few years.”

They might say, “I don’t want to make scene,” or “I want a mental picture of that.” They also might say that their mind is blank. A very visual perspective – My mind is blank. They like to notice things, observe things, paint a picture for you, talk about their perception and say if something is vague or clear. They might look for tell-tell signs. They will want you to show them what you mean and might say that they see the light now, “I see what you mean,” “I recognize that.”

Recognize is a very visual activity. To recognize something, they are probably seeing it. They might say, “That looks plain to me,” “That is well-defined,” “I can visualize that,” or “My point of view.” Also, “I have a tunnel vision,” “Let me take a peak,” “He was staring off into space,” or “He made a spectacle of himself.” There are all the phrases to listen for in conversation when you talk to people. These are the clues that you are dealing with a visual person.

They might say that things are sketchy, for sore eyes or that he was a show-off. They might also say, “This is rather short-sighted,” “I’ll see to it,” “I am beginning to see a pattern,” “It was revealed to me,” or “I can plainly see it”. “I can picture it,” “Here is my perspective,” “It was very obvious to me,” “I could see it with my naked eye,” “I can see it with my mind’s eye,” “I could create a mental image of it,” “It looks good to me,” “Let’s focus of it,” “In light of the fact,” “How does it look.” They also might use the word

‘hind sight’. These are all words which indicate that they are representing their world in terms of what they can see, can’t see or can kind of see.

“I get the picture,” “I foresee this,” “Let’s meet eye to eye,” “Enlighten me on this,” or “It dawned on me, “I have a clearer image of what you are talking about,” or “Can you cast some light on that?” are all the phrases that they might use. They also might use the phrase “A bird’s eye-view” – These are all clues to look for which might indicate that you are dealing with a visual person. Keep these phrases in mind and you will get the idea.

Talking about phrases or words which indicate that we are dealing with a person who like to talk about what they see because that is how they primarily represent their universe.

Let’s take a look at the auditory people or I should say – Let’s pay attention to what they have to say.

Auditory people represent their world with sound.

They will listen to you to hear what you have to say. They will ‘tune’ in to you. How can we determine? By carefully listening to who is an auditory person. Auditory people like to use their free time to talk with others. They like to talk and listen, so conversation is wonderful for auditory people. They are able to concentrate intently on what another person is saying, they keep up on the news by listening to the radio. They prefer talking or listening games when it comes to games. They like to stop at gas stations and ask for directions when in a strange city. They prefer oral instruction from an employer. They plan an upcoming feel by talking it through with someone, use rhyming words to remember names, listening to a recording instead of reading the material. If you are auditory, you are in luck – you are listening to me right now.

When they are working on a math problem, they are probably talking aloud so that they can hear themselves think. When they review for a test, they will read their notes out loud or talk about them with others, such as

in a study group. They prefer to have someone else read the instructions when putting something together because while they are doing it, it can be difficult to read - They like to hear the instructions. Remember, these clues that I am giving you are going to be very helpful. You are going to have to start paying attention to people in your environment if you want to control them, manipulate them and persuade them. You are going to have to get into their world and this is where it all begins - Finding out their major representational system.

What else do we know about auditory people? They might say phrases such as, "That is clear as a bell," "That clicks with me," "I would like to communicate with you." They might say, "Does it sound okay?" "I was within earshot," "I had to exclaim," "I had to give an account of," "He is quite a gossip," "Hold your tongue," "He was just using idle talk," "I'd like to inquire about something," "Listen to me," "In a manner of speaking" or they might describe a car by saying "It purrs like a kitten."



They also might say, “Let’s get together and have a rap session about that.” Not a hip-hop rap session but a session in which we are discussing things and there are words being exchanged. They might say, “That really rings a bell with me.” They might say, “Something just tells me that’s the way to go.” You see – They are listening to something, something is telling them.

They might say any of the following: “Something just tells me that’s the way to go,” “I was just a sounding board,” “That sounds like fun,” “I was speechless,” “He was giving me a lot of static,” “The question really is,” “Watch your tone,” “I am really going to tune in,” “I am really going to tune out,” “He was very well informed,” “He said it word for word,” “I don’t want to hear all that noise,” “I have something to announce,” “He was such a blabber mouth,” “She expressed that point clearly,” “She commented on that,” “Could you describe that in detail,” “I’ve got something to divulge to you,” “That was quite an earful,” “Could you please

enunciate,” “Give me your ear,” “Lend me your ear,” “We were in harmony,” “I can really hear the rhythm,” “There is a hidden message,” “How does that sound to you,” “That idea sounds really good to me,” “I’d like to inform you,” “Let’s talk it over,” or “Listen carefully.”

Something else they might say is, “Pay attention,” “He has a very powerful speech,” “She is all ears,” “That sounds great,” “Don’t squeal on me,” “I’d like to suggest something,” “He was such a tattle-tale,” “Well, to tell the truth,” “He was tongue-tied,” “That’s unheard of,” “She voiced her opinion,” or “Within hearing range.”

You will notice that all these words have a theme; they all relate to hearing: what you can hear and what others are saying. An auditory person relates to their world with an auditory representational system. Keep in mind that these are only clues to listen for and this is only a short list of those clues. I want you to get a general idea and to hear phrases that you may not have

thought of before being in a particular category. Pay attention to other phrases and start categorizing people. If you can put people into a category, you can gain control over them. I know that does not sound quiet right but it's the way it works. If you can categorize people into auditory, visual and kinesthetic, you are going to be able to control them.

Almost anyone has the ability to relate to each one of these representational systems, yet, you must pay attention to which one is the primary one. Auditory people also may say things such as, "He was very outspoken," "That rings a bell," "Run the same wavelength," "That sounds like a winner," or "I hear you, man" so pay attention to the way people talk and what they say.

Now let's look at the third representational system and that is kinesthetic. These people, kinesthetic people, people who relate primarily to their world through this representational system are people who like to pet

animals. They use the sense of touch to put something together. They can distinguish items by touch when blind-folded; they like to interact with people, move within music or doodle and draw on any available paper. They might be an outdoors person, the outdoorsy type, spend a lot of time on crafts and handy work, things they can build or create with their hands.

They like to feel the texture of drapes and furniture or anything that they can touch or feel. They like to touch people while talking to them and they are the ones who will come up to you and put their hand on your shoulder while you are talking to them. They find it very easy to keep in touch with their own body. They are one of the fastest of any group to learn any new physical skills, so look for these clues about kinesthetic people. By the way, kinesthetic means that they relate to both motion and touch.

Kinesthetic people might use phrases or sentences like, “All washed up,” or “Callus.” You see how their phrases relate to what you can feel or touches or what

you touch? They might say things like, “He really caught on to that,” you see a lots of motion, as if you catch something – like a baseball – It’s a physical motion. They might say, “Oh, he was so cold,” or “She was very comfortable with me,” “He’s cool,” “I embrace that idea,” “That feels right,” “I was feeling very flat,” “She was so forceful,” or “Get a load of this.” You see what that phrase implies? “Get a load of this,” – as if there were a truckload of something physical. How about, “Get in touch with this,” “You need to grow,” “Hang in there,” “He was hard headed,” “Hold on,” “I am going to impress you,” or “I have an intuition,” – now we are getting into the branch of the kinesthetic representational system in which we are talking about feelings.

It is not just about physical feelings, things you can touch and hold, it is also internal feelings like intuition. They also may say things like, “Keep your shirt on,” “Lay your cards on the table,” “He was very luke-warm,” “My sense is,” “That is so much pressure,”

“Gosh, he just kept pushing and pushing,” “She was so pushy,” “That just rubs be the wrong way,” “She is so sensitive,” “She is very sharp,” “Let’s shift directions,” “She was all shook up,” “Everything went smoothly,” “Keep a stiff upper lip,” “I am tied up right now,” “That team is unbeatable,” “He is really warming up to me,” “That is bearable,” “She is a chip off the old block,” “You need to come to grips with this,” “Give me a concrete idea,” “He is a real couch potato,” “She has amazing depth,” “Ah, after work, I am just going to fall apart,” “Let’s lay a firm foundation,” “Let’s get a grip on this,” “Let’s get a hold of this,” “I get the drift,” “They went hand in hand,” or “That was a heated argument.”

When you are talking about a heated argument, that is a physical quality that you can feel as if you were around a fire and able to feel it. Kinesthetic people actually have that sense – A heated argument would have seemed to have given some sense to them. “How does that feel,” “I am in a flow,” “Keep in touch,” “I feel so lightheaded,” “Let’s make contact,” “Let’s move

forward with that,” “I’ll pull some strings and see what I can do,” “He really reached out,” “They are so shallow,” “That just slipped my mind,” – You see, they are all taking the idea of a thought, forgetting that thought and relating and relating it to something slippery – A motion.

You can almost feel something slippery when you say that something slipped off your mind. “So, slippery, it slipped off my mind” – That is how kinesthetic people relate to their world. If you are kinesthetic, that is how you relate to your world or “That information is as solid as a rock,” “Let’s start from scratch,” “He is such a stuffed-shirt,” “That tickled my fancy,” “That’s so topsy turvy,” or “It’s unbearable.” Hope you are getting a sense of kinesthetic people and how they think about their world. The way they think about their world is the way they represent their world. If you are wanting to get in tune with them and have a conversation that is meaningful to them, you are going to have to enter their world. What else would they say?

They would say, “It all boils down to,” “I was calm, cool and collected,” “You can feel it in your bones,” “He’s just trying to get your goat,” “I can grasp it,” “He is sharp as a tack,” or “He is a smooth operator.” I hope that this short list of the things that a kinesthetic person might say really helps you now.

Let’s talk now about how to use this information that you now have about auditory, visual and kinesthetic people. It would be nice to know how to actually use that. Let’s take a look at that.

First of all, you want to use it to establish rapport with people. Establishing rapport is essential and we will talk more in dept later about rapport. Right now, use this basic strategy of determining the representational system and beginning to use the words just like they do. For example, if they are always talking about ‘seeing your point’, ‘looking ahead in the future’ and things which indicate that you are dealing with a visual



person, that is how you need to start talking when you talk to them.

If, in the past, you have just relied on your charm and your winning personality, I think that that is fine. It's better, however, for you to rely on getting into their world now. If they say things like, "It appears to me," "Beyond a shadow of a doubt," "That's clear cut," or "I have a dim view," then you need to come back to them saying things like, "I want to give you a mental picture of that," "I want to tell you what that looks like," "I want us to see eye to eye," "I don't want us to be short sighted here," "I don't want to get a tunnel vision," or "I want this to be very well defined." If you are talking within their representational system, they are going to understand where you are coming from and they are going to relate to you.

Talking within a different representational system is rather like talking a different language. You might as well be talking Chinese to someone who does not speak

Chinese at all, if you are not paying attention to the representational system of the individual. If they are visual, you need to talk in visual terms. Even if you are not visual, you need to practice this art. Ultimate Conversational Hypnosis means that you do what it takes to get the job done. If you are not visual, you need to get accustomed to using visual terminology.

Now, remember, we are not actually talking seeing eye to eye with them or having a dim view or anything like that. We are just talking about using the words which need to come from your mouth when you are talking with them. If you are using email or texting, those words need to be apparent also and in their major representational system. If they are in your system or just some random system, continuing to talk using random words, well, that is not actually going to help. You may be describing what you want them to buy very clearly, but you may be using an auditory channel. To reach them, maybe you are saying, “Is that loud and clear,” or “Maybe I should hold my tongue,” “I hope

you got an earful of that,” or “I hope we are on the same wavelength”.

If you talking about being on the same wavelength to someone who is visual, you might just use something auditory to describe something to a visual person.

Guess what? They are not going to be on your wavelength. They are on their own wavelength and you are not paying attention to them. I want you to start using this information when you are talking to people but before you can use it, you have to pay attention to them, just have a conversation with them and see what they have to say. If it's a conversation by email, then of course you need to read what they have to type. If it's a texting conversation, you also need to read what they type.

Whatever delivery system you are using to communicate with them, you need to pay attention to how they are using their words. This is an indication to how their mind works. Once you have unlocked it, you

will be able to step into their minds, in a sense, and begin to control their world. Control begins with establishing rapport and you must have rapport.

Rapport is just that nice friendly relationship you have with someone. You too just seem to get along and everything seems to flow when you are together – That's rapport.

Rapport doesn't come easily and sometime, as you may notice in life, it does not come at all. You may have to get every advantage that you can on your side. If you had been struggling with dealing with someone, perhaps you might want to consider that you are not talking to them in their language, using their representational system. Perhaps you have been using your own or have not been paying attention at all. That is fine. Until we have access to this technology, we don't really know what we are doing in a conversation. This is the first building block of establishing rapport. It all starts with paying attention. I want you to begin to pay attention to how people talk and what they say.

How about a quiz? Are you ready for a quiz? Keep in mind that I am working on a Doctorate in Education and I am very interested in you being a student and learning this information. One of the tried and true ways of learning is by taking quizzes and doing homework. Quizzes make sure you are paying attention and homework gives you something to do to reinforce the learning.

Let's start with a quiz. I am going to use a series of phrases. In each of the phrases that I use, I want you to decide if it's visual, auditory or kinesthetic. Don't worry about being graded on these quizzes because there are no grades. If you find that you are getting more than three of them wrong, I want you to review the information. I want you to review it anyway, however, if you are getting more than three wrong, I want you to review it before moving on, just to make sure that you understand the information here.

You do not have to write these down if you do not want to. In fact, if you are visual, you will see them in your mind's eye. Of course, if you are visual, you may actually want to write them down to see them.

Kinesthetic people enjoy writing things down also because of the motion of the pen or pencil, whereas auditory people may just want to sit back, relax, hear what I have to say and think about how their answer sounds. Whichever way you want to do this is fine.

Question #1: What about someone who typically reads billboards or signs while driving or riding? What type of a person would that be? Again, the three options are: visual, auditory or kinesthetic.

A person who typically reads billboards or signs while driving or riding...

Question #2: What about someone who talks aloud while working on a math problem? Someone who talks loud while working on a math problem – Are they visual, auditory or kinesthetic?

Question #3: What about someone who likes to pet animals – Visual, auditory or kinesthetic?

Question #4: What about someone who moves with the music? They hear music and you see them moving, swaying, rocking with the music – What type of a person would that be, visual, auditory or kinesthetic?

Question #5: What about someone who creates images in their mind to remember names? What kind of a person would that be?

Question #6: Someone who likes to watch people, likes to go to Disneyland or Disneyworld and people watch? Perhaps go to the mall or the park, sit there and people watch? What type of a person would that be?

Question #7: How about an outdoorsy person?

Question #8: How about a person who uses rhyming words to remember names?

Question #9: A person who prefers to keep up with the news by listening to the radio? They can watch TV or read it on the Internet, but they prefer to listen to it on the radio.

Question #10: What about a person who mainly uses their sense of touch to put something together?

Okay, let's go through the answers. Question #1 was someone who typically reads billboards and signs while driving or riding – That's a visual person. They like to see and read the information on the billboards. They can read it on the signs.

Question #2 - Someone who talks aloud when working on a math problem is an auditory person. They like to hear themselves working through it.



Question #3 – Someone who likes to pet animals is a kinesthetic person. Just because someone has animals, do not just assume that they are kinesthetic. They have to enjoy to physically interacting with them – Petting them.

Question #4 – Someone who moves with the music. Just because someone listens to music, don't assume that they are an answer to this question, which is kinesthetic. If you listen to music, that would make you more auditory. If you move with the music, you are kinesthetic. Therefore, someone who moves with the music is kinesthetic.

Question #5 – Someone who uses mental images to remember names is a visual person. They want to boil that name down to something they can see.

Question #6 – Someone who likes to people watch is a visual person.

Question #7 - An outdoorsy person, an outdoorsman or an outdoorswoman – Someone who likes to get outside in the great outdoors is a kinesthetic person. They are all about motion and touching, getting out there and really enjoying life first hand. Kinesthetic phrase, by the way is kinesthetic.

Question #8 – Someone who uses rhyming words to remember names is an auditory person. They want to boil that name down to something that they can hear.

Question #9 – Person who keeps up on the news by listening to the radio is an auditory person.

Question #10 – Someone who uses their sense of touch to put something together is a kinesthetic person. A touchy-feely person, if you will.

Hopefully, that quiz was easy for you, however, if you missed more than three, I recommend that you go back and listen to this material again before moving on to the next module. If you got them all right,

congratulations! You have a very strong foundation on which we can build. Believe me; the information gets a lot more interesting and intricate. I am a doctoral level student and I like to raise you up slowly to a very high level of understanding. Join me, as we build slowly this knowledge. As I mentioned, I want you to do homework and I want you to see the importance of it as you feel how good it feels to say that you can do it. You see how I can bind all senses from all the primary representational systems?

Your homework is to go somewhere that can either be home, work or to a party and talk to one person. Just pick one person who can be your spouse, someone you have never met, your coworker, boss, an employee – It does not matter, as long as you pick someone. I want you to have a conversation with them. I prefer it to be a face to face conversation, but a phone conversation will do. Face to face is always better because you can see how their body language is working with and

complimenting the words which they say. You can really get a sense of that.

Interestingly enough, in working with couples and doing this sort of exercise, I have found that couples who have been together many years (20 or 30 years), many do not know the primary representational system of their significant other. They have not paid attention on that level. That is okay and completely understandable, as, perhaps they did not have access to this technology. It is very enlightening to them that, only now, they are just beginning to understand this person with whom they spent all these years. Maybe they have been trying to get that person to do something as simple as taking out the trash or doing the dishes, putting the toilet seat down or any number of things that husbands and wives and couples of all sorts have trouble getting the other person to do.

I want you to pay attention to the representational system of the person and I want you to find out, as quickly as you can, whether they are auditory, visual or

kinesthetic. Do that just by paying attention to what they say through a normal conversation with them. You don't have to say, "My homework from Steve G. Jones, clinical hypnotherapist is...." You just have to have a normal conversation with them. Of course, if you normally ignore them, they may find that odd.

Find someone with whom you can have a conversation, talk with them, listen to what they have to say and how they say it. If they seem to be using visual, auditory and kinesthetic phrases, pay attention to which one they use the most. One of them is going to be more prominent than the other two. In order to get this data from them, you are going to have to get them talking to them a lot about how their day was. If you are married to them, you might be surprised to find out that people like to be asked that question – They want to feel that you care how their day was.

Ask them what they would like to do this weekend, if they have any plans, in the future? What do they want

to talk about? Start a conversation that feels normal between you and that person, except perhaps a bit more lengthy than usual in order to get them talking a lot. Then, the fun begins.

Once you have their primary representational system, I want you to start using that with them from now on. Do not just do it for the homework and stop. From now on, I want you to relate to that person using their primary representational system. This is going to allow you to establish rapport. This person is going to see you as being like them, someone they can relate to, someone they can trust, feel – for a reason unknown to them, someone with whom they feel close to regardless of whether you talk to a child or a parent. Talk to someone; find out their primary representational system. Probably within 5 or 10 minutes of conversation, you can start using their primary representational system when talking to them.

If you want them to feel that you are in rapport to them, you will have to start using those phrases continuously

in the future when relating to this person. Go over and over this Module until you understand the vast number of types of phrases that they would use. Start using those phrases, let go of the way in which you attempted to talk to them as it is most likely not doing any good anyway. Let go of that and start talking to them in their language.

You have probably been talking Chinese to a Frenchman. You were probably talking Japanese to an English speaking person. You need to change that and make sure to speak visual to a visual person, auditory to an auditory person or kinesthetic to a kinesthetic person. Those are the three languages. Go ahead, have some fun with this, learn about that person because you probably did not even know this about them. Learn about that person, the way they represent their world, start using it to gain rapport to them and you are going to find that, once you have a rapport with them, you have power with them as well.

*Steve G. Jones, M.Ed.*

Begin feeling those muscles flexing. Can you feel that? That's right. Muscles are beginning to grow and will get some protein in the Modules coming up. We are going to feed those muscles. You keep exercising and I will keep feeding you the protein. Deal? Okay.

I am Steve G. Jones, clinical hypnotherapist. Hoping you have an outstanding day.





*Steve G. Jones, M.Ed.*

## **Module 4: Pacing**

Hello and welcome to Module 4 of Ultimate Conversational Hypnosis. I am Steve G. Jones, your instructor and your guide, your tour guide, if you will, through this transformational process. It is a process to transform the way that you interact with the world, and the way you encounter others around you.

In the past, you probably had many situations where you were at the mercy of others, whether you realize it or not. This could have happened a) because you were manipulated by them or b) because you did not know enough to take charge of the situation so they had to take such charge. In either case, you were not in charge. If either of those situations happened a lot to you in the past, you are in luck. Ultimate Conversational Hypnosis will pave a way for a future for you that is free of that. It will be the future in which you take the lead every time. It is kind of like – Getting your way.

If I had to name this program something different, I would probably name it ‘How to Get Your Way’ because that is what the Ultimate Conversational Hypnosis is all about, getting your way. Let’s take a look now at pacing. Pacing is a very popular topic in Neuro- Linguistic Programming (NLP) and it’s very helpful to discuss when we talk about Ultimate Conversational Hypnosis. Module 4 we are going to dedicate to pacing.

In the previous module, we talked about certain kind of pacing which is discovering the representational system that the person is using and making sure that you are communicating within that representational system. You already have an understanding of pacing. Just because we are putting a label on it does not make it any more complicated. We have already been using it. And if you did your homework, which I hope you did, you understand what pacing it and how to use it. In this Module, I want to look at with you some specific ways that we can pace someone. These will work

whether or not we know the representational system. Let's say that you've been trying to figure out whether they are auditory, visual or kinesthetic without luck. They seem to be talking about seeing this and feeling that and hearing the other thing. It seems like they talk about all of them equally. It happens and if you pay attention, it is something that you can get around. You can probably figure out about which they talk the most.

With this module, which is a new weapon, you do not need to worry about that. This Module is a new tool and a new trick, whichever you prefer to call it. Let's look at how you can use this.

Pacing is what somebody else does the way they do it. That is a good general description of pacing. Non-verbal pacing is called mirroring. We are not talking about communicating verbally but doing something that the other person does or mirroring. Pacing can be used with or without the actual words. Isn't that something?

A lot of your conversation happens without the words. When people think about conversational hypnosis, they generally think that we must be talking. “Conversation” happens with your body language and with what you do. It is estimated that over 70% of your conversation is happening without words. People size you up and figure out who you are and what you are all about just by watching you. Now, in later Modules, we will talk about taking even more control of that – How people size you up and making sure that they get the impressions that you want them to get.

In this Module, I want to look at establishing a deep rapport with somebody. When you have rapport, you have a connection. Establishing a deeper rapport with somebody entails getting them to like you more by doing certain things both orally and not orally, both verbally and not verbally, both apparent and yet not apparent. If you do this stuff right, none of it will be apparent. I think that you have a little less chance of getting caught when you are not even talking at all.

Let's look at some ways in which we can talk and not talk and even bring this person into our world a little more and get into their world. As we go through this, module by module, I want you to really look at it that way. You've got to get into their world. It's not like stepping into their world and taking charge of it without even having an understanding of such world and working with the dynamics of their world. It is going to make more and more sense as we go along. I want you to get more accustomed to thinking in those terms.

As an analogy, we will think of getting into a hot tub with somebody. When getting into a hot tub with somebody, rather than feeling a different temperature, you feel hot too. You feel what they feel and take it from there. You must start thinking in terms of getting into their world. Once you are in their world, you can begin to take charge and not standing outside of the hot tub giving commands. Imagine that hot tub as their world and you in that hot hub. The warm water is the

way they are feeling. You have to feel what they are feeling in order to take charge. I wanted to introduce and get more used to that concept as we go through these modules.

What can you do to establish rapport using pacing? You want to copy the types of words they are using. We talked extensively about that in the last module, whether they are using auditory, visual or kinesthetic. If you need to review that, go ahead and listen to it again. If not, let's move on.

We know how to match what I would call their syntax, meaning the words they are using and how they are using them. What about their posture? The way they are standing. That is something that we can mirror – We can stand like them. If it's something that you can do right now, I want you to get in front of the mirror because I want you to see that mirroring is perhaps a little different than you thought. If it's something that

you can do right now, pause this recording and go ahead, stand in front of the mirror.

I want you to raise your right hand. When you raise your right hand, what is the man or a woman in the mirror doing? Or the child, if a child is listening to this recording and wanting to learn about conversational hypnosis – I certainly applaud you. What is that person doing? You are raising your right hand and they are raising their left hand. When you are raising your left hand, they are raising their right hand. Are they not supposed to be doing what you are doing? My point is that, when looking at the mirror, the image is reversed. Therefore, you must look at yourself as the mirror image of that person. If they raise their right hand, do not raise your right hand by your left hand because that is how the mirror would look.

Mirroring, as a type of pacing is a way of doing the opposite of what they are doing. When it comes to dividing the left and the right, their left is your right and their right is your left. We can do this by



scratching our head with the right hand if they scratch their head with their left hand. You want to do it pretty much the same way that they do it. Now, if you are going to do it like a comedy act, exactly like them and very quickly so that you are pacing them very quickly, you will get caught right away. You do not want to do it in such a way, as that is not the proper way. You want to do it more subtly which is why I always suggest practicing with friends or at parties where you will never see someone again, as we do make mistakes. Out of town parties are the best place to practice as, hopefully, you will never see these people again. When you can practice, if you mess up, who cares? If they do something, you are doing it. You are doing what they do but it a more subtle way. As you can imagine, your homework is going to be practicing this and not getting caught

What else can you copy about them? You are being a big copy cat now and that is all that this is. Their breathing and the rhythm of their breath is another way

in which you can get to their world. How are they breathing in and out? Maybe it is fast or slow. Who knows? The way to find out is to pay attention. It is sort of like a dance which can change from moment to moment. Therefore, you have to pay attention to what the person is doing. If you want to pace their breathing, pay attention to their breathing and breathe the way they do.

The voice tone in terms of the high or a low pitch is another aspect of pacing. You do not want to get caught which means that you do not want to match someone's high squeaking voice. You want to find something else to pace as matching their high squeaky voice will make you look like a fool, embarrass you and cause the opposite of rapport.

Knowing when to apply each of these tools will make you a master. Someone with good common sense is going to know when to apply these rules. As such, do not just apply them like a robot. Pay attention to when it is appropriate and when it is not. If someone has a

ridiculously high voice or a very low voice and you normally do not, don't make yourself do that as doing that will be too obvious. If they have a tone that you can match without being obvious, go ahead and do that.

What about the voice tempo? Ta-da-ta-da-ta-da.

Everyone has a voice tempo and you and match the voice tempo. If they talk in this kind of way, you can too. Usually the tempo or the count, whatever you may be calling it is not as obvious as I am making it, however, if you pay attention and get into that world of theirs, you are going to match it.

What about the facial expressions? You could match facial expressions. Some people only smile on one side of their face. I have been accused of doing that too – Smiling on one side of my face. If I smile on the right side, you want to do on the left side and look like a mirror image if you are pacing me.

Eye-blinks – Maybe I blink a certain number of times per minute. If someone pays attention to that, they can blink a certain number of times per minute too and blink when I blink. I hope that gives you a good basic understanding of how pacing works. Remember, mirroring is the part of pacing where words do not work. It's the non-verbal part of pacing which is what I want you to understand about pacing.

Let's take the information and the understanding that we have of pacing, remembering that mirroring is just a non-verbal part of pacing and anything you can do without words and talk about cross-over mirroring. When you are mirroring someone, you are doing what they do, scratching your head when they scratch, breathing when they breathe, moving like they move and that is a very good skill to have in conversational hypnosis.

Now, we are going to take it a step further. What would cross-over mirroring be? Let's say, for example, that you have discovered that my voice has a certain

tempo and I talk in a certain rhythm. If you discover that to be the case and you do not want to exactly emulate and do what I do with your voice, you do not have to. With cross-over mirroring, you can emulate, imitate or do what I do with another form of expression. If I have a certain tempo with my voice, you can tap your hand on something and that can mimic my voice tempo.

It does not have to be tapping and can be any number of things. It also does not have to be a voice tempo that you are mirroring. Those are merely some options as I open your mind to the idea that you can imitate someone without being very obvious about it. Let's look at the other examples of cross-over mirroring. I talked about the tempo of my voice and you tapping your hand to the tempo of my voice. When can we use that? Let's say, for example that you are out in a club. A lot of people use conversational hypnosis to have dating success which is fine as long as you understand that you are never to hurt anyone or lead them to do

anything they would not ordinarily want to do, anything that might be bad for them or hurt them. If you are out in the club and they are doing all the talking. It is a club, everything is loud, you are unable to get the word conceptualized and you are thinking, “Wow, what a great tempo their voice has, I wish I could get a word in edge-wise because I can then do what Steve G. Jones told me to do and I could match their voice tempo. As they are doing all the talking and given the loud noise in the club, “I don’t know if they will hear me anyway.”

As I cannot get a chance to talk, what can I do? I am mirroring them, scratching what they scratch and would like to do something else. Why not just tap your hand on the bar? If they are talking at a certain tempo, you can tap along with them. They do not have to hear the tap. The fact that they don’t hear it is fine. If they hear it, it is fine too. If, however, they see your hand moving up and down with the tempo of their voice, what does that do?

To return to our example, you are in a bar or a club, club being a nicer name for a bar, you are trying to establish rapport – I don't think that you would be talking to anyone in a bar without trying to establish rapport. I don't think you would be having a business meeting under those loud music conditions. Even if you were, you want to have the business meeting; the idea is that you are not there trying to have a random conversation. You are there, trying to be with a person, be in flow with them, in synch with them. The cross-over mirroring allows you to pace them in a way that is not obvious and does not require you to talk at all or do exactly what they are doing. They are talking and you are mirroring them with your hand.

How else can we do this? What about breathing if they have a way of breathing and there is a rate at which they breathe in and out? If you can establish their breathing rate, you can allow yourself to mirror their breathing. As a specific example, you may remember a gentleman named Paul who I helped. He was so

impressed and his life was so changed by what I was able to do with him and bring out of him. He did not get any magical wand from me; I just taught him the innate and natural abilities that he already had. I worked with him to develop those which is what the conversational hypnosis really is – Taking the natural abilities that you have, developing them and adding on to them. It is also taking the ordinary skills and adding to them the knowledge which you did not previously have.

I worked with Paul because he had a situation in which he needed to get a certain job. He had an interview coming up and was going to be sitting there, talking to a gentleman who will be interviewing him. He had heard the gentleman to be harsh or, in other words, very mean to the people he interviews and that he hires very few people, all of which had set a very scary image in Paul's mind. It was not very helpful, so I thought Paul about cross-over mirroring. Paul was able to go into that interview and, within one minute, figure out the pace at which this gentleman was breathing.



Paul was sitting in the interview chair with one leg crossed over the other, so that this gentleman can see his right foot. As the interviewer was breathing at a certain pace, Paul kept the tempo of his breathing with his foot. Unfortunately, the voice tempo was erratic to the point where there was no tempo. Without any rhythm, the voice tempo resembled a very loud noise. The breathing, however, was very rhythmic, as it often is.

Occasionally, as the interviewer got more excited or more relaxed, the breathing tempo changed. Paul was able to easily keep pace with it. He was able to pace the breathing with his foot. As this gentleman continued breathing in and out, Paul's foot continued to move up and down. The interviewer thought that Paul was like him and ended up hiring him. It is because of that trick or technique, combined with many others like it, all of which I will share with you, that Paul was able to land that job easily. In fact, the interviewer was so

taken by him that he became his best friend. Not only did he hire him, but he just felt this strong rapport.

You do have to be careful sometime because you may not want your boss to be your best friend, calling you all the time to play golf or tennis, a reason for which you must be careful how you use this powerful information. How else can we do cross-over mirroring?

With some people, if you look on their neck, you will see their pulse. For other people, to identify their pulse, you have to look over their temple or their hand. You can see people's pulse as the arteries are carrying the blood from their heart. Every time the heart beats, the arteries get a surge of blood, which creates the pulse. When these arteries get a surge of blood, you will know that that is a heart beat. If you can see that on someone, you can also match that.

If you see the pulse on someone's neck, hand, forehead or wherever it may be, you can match that. For example, you can match it with your voice tempo. You

must, however, make it as natural as you can.

Sometimes, when providing examples, I ensure to pronounce things clearly so that you can know exactly what I am talking about. If you are talking like this in an interview, they will look at you strangely. You need to make it more subtle which is another reason to play with it with your friends. Find someone's pulse if you can see it, as you cannot always see it with everyone. If you can see it, you can match their pulse with your voice. In much of a similar way, you can match everything with anything – This is just an example that I am giving you.

You can match the voice with stride.

Let's say that there is a certain pace at which someone walks, which can certainly change. Maybe you are running with them but your voice can match their stride. You can talk in a way that matches what they are doing and we are simply talking about you doing anything that matches anything that they are doing. We

therefore have something happening at a regular interval – A pulse, breathing, pulse or a tempo, any of which are interchangeable. Maybe your voice can match their stride or maybe their stride can match your voice. It does not matter as you can mix and match any of these or simply match them one for one. For example, you can match your stride to their stride in walking.

I want to make it more interesting for you and give you a much bigger bag of tricks by teaching you the cross-over mirroring. While it can be, it does not have to be your stride matching their walking. It can be your voice, your hand or something else about you that matches them. I hope that cross-over mirroring has been very informative for you.

In the homework, of course, there will be some cross-over mirroring. Go ahead and think in your mind with whom you might work with. I want you to practice this information as one of the best ways to learn anything is to practice it. I am not a medical doctor, however, in

medical school, there is a model which is ‘see one, do one and teach one.’ In other words, you see someone do it, if we consider my demonstration as seeing someone do it, then you do go out and do it. For your homework, go ahead and match someone, mimic what they do and have fun with it, all of which constitutes the ‘do one’. The third one, which a lot of people fail to do, is finding someone whom you can teach. I am teaching you and I am sure that you paid for this program. Why not teach someone at least a few of these techniques, since, when we share something, we learn. When you teach someone, it generally means that you have mastered it to the point where you can share it with them.

Guest what? If you start teaching them and find difficulty doing so, perhaps you do not understand the material enough and must go back to review it. That would be an indicator. To recap this medical school model, see one reflects seeing or hearing me do it and the remaining steps are do one and teach one. Take a

few of these techniques as we are going through the program, maybe some of the more challenging ones and teach them to someone. That is how you really know that you have mastered it.

We now have a lot of information. We understand what pacing is, we understand the non-verbal form of pacing as well as some ways to cross-over from what someone is doing to something else. If someone is talking, you can pace them by moving your hand. If you notice how quickly or slowly they are breathing, you can pace them by moving your foot. You can imitate their voice, pace them with your voice or mix and match. Let's say that you've done this for a while and doing this will establish a rapport.

Let's now take this to the next level and start making them do these things. Thus far, we have been paying all this attention to what they have been doing, watching carefully what they do, making sure to do something to pace what they are doing, all of which is a lot of work. Let's say we have been doing it for 5 or 10

minutes. Now it's time to take control and introduce leading. Leading means that you are doing something and they are also being led by you to do something. This is also a great way to test where everything stands. We could have been pacing them for a while but not quiet doing enough or failing to establish rapport. After five minutes of pacing, however, we want to switch into leading. If we have been doing pacing the proper way, which comes with about a week long practice with friends and at parties, we should be able to transition into leading.

Some people are natural in this regard and others require a bit more practice. One week of practice, however, with friends and at the parties should be sufficient to master this skill. If you have mastered it, we want to test it. How do we ever know if we are establishing rapport? Leading let's us know. Leading is an indicator.

Let's say that we are back in that office with Paul. We represent Paul. We've been tapping our foot to the way this guy breathes, following the same tempo for five or six minutes and perhaps a few other things such as the hand movements in relation to his pulse and so forth. We now want to do something and see if he does it. We don't necessarily want to make the test difficult for the interviewer, such as verifying if he will tap his hand to our breathing or anything like that. We simply want to see if he will move in the same way the moment that we move. Perhaps at that point Paul would make a move with his right hand and scratch his head, just above his ear. He would wait and watch.

Do not expect the person to be led immediately as you should always remember that they are not trying to follow what you do. By the way, sometime in business situations, if you do something and the person does something right after you in a mirror sort of a way, be careful. They might be pacing you as you may not be the only one who knows conversational hypnosis. It is possible that the other person attending the meeting



knows it also. In this program, I am going to give you a whole new bag of tricks and a big tool box. If one thing fails to work, you can switch to something else.

Let's now say that we are still Paul in that office, raise our right hand and scratch our head just above our ear. Maybe about 10 seconds later, the interviewer does the same thing with his left hand, like a mirror image of us. This is good for two reasons. Firstly, he did not do it right away like someone who is pacing us might do. Secondly, he did it. The fact that he did do it is not necessarily a good thing. If they do it and only if they do not immediately do it after you means that you are not being paced. To test if you are being paced, you can simply continue to do things and follow their immediate reaction. Theirs should be more of a subconscious action and you can tell the difference very easily.

If someone is consciously pacing you, first of all, they are paying extreme attention to what you are doing it.

You can generally notice them watching you by observing their hand or their eye. They may not use it as cleverly as you do it if you try to use your peripheral vision and do not look directly into his hand. By looking at their face, you are still able to see their hand, as it is still within your visual field. A lot of times, people will give themselves away by looking right at it. If, however, it seems more like a subconscious action and they are not paying attention to what they are doing and the reaction is slow, with a bit of a delay – Chances are that you are leading him; they are doing it because you have established rapport and they are following your lead. You've got them.

You have not only established rapport, but you are in charge. In the future Modules, we will see what you can do with that power of being in charge. How else can we lead someone?

Let's say that we are walking with them side by side and we begin to slow down. Do they also begin to

slow down or do they continue to walk at the same pace expecting you to follow them?

Similarly, if you speed up, do they speed up or do they continue walking slowly and expecting you to walk slowly. You can now see how you are in charge.

In a situation like walking, you may think that, naturally, they would walk at your pace or otherwise they may not be able to talk with you. Do not necessarily think that. If someone considers himself to be your superior, they will probably walk with an expectation that you follow them. The mere fact that they are slowing down when you slow down and speeding up when you speed up is good enough of an indicator that you are leading them. In this case, whether they are aware of not, you are leading them and making them do something. That is good. If they were not in rapport with you and the connection was not there, this would not be happening, as they would not care. In other words, they would be walking at their own pace.

See if someone's voice tempo can be altered by you. Can you lead someone's voice tempo? This can work really well and especially if they have a voice tempo for which you do not care. If they talk in such a tempo and you talk in a different tempo, see if you can speed up your tempo subtle for a little while and then begin to slow down gradually. When your hand slows down and your voice tempo is also slow, see if you can slow them down as well.

Similarly, see if you can speed them up, change to a more excited and faster tempo and whether or not they will follow. When people follow what you do, it's a sign of respect and a sign that they want to be more like you. This puts you in the driver's seat. No longer are you having to follow the, imitate them and do what they do. They are now trying to do what you do. Even if they are doing it consciously and being aware of doing it, in this case, that is okay. It is an indicator of their respect for you, their desire to establish rapport with you and be like you.

Always be aware, however, that they may know conversational hypnosis. They will not know as much as you know by the time you finish this program, however, the possibility is that they may know some, as this technology has been around for a long time. If your conversation partner speaks to a lot of people, they may share some of your knowledge and be trying to do exactly what you do. As I train many sales people, some time you will be in a situation like that. Perhaps one of my trainees is out there and you may not even know. Always be wise to that and realize that they may know some of these tricks. If they meet you at this low level, you are going to try something else. Leading, I would say, is an intermediate skill. Further on, we will be getting into more advanced skills which trust me, they will not be able to follow.

Try this out, not only is leading a test to see if you have rapport, but also as a next logical step. You must be thinking to yourself why we might be doing all this and

matching our foot movement to their voice or going through all the acrobatics to keep up with them. Why are we doing all this? We are doing this for a goal of wanting to control, manipulate and persuade them. Let's therefore be clear about what we are trying to do. You may instantly simply want to persuade them, which is fine. You are, however, trying to control and manipulate them at the same time. Let's be honest, that is the goal. Leading gets you there and you are already seeing that control at play as you see things happening. You are flexing your muscle. Once we see the level of control which stems from 'I have done what you do, now you follow what I do', we can do all sorts of thing. Leading is not a prerequisite for everything else that we will do in this course; it is merely one in the big bag of tricks.

That is simply a tool on your tool belt which you must not necessarily use. As you go through these modules, keep in mind all these tools and notice that they can function independently, unlike math where one thing builds upon another. It would be nice if you used them

all at the same time and you will have the skill to be able to do so, however, it is equally important to note that the tools are independent of each other. When it comes to leading, leading is dependent on pacing, as you must pace them first and then have them do what you do. Hope you enjoyed the technique of leading. It is now the quiz time.

Question #1: In your mind, I want you to name five things that someone can do to pace someone. If you have the opportunity to pause the recording and mark your answers with a pen on a paper and document your responses, the more tactile or kinesthetic you are, the more you will learn from writing it in. Similarly, the more visual you are, imagining or seeing the answer in your mind will suffice. Of course, the more auditory you are, listening and saying your answers out loud would work best. You can decide what type of a learner you are simply by determining the kind of a representational system that you use the most. While

*Steve G. Jones, M.Ed.*

this program will teach you about others, it will also teach you about yourself.

If you need to pause this recording to make your preparation for the quiz, please go ahead and do so. I will assume that you are ready to roll now.

To repeat: Question #1: In your mind, I want you to name five things that someone can do which you can pace about them.

Question #2: If I pace your voice tempo by tapping my hand, what is that called?

Now for the answers:

#1 Possible answers are: syntax (the way they use their words), posture (how they are sitting or standing), voice tone (high or low), voice tempo (high or low), facial expressions (example: smiling on one side of the face) and eye-blinks. There are multiple other things of which you can think, however, those are the ones



which I named in Module 4 and are possible answers to Question #1.

#2 If I pace your voice tempo by tapping my hand, I am exhibiting cross-over mirroring. In other words, it is doing something that someone is doing in taking one component of their behavior and mirroring the rhythm of their behavior. Examples are many: tone of their voice, breathing, stride, et cetera. You can combine anything in a context of mixing and matching, but that is called cross-over mirroring.

How did you do?

It's time to see how well you are learning this information. I would say that if you missed a few vs. more than three, where each question consists of different parts, despite the fact that there are only three questions. If you missed three or more parts of any question, I recommend that that you listen to this module again.

For example, first question had five parts, while the second question had two different aspects. That is a combined total of seven answers. If you missed three or more, you may want to listen to this module again prior to moving on to ensure that you are mastering this information.

Once you understand how to use this technology, I want you to begin to use it right away. I also want you to be excited about it. The worst thing that you can do with any program is passively going through it – Listening and not applying it. I am programming you now and what you want to do is go out and use this information. You have got to try it.

I want you to try it with the idea that you may mess up, however, knowing that failures do not exist. Each time that you do something, it counts as practice and every time you practice, you become that much closer to achieving mastery. Mastery comes with practice of trying and making mistakes or doing short of perfect.

If you do all that, make mistakes and repeat it all again – That is when you will have understood something. Mastery comes once you have understood it and have begun to use it the proper way. Mastery comes from perfect practice. In turn, perfect practice results from plain practice. What is my point in all this? It is to get out there, make mistakes, have fun and get caught.

Be obnoxious without fear, as, the first time you practice this; you will be among friends or at the party where you hopefully will not see the people again. Why not try to simply push it and see how far you can go before being caught. Why not make a comedy act out of imitating a person? They scratch their head and you do it right away. Interestingly, many times what people think will get them caught, does not get them caught.

Some people are so shy and so introverted to think that anything they do with respect to mirroring will get them caught. This thinking indicates that they lack the

confidence that a true Master has. If you are among such people who are scared to look silly or fear being caught – Guess what? You will get caught. I do want you to know that it is quiet possible to think that your actions re blatant and obvious, they are really not. The only way to know is to get out there and try this information, technology and techniques. You need to know how much is enough or too much in terms of mirroring and pacing. That is not something that I can just give you. As it is unique to each individual it will be unique to you as well.

Like a snowflake, there is only one of you in the whole history of the universe and the mankind. There will only be one person that is you and you are unique. For those reasons, you have got to go out there, try this alone, do it and make it happen. You also have to go out there to build your confidence, become more and more powerful, let go of your fear of being caught and instead have fun being caught. Let go of being shy and let go of your concern of embarrassing yourself. You have got to let go of that.

There are only two differences that exist between you and someone who is a master at conversational hypnosis. One is knowledge which you will acquire before completion of this program and two is confidence. The confidence you can get only by getting out there to find out that it is okay to make mistakes and have fun with this. One of the best ways to establish rapport is to make someone laugh. If you are talking to someone, mirroring them and getting caught and they begin to laugh, that is quite an ice-breaker as you will establish rapport right there.

Eventually, you will get smooth enough to be undetected. If you do mess up, my point is that there are no mistakes and mess ups. Everything counts as practice. You are going to find that the world is going to open up for you when you start using this technology. In a context of riding a bike and hitting a tree, at first, admittedly, it is going to be a little difficult. I told that embarrassing story in the previous

module; however, eventually I was able to ride that bike.

Tonight, I was riding my bike in downtown Savannah Georgia which is a beautiful place where many movies were filmed, including the Forest Gump. As I rode past the place beside original location the famous bench where they filmed Forrest Gump, I realized that I rode hands free. In fact, I was texting someone on my cell phone while I was on my bike. I know that you should not do that, but I did because I can. I can ride my bike hands free now because I've mastered it. That is how you are going to grow. If you hit that tree without worrying about it, eventually you will ride hands free and be able to text someone. Hopefully wearing a bike helmet and not texting someone as you ride, but you get the point. You are going to master this information, all of which will become easy for you.

Mastering Ultimate Conversational Hypnosis is as easy as riding a bike. I hope you can see that in your future, hearing and applauding yourself in the future for

making the choice to stick with this program. Now, enough talk from me. Get out there and make it happen. Join me then in the next module. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

## **Module 5: Embedded Commands**

Hello and welcome back. Welcome to Module 5 of Ultimate Conversational Hypnosis. I am your tour guide, your mentor and hopefully not your tormentor, but a person who will teach you the conversational hypnosis. I am Steve G. Jones, clinical hypnotherapist. It is my honor and pleasure, and since you bought this program, it is also my duty to teach you and to make sure that you understand the conversational hypnosis and how to apply it.

What makes this course different, of course, is that it is Ultimate Conversational Hypnosis. You will take what you learned, what you might learn from other programs and we will go way beyond that. As we go through the content, you will learn more of what I am talking about. While it is already beginning to unfold, probably half way throughout the material, you will recognize in how this program is quite different.



Enjoy the slow start, easing you into it and we will pick up the pace in a little bit. Let's take a look at something with which I have had a lot of fun over the years. That is embedded commands.

Embedded commands, as I like to call them, are known as analog marking. If you are British, the spelling is analogue. Analogue marking is the idea that you are going to mark out some words in the phrase that you are saying. For example, if I want to have someone do something or command them to do something, I should reduce that to a three word phrase – Something that I can deliver in a three word phrase.

There are a lot of simple commands and even more complex commands that can be boiled down to three word commands. Your challenge therefore is to take what the person may do and reduce it to just three words. For example, if you want someone to eat less cake, it is a three word command, much alike if you want someone to remove the trash. Let's say that you

have a wife or a husband who is not taking out the trash. It could be a roommate, a friend, child or a parent. “Remove the trash,” or “Take out trash” – Those are three word commands to get the job done. If you say this command to someone, you might sound very German, very authoritarian and rude. Not that Germans are rude, however, then I think ‘to the point’, I think of my German friend Ana who is German and to the point, all of which is okay the way it is.

As I am part German, I can say that you have got to bring the German in you and boil things down to a three word command, however, you will not deliver the command in such a way, as is the case in the example of taking out the trash. You are going to tell it to them in a hidden way. That is the beauty of the embedded commands. They are embedded in other conversation, conversation that may not even be about the topic. Do you see the beauty of analog marking? You do not have to be having an argument about taking a trash, even though it is on your mind and you are not causing that person’s blood to boil while talking about the

trash, yet again. You can still get them to do what you want them to do.

When I work with clients, I can use embedded commands to help them lose weight. Eat less case, for example. Anything that I want them to do, if I can boil down to a three word command, I can also embed it into a conversation. Now, this goes beyond conversational hypnosis, in my opinion. As with many things, with conversational hypnosis, you do not have to have someone in the trance – Are you starting to realize that? I do not have to have them like a zombie following my commands. Certain things, in the world of hypnosis, happen in a waking state, as you are still commanding them. If you have not mastered getting someone into a pendulum state, as they watch the pendulum go in front of their eyes and then giving them a simple command, you should not worry. That is not the way that the conversational hypnosis works.

Conversational hypnosis happens in a conversation which can happen verbally, face to face, over a telephone, via email (still a conversation), by texting or any other way in which you can communicate with someone or have a conversation. I would now like to have a look at several types of conversations and how we can embed commands in such conversations. Let's first take a look at talking to someone, just standing there, face to face, as we talk to someone. We have a lot of options in this case. Options are good when it comes to conversational hypnosis as this, not only gives us a big bag of tricks, but it also offers a lot of variations of the same tricks and techniques.

For example, if I want someone to scratch their nose, this is how I would do it with analog marking. As an embedded command, I will simply say the words 'scratch', 'your' and 'nose' a slight bit louder than the rest of the sentence. This hides the command in the words that I am using or the sentence and paragraph that I am saying. These three words that I am using stand out above the other words. Think of it like a field

with bushes and trees. There are a lot of bushes and a lot of trees but three words or three trees are standing out above the rest. Those are your words. When you see this field and a lot of three words that you are saying are the three tall trees. Sure there are a lot of others in the field but those three trees stand together and form a unit in your mind.

Think about it and you can also think about it in terms of a group of average size people. The average height for a man in the world I would say is six feet tall and for a woman, probably five feet and two inches. Let's just say that, although I am not certain that that is correct. If you are in a crowded area and there are three people, man or women, all of whom might be seven feet and five inches tall (if you are from the UK, I don't know what that is in the units of your measuring system). In any case, they are a lot taller than the rest of the people standing out above them. At a subconscious level you will see these three people as a unit. They may not even know each other, be the same

race, the same sex or wear the same type of the clothing. Given that they are taller than everyone else; your subconscious mind sees them as the tall people who stand up above everyone else. That is how and why the analog marking works – Your subconscious mind makes a distinction and these three words that you are hiding in a sentence or a paragraph stand out above the rest of the words.

Let's look at this in practice. If I want you to scratch your nose, I would say a paragraph and in that paragraph, I would say those words a little more loudly than the rest of the paragraph. It would sound something like this:

“I was walking down the street the other day. I noticed the car which had a *scratch* on it. I thought maybe that's *your* car and I wondered if maybe he *knows*.” In this example, I have really gone out of my way to say those words louder in order to allow you to make a distinction. All of my words were at one level except those three words. I also paused to ensure that those

words are pronounced louder than the other words. When you do this in actuality or when you are in the field if you will, trying to make your trees stand out, you want to say your command words slightly loudly than the rest of the words. The three word command is in there, it is being said just slightly more loudly than the rest of the sentence. You must wonder how in the world do we know what slightly more loudly means?

The answer is – It is going to depend on the way you talk. More importantly, it will depend on the results that you are getting. You want to say them louder than any other words, but not so much more loudly that you can get caught. You cannot make it dramatic, however, if you are shouting everything, shout those words a little more loudly when you say those words. What matters here is the difference in volume between the filler words, if you will, the words which are already there to blend with the three word command. While it has to be different, the difference cannot be obvious. As you can imagine, you are going to be doing this for

homework, so start getting that into your mind now. We will talk about that later.

As I said, when you are in person, you have a lot of options. When you are in person, you have the ability to do analog marking using different motions, by raising your voice more loudly, by using facial expressions and any other techniques of which you may think. Let's see how that would look. As an example, I took scratch your nose. Remember that you can use any three word command that can be embedded into a sentence. While you can use the same or change the words around, the paragraph that I like to use is "When walking down the street, I noticed a scratch on a car and I thought it might be your car. Then I thought, I wonder if he knows."

I said the words scratch, your and knows a little more loudly than the rest. If I am talking to someone in person, instead of saying to words loudly, I can use motion when saying those specific words. Let's say that the motion is scratching my head when I am trying



to get at someone else's scratch. Let's say the motion for this one is putting my right hand over my left shoulder. Now when you are talking to someone, you can also casually put your right hand over you left shoulder. It does not seem to be out of the ordinary. You are just being out there, perhaps feeling your left shoulder and pretending it is sore.

Three times during that paragraph, you would lift your right hand and touch your shoulder. The point is that there is something different going on when those words are spoken. In that paragraph, "When walking down the street, I noticed a scratch on a car and I thought it to be your car. Then I thought, I wonder if he knows." When I say the word 'scratch', my right hand goes up quickly and touches my shoulder, only as I am saying that word. On the 'car', my hand has left my shoulder. In fact, as I am saying the word 'scratch', my head is already leaving my shoulder. The exact same happens around the words 'your' and 'knows'. There is nothing magical about the word 'shoulder', however, that

action is only happening while you are saying the words in the command.

You can use anything, including a facial expression. You can talk to someone and while you are saying those words, perhaps you are smiling. You smile as you say ‘scratch’ and later on you smile as you say words ‘your’ and ‘knows’. I want to point out and you may have picked up on that, the word ‘nose’ that I am using is really ‘knows’. Why is that considering that I am trying to get you to touch your nose? Does that make any sense?

Having you ‘scratched’ the concept of understanding. The way to understand this is with the term phonological ambiguity. Can you tell that I am working on a doctorate in education? The beauty of phonological ambiguity is that you can say something and if it sounds like something else, those two words ‘nose’ and ‘knows’, those two words are ambiguous in your mind. Simply put, they are interchangeable.

Your subconscious mind does not know the difference between ‘nose’ and ‘knows’ when it hears the difference. Remember, your subconscious mind is like a computer. When it’s receiving information, it is acting like a computer. Even written words are changed into audio in your mind. They become phonologically ambiguous. Phonological refers to the sound that those words make. Even if written, while being processed, those words will still transform into a sound in your mind. Therefore, if there is a sound that sounds like just another word, those two words are phonologically ambiguous and can be interchanged.

I can say, “When walking down the street, I noticed a scratch on a car and I thought it to be your car. Then I thought, I wonder if he knows.” I have used the word ‘knows’ interchangeably. In the English language there are many words that are phonologically ambiguous and sound the same. That rule of the subconscious mind and the fact that it is subject to phonological ambiguity give us a lot of leeway, as we

no longer need to come up with words and sentences that are the words of the commands. If I used the word ‘nose’ in a conversation while I am trying to get you to scratch your nose, that word will attract a lot of attention. The person with whom you are speaking may begin to wonder why I am talking about the nose and what may be going on there.

We may be talking about something completely different and not talking about the person’s nose at all. Instead, I am talking about that they know in their mind while still commanding them to scratch their nose.

This subject can be different, the word, as long as it sound the same as your command word, can be different and you can still get them to do what you want them to do. You may be wondering how well this works. When I use embedded commands, which I am known to do at parties, the percentage of success that I have is 80%. It means that when I try to use a sentence on people to try to get them to do something, 80% of

them will actually follow my command. I can observe and see if it works.

That said, if you are trying to get someone to do something like eat less calories, you will not start to see immediate results. For that reason, when you are beginning to use this technique, I recommend starting with commands that can be done right then and there. That is how you are going to know how effective you are being with your analog marking and your embedded commands. If you are effective with that, then you can start giving commands that are less easy to see. It may perhaps be something that they will use later on, as you are programming them for the future. You don't want to start with that because you want to make sure that you have a tool that works. The way you test it is by having seen them follow your command. Also, you will be able to test on multiple people, something on which we will further elaborate in the homework section. For now, I wanted to introduce this technique.

That's how to do analog marking in person, when you are talking to someone face to face. As you have a lot of options, you can use facial expressions or movements to mark the words, say the words more loudly or anything else that you may find adequate while you are saying those specific words. In what other areas can we use the analog marking?

We are not always going to be face to face with person. Sometime we will be using text messaging, which, at the time in 2008 in which I record this program is very popular. A few years from now, it may not be popular at all. I imagine that it will survive at least in some form. I want to teach you how to use the analog marking in text messaging as well as on the phone. Sometime you will use phone conversation in which you want to slip a hidden command. We will also talk about that.

Email and writing a good old fashioned letter or any type of a written text are another expressions of a

conversation in which you can use the analog marking. We will look at each of those forms in individually and I will show you how you can use that technology in those arenas.

How would analog marking look in a text format, meaning within text sent to someone? For example, I am sending them a text message and I want to embed a secret message as part of my text message. One of the more obvious ways which may have occurred to you is to make the three command words all capital letters and the rest of the words in the sentence or a paragraph can all be the lower case. This is an interesting way to do it and the most obvious way to do it. I do not recommend that you do it this way because of the fact that it is so obvious. Upper case letters, when combined with lower case letters really stand out. You will have covered the job of marking the words out; however, the job of doing it in a stealthy way, in which people cannot detect it, had not been done.

Rather than embedding the commands by using all capital letters, what I recommend is that you capitalize first letter of the three word command. For each of the three words that you want to use, I recommend that you capitalize the first letter of each word. For example, in my example, I say “When walking down the street, I noticed a Scratch on a car and I thought it to be Your car. Then I thought, I wonder if he Knows.”

Remember that, when you brain sees that, it changes it into auditory information and these words ‘nose’ and ‘knows’ are phonologically ambiguous. The recipient’s brain is still going to change them into sounds and they sound the same. That is the way that I would do it, by capitalizing the first letter of each command word.

Another way to do it is by *italicizing*. If you have more advanced text features on your phone, you can put these three words in *italics*, whereas the rest of the words will not be in *italics*. Depending on the sophistication of the phone, another way to do this is to use a slightly larger font size. If your message is typed



in a 10 point font, you can make your command words 11 point font. Again, depending on the sophistication of your phone, as at the time of my recording, my phone does not have the ability to make the font larger on certain words. In the future, that is a possibility. It may be available now on certain phones, but these are clear instructions for the future people.

My point is that you can be creative and think of many different ways in which you can make your command words stand out. Perhaps a slightly different shade? I don't recommend making all the words blue and your command words read. What you can possibly do either now or in the future is make them a slightly different shade. Perhaps all the words are black on a white background, but the words you want to mark out are grey or less black. Distinguishing the words is key; however, distinguishing them without getting caught is vital.

That is how we can deliver embedded commands in text messages. How do we deliver those commands in email? With email, it will essentially be the same technique, except that, at the time of this recording, email has a lot more control to it and typing out a letter may not even be done in the future. For the sake of the trees, this may be outlawed in the future. If available, however, it gives you even more flexibility with either email or writing. Especially writing, as handwriting offers so many variations that a hand can do which you cannot do on something typed. Use your creativity when doing this and realize that emails, typed or written letters are probably the same as text messages, except that you have more control over the content in each of those, compared to text messages. You want to find creative ways to exert that control and to express those words differently, yet not dramatically differently that they stand out.

Use your creativity and have fun with this. Keep in mind, as we get more and more of this information, keep in mind that this is not an exclusively academic

exercise. It is an academic exercise to some degree. You should really think of this more in terms of fun: it is fun to ride a bike and it is fun to use conversational hypnosis. The learning experience can be the most fun of all. When using embedded commands, sometime, you may get caught which brings a different degree of fun as well. Enjoy the process because, while you are getting caught, you are practicing with friends all while you are building rapport. Enjoy the process every step of the way. One day, very soon, you are going to be a master at Ultimate Conversational Hypnosis. At that time, I will want you to look back and see the fun you had while learning this technology. I want you to clear in your mind that this is fun. It really is.

Let's now look at the phone embedded commands. When we are on the phone, we have other options which are not available with written forms such as text message, email or a letter. With any one of these situations, we have options which the other situations do not offer. With phone we have different options

available. For example, if I want to mark some words out, I can make a tapping sound on the phone. Here, I am making the tapping sound on the microphone; hopefully, the sound will not be offending. Listen to the paragraph “As I was walking down the street the other day, I noticed a scratch on a car and I thought it to be your car. Then I thought, I wonder if he knows.” With each of the command words, I was tapping on the microphone, an option which you only have on the phone.

Why not use the options you have? Perhaps you have something in your environment that makes noise while you are talking on the phone? It could be the music player on the MP3 player in the background or however people will play music in the future. You turn it up right when you say those words. The person on the other end of the phone might think it’s a little annoying; however, they are probably not going to think that they are receiving an embedded command or information to their subconscious mind which tells them to do something. As they will simply notice the

music going up at a particular point, you will probably not get caught using this technique.

My point is that, while those words are being delivered in your command, there has to be something different going on, the way things look, sound or whether you are doing something different while saying those words. Little importance does it have which one it actually is, as long as something different is occurring while those words are being seen, read or heard and only during those times. Those words are unique. If you remember the field with the trees, those three trees stand out among the rest, which is the difference about them. That is exactly how it should occur with the command words in analog marking to deliver embedded commands.

As you may have suspected, it's time for a quiz. I want to make sure that you have those tools in your mind and that you are able to use them appropriately. Let's just take a moment with a quiz to review what you've

just learned about embedded commands and analog marking.

Question #1: Tell me three ways to mark out words when talking to someone face to face. If I am standing in front of someone, talking to them and I want to deliver an analog marking statement, an embedded command, what are three ways I can make those words distinct?

Question #2: What are three ways in which I can mark my command words when I am texting someone?

Question #3: What are three ways that I can mark out my words in a hidden embedded command while using email with analog marking?

Final question pertains to phone.

Question #4: What are three ways in which I can mark out a command when talking to someone on the phone?

Now let's go over the answers. Please note that you can pause the recording here to afford additional time with you questions before moving onto answers.

Let's go over the answers right now keeping in mind that, in each of these categories, there are many more options and things which you can create and which I have not even mentioned in my modules.

Answer to question #1: If you remember the discussion regarding a face to face conversation, the ways to mark out words when talking to someone face to face are saying the words a little more loudly or making a specific gesture while saying those specific words and not while saying the filler words. The third way that comes to my mind, when talking face to face with someone is to make a facial expression, only while those words are being said.

As there are many other ways that your mind can create, I encourage you to use them and try them.

Question #2 was to name three ways to mark out text. First that comes to my mind is capitalizing the first letter of each of the three command words. Another way is to capitalize the entire word, a way which I do not recommend. Depending on the level of the sophistication of the text messaging, another way is to make the words a slightly larger size in terms of font, use a slightly different color or any other things, as there are no limits to these things. Those are only things that come to my mind and any of these answers would do.

Answer to question #3 – Three ways in which we can mark out the words in an email. With email, you have a lot of options. If you have sophisticated texting, just as with texting, you can make the words a slightly different color, slightly different size or italicize.

How about the question #4 with the phone? With the phone, we have a unique situation because the person cannot see what we are doing. That is kind of nice.



You can tap on the phone when you saying each of the three words, but only as you say those three words. Another way is to have the music playing in the background. As you come along each of the three words, the music goes up. An alternative is that maybe the music goes down during those command words. As long as something different is happening, you are achieving the wanted result. The good, old fashioned way is to say each of the words a little more loudly than any other words.

Any of those answers or any other ways with which you came up with, will do. Keep in mind that not all ways of doing this analog marking are equal. You are going to have to experiment and find out which ways are better and which ways are probably not quiet as preferable. It all depends on two things, first of which is whether or not you are getting caught. The embedded message must be delivered in a stealthy way, without being detected. If you are not delivering the message in this way, you are not using this technique

the proper way. They are no longer embedded commands, they are just commands.

Second thing or second test to see if you are using this the proper way is observing if your command is actually being followed. You can get caught and they can still do it – Why does it matter, since you only want them do it? Ideally, you would not get caught, but what if you get caught and they do it anyway? I would say - Mission accomplished. The most important aspect is whether or not they are actually doing it. Are they scratching their nose, taking out the trash or eating fewer calories? Are they doing what you want them do to?

As you can imagine, your homework is to find some friends to victimize with your new powers. Not to put down any network marketing groups, but when people join certain network marketing groups, they start to victimize all of their friends. All of a sudden, everyone becomes a good candidate for the network marketing groups and they wonder why their friends start hiding

and not returning their calls. The good thing about this information and technology is that, while you are trying it out, most people are not even going to be aware of it. You are not going to lose any friends over it. If you get caught, so what? Have a good time, bring them on board, show them what you are doing and maybe they can have fun with it also.

Your homework is to find people with whom you can do this. You can do it through text, face to face conversation, email or phone, depending on your choice. If you would like to exceed my expectations, you can do all four. That is fine also.

I want you to do at least one of the four ways. In addition, we must recognize all the other means of transferring information, as we spoke about writing or typing letters. For now, I just want you to pick one. Right now, at this moment, commit to picking one. Before you listen to the next module, I want you to

send or deliver somehow an embedded command to somebody.

If you do more than one, that is great. My favorite way to do this is to do it in person. It is more fun that way. The easiest way to do this right now is to text someone, even as we listen to this recording. The most interesting and fun way, however, is to go to a party and talk to a lot of people. Ten people would be a fair test.

Have a paragraph that you have memorized which contains an embedded command. Make sure that it makes sense. If you are talking about walking down the street, seeing a scratch on the car and wondering if it was someone's car, they might say, "Wait a minute, there is a scratch on my car? I need to take care of that." You will want to make sure that the paragraph you have makes sense in the context in which you find yourself. Once you have a paragraph that makes sense in the context of that party or wherever you may find

yourself, why not deliver it to numerous people? For example, you can deliver it to 10 people.

You can make up a paragraph about that party with a command about it and tell everyone about it. You can then see the percentage of success and see if you are getting caught. Here is a little trick – If your percentage is low as in two of out 10 people or 20%, and you are not getting caught, make the analog marking more distinguished. For example, say the command words more loudly or make a more distinguished gesture.

You may also combine these techniques simultaneously if you wish. If your percentage of success is low, yet you are not getting caught, you may be able to increase your percentage of success by marking out the words in a more obvious way. The reason why parties are great for this is that you've got a lot of potential victims. There are a lot of people to victimize with your new powers that I am unleashing

on the world through you. You have a lot of people on whom to practice and, in case of the party; you may not see a lot of these people again. You can choose to just pick on the people whom you may not see again.

Similarly, if you do it right, maybe you will see them again. You want to get some practicing and an actually party with a lot of people is definitely a great way to do this, regardless of the way in which you decide to do this.

You have the options of doing this through email, text – What have you. Pick a command that will give you an immediate indicator of whether it is working or not. As such, do not tell someone to grow old rich or anything similar that you cannot observe happen in the two minutes that you will spend with them. You want to make sure that it is something that they can do, such as scratch their nose, tie their shoe or comb their hair. Shake my hand is another example of something that you can see them do in order to measure the success in a moment. Go out there, I am unleashing you to the

world now and turning you loose to the world. Look out, world, here you come.

I want you to have fun with the embedded commands and with the analog marking. Join me in the next module where we will learn some new techniques and have some more fun. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 6: Eye Accessing Cues**

Hello and welcome back. I am Steve G. Jones, clinical hypnotherapist, your guide and your mentor through this interesting study of conversational hypnosis. Of course, you are going through this program to learn the Ultimate Conversational Hypnosis. Something that will give you the advantage over all those other people who are just learning conversational hypnosis is the fact that you are learning it on a higher level. I am honored to be your tour guide through this process.

Also, as your mentor, I have to ask you – Did you do your homework? As you finish each module, it is important that you do your homework from that module. I tell you what – If you did not do your homework from Module 5, stop listening to this recording right now and go ahead, do your homework and join me back here in Module 6 to take it to the next level.



All right, I am going to assume that you did your homework if you are continuing to listen. I hope that, in my assumption, I am not making you know what out of myself. I hope that you did your actual homework because, let's face it; you are the only one who suffers if you don't do your homework. All right, enough of that. Enough getting you to do your homework – Let's get back to having fun.

Eye accessing cues is what Module 6 is about. Until late 1970s when Richard Bandler and John Grinder started talking about the eye accessing cues, there had not been much talk about it. There had been some talk about it prior to that, but no one actually linked eye accessing cues or eye movements to what you are feeling internally and then gave it a systematic approach. No one took it that far and let's take a look at what I am talking about.

What I am talking about is that you can look at someone's face and look at their eyes, which is

something that you cannot do over text or email, only face to face. You can watch how their eyes are moving with each thing that they are saying or thinking. They do not have to be saying anything in this conversation that you are having, they can just react to what you say. When you watch someone's eyes and they say the eyes are a window to a soul, it is interesting that, until late 70s, we did not have access to those windows. It was foggy, as if the curtains were on it. Now, the curtains are gone and the window is perfectly clear. We can see into people's souls through their eyes. I want you to have this tool in your tool belt, this trick in your bag of tricks and this toy in your toy box in order to play with it and have fun.

How, in the world, can we look at someone's eyes and tell what they are thinking? It's very simple and you may want to draw this out for yourself so you have a visual aid for this process. If you are looking at someone's face, you may want to draw a circle on a paper. In the upper left, write VC V-visual C-Created. Now, draw a circle and draw a line coming out of it

going up and to the left, diagonally. Write VC.

Straight out from that circle on the left, draw a line and write AC, as in Auditory Created. On a lower left of that circle, draw another line coming out of it and draw K, as in – Kinesthetic.

Some of these terms may sound a little familiar to you from a previous module. We are going to build now on what you already know.



On the right side of the circle, I want you to draw a diagonal line coming out of the upper right of the circle and write VR (for Visual Remembered) – On the right side of the circle, coming straight out of the circle and

it is a horizontal line, just like you have on the other side. You can now write AR (Auditory Remembered).

On the lower right, I want you to draw a diagonal line coming out of the circle and write ID which stands for Internal Dialogue. Some people write AD which stands for Auditory Dialogue. Whichever one you want to write is fine, however, I like to write an ID as, to me it makes sense for it to be an Internal Dialogue. The word dialogue implies that it is auditory as well.

We are going to look at each of these in detail and take a closer look to see what they can tell us about people. Remember, these little lines that you drew represent the way someone's eyes are moving. My eyes, in the world of NLP (Neuro Linguistic Programming) can move six ways. If dealing with someone whose eyes move two different ways and I have seen people do that, then – Good luck.

This will probably work for people whose eyes are moving together. For example, both eyes are moving

to the left or both eyes moving to the right et cetera. Another thing to keep in mind is that some people are oppositely oriented. Usually but not always this is the case with left handed people. With the left handed people, it could be the opposite. I am going to go through a process with you so that you can determine what kind of person you are dealing with. You won't have to worry about being left or right handed, a system which, by the way, is not reliable. Just because someone is left handed does not mean that they are oppositely oriented. They could use eye accessing cues just like a right handed person. You don't know but you need not to worry about that. The system that I am going to show you bypasses that.

In the world of NLP, created by Richard Bandler and John Grinder in the 1970s, you are only going to look one of six ways which means that you can narrow that down to one of six ways. Someone could look only straight and give you a poker face, you have got your work cut out for you as it will be very difficult to use

this system and determine what they are thinking. The good news is that most people do not do that and use eye accessing cues. One thing to keep in mind, just as with everything, is the fact that there are people who are trained in this. You could very well be dealing with someone who knows what you are up to and knows how to deal with this.

For example, in law enforcement agencies, their agents are trained with this technology. This is true in the USA and probably other countries. The Federal Agents are trained at FLETC. There are numerous locations around the world where you might find the FLETC building or group of buildings. One is in Georgia, however, there are several. That should be good news to you – The fact that the US government pays money to have their Federal Agents trained in this technology is good news. Believe it or not, the US Federal Government is not interested in wasting money when it comes to training law enforcement officers.

They want to give them the basics, something that works, quickly and efficiently. The fact that this information is used in Federal Law Enforcement training is good news. It means that the government has seen value in it. I want to share this information with you and make you similar to a law enforcement officer.

In the United States, a lot of people do not know this; there are over 90 different Federal Agencies: FBI, CIA, Inspector General's office and many more. When most people think of a Federal Agent, FBI or CIA come to mind, however, there are over 90 different agencies. There are also many people in each agency, all of whom are trained in this technology. That is good news. The odds are, when you are dealing with someone and using this, it is not going to be a Federal Agent. It will be an average person or a citizen who is unaware of this. Do keep in mind that this information is out there. If you have someone staring right at you, it may be someone who has access to this technology.

Chances are you will be dealing with a date, someone to whom you may be selling something, a child or a parent, husband or wife, boyfriend or girlfriend or someone who is your boss or employee.

There are people who know this other than Federal Agents. With anything that you learn, be aware that someone else could know it too. Even the part of this program, the ultimate part, here and there I will introduce concepts which are not taught in other conversational hypnosis programs. I am not going to point them out but they will be here and there. Keep in mind that other people have this program too, as it is a popular program. It is possible that you may be dealing with someone who knows what you are up to. The trick is to make sure that you are highly skilled in what you do. When you listen to these recordings and do your homework, make sure to have your skill set down and be aware that someone might be wise to what you are doing. Most people will not, however.



Having said that, let's move forward. I want to talk to you about each of these six possibilities. According to NLP, you will look in one of the six directions as long as you are not looking straight. Let's look at the first one which is the Visual Created.

If you are facing someone and they are looking up to their right, that means they are visually creating something. What does that mean? If you imagine your room, for example your bedroom and your bed with purple and pink polka dots on it. You may not have the purple polka dots, which is entirely your choice, but let's just assume that you don't. You will have to create that visually and come up with that in your mind. According to NLP, this will require to look up to your right in order to create that.

Even the people who are most trained in this; there is a natural propensity and a natural urge to look up and to the right. You will see even trained people start to do it but catch themselves. You will have to catch them do

it and be observant. You have to; as I've said time and again, get into the world of the other person. Get into that hot tub with them and you need to feel what they are feeling. In order to do that is by observing. You cannot literally climb into their skin; otherwise this would be really easy. You have to watch for cues which will tell you about their internal world and you will do that by getting those cues.

As you can imagine, if someone is creating something visually and you are asking them a question about something that is a fact, they could be lying. We will talk later about how to use conversational hypnosis to be able to determine if someone is telling the truth or not.

The next one that I want to talk about from your circle diagram is the little horizontal line to the left. This line says AC – Auditory Created. AC could be how your mother would sound as Mickey Mouse. Again, I assume that your mother does not sound like Mickey Mouse and that you have to create that in your mind.

Assuming that you have already done the test to determine whether or not the person is normally oriented – Something that we will talk about later on, if you are looking at someone and they are looking to their right, that is because they are having to create something auditory. For example, how your mother sounds as Mickey Mouse would be how a normally oriented person would create auditory - Horizontally to the right. Your brain is putting together the sounds.

Looking at your diagram, the diagonal line on the lower left, which is their right, we see kinesthetic or a K. This would be something like if I asked you what it feels to walk on the beach or across the grassy field barefoot. It is motion and feeling. It can also be emotion. For example, what does it feel like to win a million dollars, what does it feel like to graduate from college. It can be a happy, sad or a plain ordinary feeling. It can also be feeling something like the grass or sand. Therefore, if you are facing a normally oriented someone as they look down and to their right,

we know that they are feeling something. If you look at your circle diagram at the upper right part of it, next to which you wrote VR (Visually Remembered). As you are facing the person perhaps asking about their first car, if they had a first car, given that they are normally oriented, up and to their left, they are going to simply remember it.

The next one down in the circle is a horizontal line coming from the circle where you wrote AR (Auditory Remembered). If you are looking at the person and they are looking to their left, as you are facing them, this would be something like asking them to remember their mother's voice (Auditory Remembered).

Assuming they remember their mother's voice, it would be something that they actually remember and they are simply accessing that information.

As we look at the circle now, you will see a line on a diagonal lower right. You wrote ID or AD next to it (Internal or Auditory Dialogue). Internal Dialogue means saying something over and over in your mind.

For example, if you make a mistake about something you would say, “Oh, I blew it.” If you know something, you would say it over and over, “I knew it, I knew it, I knew it.” If you are looking at the person and they are looking down to their left, which, on your paper is the right side since you are facing them, you will know that they are saying something over and over in their mind.

In my experience, that one isn't very helpful because I am not really concerned if they are saying something over and over in their minds. I don't know what it is they are saying over and over in their minds unless they are saying it out loud and that is not very helpful for me to know. If they are saying something out loud, I do not need their eyes to tell me. Of all these, I find it the least helpful whereas the others are extremely helpful, which is the reason why we will focus on them.

Before you can use any of this technology we must determine which way the person is oriented, referring to whether they use the accessing cues or the opposite

or, unfortunately the third choice which is the combination of the two. You do not need to worry about that, as I will teach you a system for determining where they look and for certain key information. You want to ask them questions or you can just engage them in a normal conversation.

As you can imagine, if you want to see if someone is normally oriented, you would talk to them about something that they have not seen. For example, you might mention the Statue of Liberty or a new cowboy hat which is something that would require them to create something visual as they would have seen in a cartoon. They would have to create it in their minds. You will then see which way they look when they create something visual.

If they look up to their right, you know that they are normally oriented for that. If they look up to their left, you know that they are oppositely oriented. This is a simple test that allows you to determine which way they are oriented just mentioning anything that you are

sure they have not seen before; they will have to create it in their minds. This will give you an indication of which way they are oriented. Use that simple test to determine the way they are oriented, however, in my view, the test is not valid unless you can replicate it. Part of that is based on the research that I do for my doctorate, however, part of that is also common sense. I could have gotten lucky that one time. Maybe something was distracting them, perhaps an airplane going by which is what distracted them.

I will replicate the test and ask them additional questions around subjects which they must create visually. For example, I know what kind of a car they drive and I can say, “Can you imagine your car with a racing stripe on the side?” If their car does not have a racing stripe, they will have to create that visually. I can also do other tests and have them imagine one of their friends sounding like Mickey Mouse, again, something that would have to be created. In the last case, that would be auditory created. If they are

normally oriented, they are looking straight over horizontally to their right. If they are oppositely oriented they will look to their left.

This requires a little practice and most importantly, it requires memorization. You have to look at the diagram that you drew. If you are driving, riding a bike or mowing the lawn as you listen to this, you can listen to it again when you have a chance to sit down and draw this out. One of the best ways to learn anything if you are kinesthetic is to draw it out. If, however, you are auditory, hearing this and perhaps repeating certain phrases out loud would be sufficient enough. If you are visual, writing it down will also help or perhaps visualizing it in your mind. As you go through this course, I want you to gain an understanding of yourself and whether you are primarily auditory, visual or kinesthetic. It is going to help you in the future and as you soon as you discover it. You studying will also become more powerful as you will know which way to study.



Let's say that we've done our test with someone, have engaged them in the normal conversation and we have found which way they look. We know whether they are normally or opposite oriented which gives us something to go by. At this point, we can find out through this system how they represent their world internally. Are they primarily visual, auditory or kinesthetic?

If they are primarily visual, through the conversation, they will be looking up to the right or up to the left a lot. If they are primarily auditory, they will probably be looking horizontally a lot – Straight over to the left or straight over to the right. If they are primarily kinesthetic, they will be looking down to the right a lot and if they are oppositely oriented, they will be looking down and to the left a lot. It stems from this that you need to pay attention to find out what kind of a person you are dealing with. Much like when I thought you how to listen to people to identify their primary

representational system, this will give you a tool to work with.

If you can determine which way they are oriented, visually, auditory or kinesthetically, simply by looking into their eyes, you are going to have a power tool to begin speaking in their language using the visual, auditory or kinesthetic terms that I thought you. Remember, everyone is going to use all of these at some point. You must identify which they use the most and how do they mostly relate to their universe.

I hope that you enjoy that and have some fun with that. As there s a lot of information in this module, feel free to listen to it again prior to doing your homework. If, however, you feel ready, I suggest that you just go for it. As we are getting a little more technical, you may want to spend some extra time on review.

Now, let's change gears a little bit and talk about lie detection. This can be very helpful conversational hypnosis because, if someone is lying to you, you are

probably not making the progress that you think you might be making. Something else is going on. If you are talking to someone who says to be interested, however their eyes say otherwise, their eyes are correct.

You have to believe that what you see in their eyes in reality and what they are saying is not. Eye accessing cues are very helpful in this regard. I want to caution you, just like a pilot is warned at night – If you are flying at night, you cannot see anything, watch the instruments and they will tell you if you are flying level or if you are off course. Your instruments will tell you where you are going, how you are oriented. I encourage you to watch their eyes as eyes don't lie. Keep your eyes on their eyes and you will know what they are doing.

You will notice the professional poker players sometime wear sunglasses. Why is that? Do you think that they want to look cool or that it is attractive? Perhaps it is true, but one of the main reasons why

poker players wear sunglasses when they are inside and do not need them is because they do not want people reading their eyes. People who are trained in professional conversational hypnosis will be able to pick apart what is going on and tell if that person is bluffing.

This technique works very well when you are dealing with the car sales people or sales people in general. This can work very well for police officers or Federal Law Enforcement Officers trying to get information. There are numerous applications for this. Find the applications that suit your life and begin to use eye accessing cues with every chance that you get. They are your barometer with what is going on and your instrument panel, so keep your eyes on the instruments.

How can we tell if someone is lying by using this technology? Here is how. Once you have determined which way is someone oriented and you know how their eye accessing cues work, you can simply ask them a series of questions. Once they have passed the test, in

other words, you know that they are creating something visual by looking up to the right and you know that they are remembering something visual by looking up to their left, you know they are feeling something by looking to their lower right – You can ask them, for example, “How do you feel about me?”

If they are normally oriented, they should be looking down and to the right. If they are not and are looking straight over to the right, they are creating something auditory and coming up with something to say. They are not feeling it, they are just saying it. I know that, if they are looking to the right, they are not telling me a feeling. They are making up something to say and creating something auditory to deliver to me. I can then conclude that they are hiding their feelings and are not sharing their feelings with me.

This example is probably a little too cliché, but what if a husband comes home at night and says that he was working late in the office. He was supposed to be

home at 8 o'clock, comes home at 11 and did call for the last few hours. When the wife asks him, "Where have you been?" That is probably not the best question. She can say something that requires an auditory memory of the office. If he was in the office for the last three hours, then he remembers something from the auditory from there, assuming there are sounds.

There are also sights in the office and while she probably would not want to get this precise, depending on the level of rapport, she could say, "Okay, you were there from 8 to 11, tell me what the office looked like at 10 o'clock tonight." If he was in the office at 10 o'clock, he knows that the office looked like at 10 o'clock and he would look up and to his left. If he was normally oriented, he would be remembering something visual. If he was looking up to his right, he is creating something visual.

Now, that question was too trial-lawyer-ish, as if you were on a stand, and you may not want to be that

obvious about it. Let's say that he was meeting someone at the office. He had to stay there until about 10:30 since he was meeting someone at 10 o'clock. It was Joe, his business partner. That is interesting. How did Joe look when he walked into the office? Did he look tired or did he look happy?

If the husband was at the office and saw Joe walk in at 10:30 or whenever the business meeting occurred, if he was normally oriented, he would look up and to his left and remember how Joe looked when he walked into his office. Joe looked great because he has been working out or Joe looked sad because of the mergers and acquisitions. He will be remembering how Joe looked and remembering his face overall. If he is creating it and he is normally oriented, he is looking up and to the right. That, unfortunately, means that he was lying ladies. He is not telling you what actually happened and is instead creating what Joe looked like. He did not see Joe at 10:30 and was probably elsewhere where

he should not have been. If he was oppositely oriented, please remember to reverse this.

The lie detector test thus works really well. You cannot, however, start firing off questions without determining which way is the person oriented. Also, keep in mind that some people do very subtle eye movements. There is probably not going to be a quick shift to the right for the audio created and sustained shift to the left for audio remembered. Maybe it's a slight little glance in that direction? You need to get used to that person and how they talk with their eyes. People talk and communicate with their eyes.

This technology can be very helpful in a number of ways. First, you can determine which way the person is oriented, auditory, visually or kinesthetically, based on where they tend to look the most. Second, you can use it for the lie detector test and of course, to get into their world. You can find out how they like to represent their world and begin to use the same words.



Interestingly enough, people will often use a series of these eye accessing cues in a row.

For example, if you ask someone about their day, they might look up to their right first and say, “I wish I was sitting in the boss’ office,” as they create a picture of themselves visually in the boss’ office. “I wish I was in my boss’ office, sitting at his desk because life would be a lot easier, but I am sitting at my desk,” – At which moment they look up and to their left remembering what their desk looks like. As they then look down to their right, they might continue by saying that the morning was really rough. They are feeling it. Then, they might look up and to their left and say, “Then the phone rang and it was a sale. I landed the so and so account!” – As they look up and straight to their left since they remember something auditory.

People will look all around. To say that someone is shifty eyed does not mean that they are lying. All it means is that they are using all these different eye

accessing cues and using them in a number of ways. Part of this program that can advance your point out is sequencing. If you have not been taking notes – Start now.

If someone has a normal pattern of sequencing, you want to mimic that pattern. For example, if they tend to be visual, auditory and then kinesthetic, you want to mimic that pattern. How do we know what their pattern is? If they look to their left, up to the left then right, then they look straight across to the left or right which is the auditory area, then, depending on the way they are oriented, they move down to the right or left which is the kinesthetic area, we know that their sequence tends to be visual, auditory, kinesthetic.

This is going to require some fancy footwork on your part. So far we have been two steps of a dance. Now, it is time to do something like a Brazilian Tango – Something more difficult and something more interesting. If you step up to the plate and follow their sequencing, they are going to be eating out of the palms

of your hands. If you can follow patterns with people and then repeat the pattern yourself back to them, they are going to feel extreme rapport with you.

For example, if someone is talking about their day and they look up and to their right, then across to the right, then down to their right – This is an easy one VAK (Visual, Auditory & Kinesthetic). If you see it once, it does not matter. If you see it repeated over and over again, that is their sequence. Their sequence could be anything, AVK, KVA. Whatever they are doing, if they are doing it consistently, that is a sequencing pattern for them. You have got a map to their heart.

What do you do with this map once you realize their sequencing pattern? You follow it. You determine if they are visual, auditory and then kinesthetic in terms of their normal sequencing pattern and you begin talking in those ways. Talk about something that can be seen, then talk about something that can be heard and then talk about your feelings. “Hey, I’d like you to

come with me to this concert because I'd like you to see the light display they do. It's amazing, the lights just light up the stage and the way it sounds is amazing. They play this one song, you know the song, it's awesome. I feel so in tune with the band when they play. Would you like to come on a date with me tonight?"

Do you see what I've done? I have determined that they are visual, auditory and then kinesthetic and I've described the date that I would like them to come on with me in terms of visual, auditory and something you can feel – kinesthetic.

All right. I think it is time again for that quiz and I have five questions for you. This quiz is going to be a little bit more in depth than the previous quizzes. At least in one of the questions, I want you to give me an in-depth answer. You may want to spend a little more time on this than you have spent on previous quizzes.

Remember that this information is a little more complicated than the previous information. To give you a little hypnosis here, you will be able to easily remember all this information that is going to be easy to memorize it and to apply in life in order to live a more outstanding life and to getting more of what you want from life.

Let's look at the five questions in the quiz. For each of the questions, I want you to assume that the person is normally oriented. They look the ways you drew them in a diagram and they are not oppositely oriented. To make it simple, just assume that they are normally oriented.

Question #1: If you are looking at someone and while they are talking to you, they look up and to their right, what is going on in their mind?

Question #2: If you remember your mother's voice, the assumption being that you have heard your

mother's voice and could have a clear memory it, which way are you looking?

Question #3: If you are talking about feelings, which way are you looking?

Question #4: I want you to describe the process of catching a liar, catching someone in a lie. It could be any lie at all and you can make up the process. I want you to describe the process of catching a liar.

Again, you can write this down, say it out loud or see it happening, depending on the type of a learner that you are. It is up to you how you take each quiz and how you answer each question.

Question #5: It has to do with sequencing. If you are talking to someone and notice that they are looking up, left or right, then straight across, left or right and then down and to the right, assuming that we have a normally oriented person. If we have a pattern for somebody which they continue to repeat over and over

again, what pattern is this? Tell me the pattern they are following.

Question #6: What will you do with this information?

Take some time, go through those questions, pause this recording if needed and, when ready, re-join me right here and we will go over the answers.

Answer #1: If a normally oriented someone is looking up to their right, they are creating something visual.

Answer #2: If someone is remembering their mother's voice, they are looking horizontally to their left. That is auditory remembered.

Answer #3: If someone talks about their feelings, they are looking down to the right. That is kinesthetic – Feelings. Remember that feelings can be emotional feelings or the feeling of sand on your bare feet. It mustn't be something pleasant and it can be sand paper

on your skin. Feelings can be emotional or physical in your skin or in your body. For example, it can be cold or the wind. Feelings, therefore, for normally oriented person, you are looking down at your right.

Answer #4: To catch a liar, as you remember, first you must determine which way they are oriented. With these questions, we assumed that they are normally oriented but we know that, when remembering something visual they are looking at their left. In the case of auditory, they are looking horizontally to the left. We can then simply ask them questions. “You say that you were in place ABC at XYZ time. Tell me, during that time, something about what you saw. If you were in a meeting with someone, what were they wearing?” That is the type of a question that you ask. IT is something that they saw and you would watch their eyes. If they are looking up and to their left, that is where they should be looking to remember something visual. If they are looking up to their right, they are making it up. They are lying.



If they were at the concert and you asked about something that they heard, you may ask how did the band sound? If they actually heard it, they will simply remember the sound and look horizontally to their left. It is auditory remembered. If they are making it up, they will look horizontally to the right – Auditory Created and you have yourself a liar. When they are looking to their right either up or horizontally across, that is when you know that they are lying. The fact that their eyes may be darting around does not mean that they are lying. What matters is where their eyes are going when they are darting around. A shifty eyed person is not necessarily a liar; it could simply be someone who is processing a lot of information. What matters is where those eyes are shifting and when.

Answer #5: The sequence of their access is Visual (for up to the left and the right), Auditory (for horizontally for left and the right) and then Kinesthetic for normally oriented person (down and to the right) - VAK in the NLP lingo.

Answer #6: If we see this sequence repeating over and over again, we know that we have a person who likes to go through this particular sequence. We can then start presenting the information to them using this sequence, something to see, something to hear and something to feel. The examples that I used in the material were talking about going to see the band and trying to get someone to get on a date with you. You would talk about seeing the band or having to see the pyro-techniques. “The sound of their new speaker system will just blow you away. You know I really love this band. They are near and dear to my heart.”

As you can see, I am using the sequence of that person, visual, auditory and kinesthetic which is something to which they relate.

How did you do on this quiz? I know that this module was a little more detailed and a little more intricate than the rest. Some modules will be like that. Not all, but some. In those cases, you may want to review the

material before moving on. If you missed two or more of the questions out of the six, I strongly recommend that you review the material before moving on. If, however, you did not, if you did better than that, that is fine. Go ahead and do it.

In any case, these are just my recommendations and you may do as you want. With respect to this material, although not necessarily built from one module to the next, these modules can be looked at as independent tools. It is advisable for you to learn this material thoroughly so that you are a master of it.

All right. Now it is time for another thing that hopefully you will grow to enjoy. I want you to look that the word homework from now on as fun. With this program, you get to have fun with the information which is your road to Mastery. I give you complete permission to mess up, make mistakes and fall flat on your face and make the worst impossible mistake possible. There are no mistakes. There are no

mistakes. Get that in your mind right now. There are no mistakes and all of this is part of a learning process. Even though this information may seem like a lot of information, just get out there and do it.

For this part of the homework, you will not have to do anything in terms of talking to the person and trying to get them to do anything. We are not looking for results and you will do this homework without anybody noticing you doing it. I want you to pick a victim. Pick a person in your world and have a conversation with them to see where they are looking and when they are looking there. Which way are they oriented? Start paying attention and if you have someone who just stares at you, move on to the next person.

For this homework, in the beginning phases as you begin to learn how to use this technology, you need to get obvious eye movements. You need to pick someone whose eyes are expressive and continuously move around. I want you to spend a few minutes with them talking to them and just watching. If you are not

getting the information that you want, you may want to throw some things out there. Don't make it anything too bizarre. Unless you have an excellent rapport with this person, I don't want you talking about the Statue of Liberty or the cowboy hat. If you want to go under the radar, just have them imagine things that aren't too bizarre.

For example, if you want to see their eye accessing direction for visual created, you may want to say something like, "Can you imagine a racing stripe on your car," or "Can you imagine your car in ABC color," to make them imagine their car in a color different from its actual color. If you want to find out their eye accessing direction for visual remembered, just say something like, "Do you remember what your first bike looked like?" Make sure that you specify that you are talking about the visual representation if it and not your feelings of it or how it sounds. Same for auditory created and auditory remembered. For example, "Hey, remember that Beatle song?" Also,

“Can you imagine the Beatles using some helium balloons before they sang?”

The degree to which you can make it bizarre depends on your rapport with them. You be the judge.

Kinesthetic, “Hey, how does it feel to be a doctor, teacher, fireman or firewoman?” “How does it feel to be a policeman?” Whoever they are, you can ask about their feelings about it and find out about their eye accessing cues for feelings. Once you’ve established all of this, if you want to do another level of homework, go ahead and use the lie detector test.

I would like to caution you before you use the lie detector test, I do not want to cause any break ups or divorces or firing employees. Ensure to be certain which was the individual is oriented prior to any use of the eye accessing cues as a lie detector test and then you may ask your questions.

Only once you have seen the person’s eye accessing cues and determined that they are consistent should you

go ahead and use them as a lie detector test. Another bonus level of homework, if you chose to accept this assignment, is to go a level beyond and find sequencing. Maybe it's auditory – visual – kinesthetic or maybe it is kinesthetic – visual – auditory. Who knows? Whatever combination they are throwing out there and whatever their sequencing pattern is, you must pay attention to it. Everything begins by observing and observing begins by caring to enter into someone's world. Get out of your own head and your own world and pay attention to theirs if you want to get a control of people. We first must understand how they think and their eyes give it away. You can find out how someone thinks by watching their eyes and by caring enough to get it.

Everything starts with that and then you have to ensure that you consistently see those patterns. Once you have learned that, then you can use the lie detector test. You can start watching for sequences and upon successfully determining the sequence you can begin the next part

*Steve G. Jones, M.Ed.*

of the homework which is to mimic that sequence with words. This can be done through texting, emails or notes. Notes are more powerful if you are using sequencing pattern. Maybe it is auditory, visual and kinesthetic. You can leave a love note that says something like, “I love hearing your voice in the morning and then seeing your beautiful face. It makes me feel so wonderful.” That is how they process their words, auditory, visual and kinesthetic. It is going to be a much more powerful note than if you just say, “I love you – Have a great day.”

Pay attention to their world and then use it to start gaining control over the situation. I hope you had fun with that – A lot of information to review which is fine. When you are ready, I will join you in the next module. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.



## **Module 7: Anchoring**

Hello and welcome back. Welcome to Module 7 where we are going to talk about anchoring. I am Steve G. Jones, clinical hypnotherapist, your host and your guide through this tour of your life where we are changing your life, going systematically through your activities and explaining the ways in which you can do things better and take charge of your life. As you listen to the words that I am saying in these modules, find a way to apply them to your life. If you want it and if that is your desire, you can find that, by the end of this program, you will completely have changed your life where you are no longer at the mercy of the others. You are living life on your terms and persuading those around you. Everything is working. That is what I want you to get out of this course.

Did you do your homework? You knew that I was going to ask. If not, you know what I will tell you to do. Pause this recording, go do your homework and

then tune back in. I will assume that you now did do your homework.

Let's move forward and look at anchoring. Anchoring is a very useful tool. As the word implies, anchoring has to do with setting something up that will take firm hold in place. Examples are on a ship or on a boat. I have a wave runner and even that has an anchor. When I go to the islands off the coast of Georgia, which I love to do, I can use my anchor to make sure that my wave runner does not drift off into the Atlantic Ocean. That is what anchors do – They are placeholders and keep something in place. What we are going to do is keep your confidence in place and to anchor others to you also. We are going to anchor people to you so they are tied to you and not drifting away.

They will also be tied to the concepts around you. We will put these elements together and, for example, we can make someone think that you are funny even if you are not funny. You can make someone think that you are smart. I know that you are smart and that you have

a great sense of humor, but you do not always have to show that. You can just use the anchor which gives you a free pass. You can also anchor someone to thinking that you are confident. Now, keep in mind that, just like an anchor, with the boat or a ship or a jet ski, you have got to put the anchor out. In my wave runner, I have a spot where I can drop the anchor down, attach it to the dry land with the long rope to ensure that the wave runner does not go anywhere. That requires work to set up the anchor. I cannot just expect the anchor to activate itself – Instead, I have to make sure that the anchor is in place.

Sometimes, that anchor may start to slip a little which can be scary. You take your brand new wave runner for which you paid quite an amount of money, take it to an island and without an anchor, it starts drifting away. That has happened to me. You need to reinforce that anchor, do it again and perhaps a little deeper this time. That is the way that anchors work in NLP also.

You have to do them and sometimes you have to do them again or a little deeper. Keep in mind that we are humans and dealing with humans. If we were computers, this would be much easier as we could program computers and type into their keyboard, “You will like me forever,” “You will think I am smart and funny”. Although I could do all that, it is not quite that easy. When you boil it down to this level it is simple. It requires a little more work than that. In my computer comparison, since we are not computers and we are not dealing with the computers, it does not always go perfectly. It is not always cut and dry and it is not always perfect.

The idea is that, by the time you finish this course, you will have a big enough bag of tricks that you can hit them with every thing that you have. Remember Bruce Lee from the 70s? He and I share a birthday, by the way. I like to watch his movies. When he fights someone, he does not just walk in, beat them up and that is over. There is sparring going on with punches and kicks being thrown around, then, of course he wins.

That is the same way that it works for conversational hypnosis. You have to think of it as of sparring or a dance if you prefer something more pleasant to think of. There is interaction but eventually you will win because you have more moves than the other person. You are also more highly skilled which ensures that you will get your way. Enough philosophy, let's move on with anchoring.

How can you anchor yourself with confidence? This is one of the most important concepts that you will learn. With confidence, you can move mountains. Without confidence, you cannot do anything. Without confidence, you cannot even get out of bed because you will not think that the floor is a safe standing ground. You have to be at least a little confident to trust the floor and to trust it to be okay to get out of bed. The more confidence you have, the more things you can accomplish and the more risks you can take in

life. Let's see how we can anchor ourselves for confidence.

This is something that you will do by yourself. You will not do this with another person. Anchoring yourself with confidence happens alone. When you anchor someone to yourself, that happens with someone else. Do not do this while driving, but what I would like you to do is to close your eyes and remember the time when you were confident. So many patients have come to me in my Beverly Hills office in the Roxbury building 90210, working with celebrities. I would ask them to remember the time when they were confident. I would tell them that that could happen every moment of every day of their lives, since they became celebrities.

If I walk outside and someone asks for my autograph, I would feel pretty confident. Quickly, I learned that that does not always work and it does not give them the deep confidence that they want, that good feeling inside. I want you to know that a lot of people struggle with

picking a time when they were really confident, but go ahead and pick one now. Just go ahead, reach out and grab one. For me it is graduating from kindergarten. My mom was there, I had accomplished something. I did not know what, but people were applauding me. I have done something and had a little diploma, everyone was happy and I felt great!

For me, that is the earliest memory I have of confidence. My point here is that it can be anything. Examples are a birthday party, walking across the road and doing a good deed or anything else even if basic that you can pick out that made you feel confident. With your eyes closed, I'd like you to remember yourself in that situation. Whatever was going on is going on now in your mind. Paint the scene; see the colors and the people, if there are any. Smell the scent in the air. Does it smell good or bad? Does it smell like you are indoors or outdoors, like something new or old? Perhaps you just smell the clean air? What do

you hear? Are people applauding, talking? Are their other sounds like those of birds?

Most importantly, how do you feel? How does it feel emotionally? Pretty good? Of course you do because you accomplished something and that feels good. It does not have to be an accomplishment; it can simply be that today I feel good. I have some sunglasses on, my hair is fixed up just so and I am wearing certain clothes as I sit in a nice car. I feel good. It can be anything but you are there now, in your memory. At that time when you felt really good, you felt confident. Notice the calmness that comes with that. Once we accomplish something and feel good, we can relax and think that we are worthy and we are a good person. Just kind of soak that in now and feel how good that is.

I now want you to turn everything upside down a bit - The sounds, the smells and everything. Feel it more intensely and feel the clothes on your body. You notice how we are using the three major representational systems, auditory, visual and kinesthetic. Something to



see, hear and feel inside and out. Also, the odors and any other senses that you want. Make everything intense now and especially that sense of feeling good. It feels good to be you right in this moment in your memory. Feel the moment more intensely.

Good. What I want you to do is make the OK sign with your right hand. That means touching the tip of your right index finger to the tip of your right thumb, as if you were saying 'okay' to someone. I want you to also say the word 'power' and to do that now. Good. I want you to slowly open your eyes. What we've done is installed an anchor for confidence. The next time you feel the lack of power or confidence in any situation, all you have to do is make the okay sound with your right hand and say the word power. That feeling of confidence will come back to you.

Now, as I mentioned in my anchor comparison, you may have to re-do it. If you do re-do the anchor, as recommended, then chose something that means

something to you. In other words, you may want to choose a different sound. Instead of the word power, you may pick any word which is meaningful to you. You also may want to select a different action. For example, some people like to make a fist with their right hand and hit their left upper chest before saying the word which they wish to anchor in. It does not really matter what you do or what you say, as long as you are consistent. If you want to continue saying the word power and making the okay sound with your hands, that is fine as well.

You may need to re-install the anchor if a certain period of time had gone by and you have not used that specific anchor. All you have to do is sit quietly in a place where you are alone and able to think about the time when you felt very confident. You can use this recording to assist you if you want. When you feel that at its peak moment, go ahead and anchor it using whichever word or action you want. You may also want to stack anchors. Sometimes, having two anchors may be better than one. If on my wave runner I had

five anchors holding it in, if one gave away, it would not really matter.

Here is how you stack anchors. In the example that I just gave you, we installed one anchor. You installed an anchor for confidence. When you stack anchors, make sure that you are installing them the exact same way. The only difference is what you remember. For example, I had you remember the one time when you were confident and you made the OK sign with your right hand and said 'power'. When you stack anchors, you simply pick another time when you were confident, remember it and ensure that you are feeling it at the peak state or as intensely as you can, then you anchor it again, using the same sign and the same word 'power'.

If you stack anchors, people typically do between three and five of them. Another great way to stack an anchor is in the moment. The exercise I had you remember something that happened to you. When you remembered it and felt it at the peak state, I had you go

ahead and fire off the anchor to make sure that you had it anchored in. That is where you wanted the boat to stay.

If you are out in your everyday life experiencing something that makes you feel really good about yourself, go ahead and anchor that in. For example, yesterday I was in a coffee shop and someone needed a hand – A lady needed some jumper cables, so I loaned her my jumper cables. She already had someone waiting there to help her with the process. I don't know how she knew that, out of all the people in a coffee shop, I would have the jumper cables – Perhaps I just had that look about me. I do not know. She thanked me in the end and I felt really good. That was an opportunity for me to stack this anchor.

That was an opportunity for me to make the okay sign with my right hand and say the word power. That is my process and you can use the same process but a different version of it where you pick something meaningful to you. A meaningful action and a sound.

One of the celebrities with whom I worked would touch the middle of his forehead with his index finger and say, “Oh, yeah, oh yeah.” That was his process which worked for him. Any time he went on film, he could go into the corner, touch the middle of his forehead with his finger and say, “oh yeah, oh yeah.” That would put him in the confident state of mind which he needed to do his job.

It does not matter what you do, but pick something that means to you or feel free to use mine. There is nothing wrong with that. There are a couple of things to keep in mind for the maintenance of this. First, if you have not used this in a while, go ahead and re-install it. The anchor may be getting a little old. In the boat analogy, the chain could get a little rusty and when you do need it, it may fall off to the bottom of the ocean. You want to make sure that the anchor is reinstalled properly and fresh. Also, you can stack anchors. Even if you have used them recently, you can stack anchors every time

you have an opportunity to do so or feel good about yourself. You can make it more powerful.

I mentioned earlier that, when stacking anchors, most people do it three to five times, but there is really no limit to this. My reference was to someone who would come to my office where I would have them pick three to five memories that they could use to install this anchor. When you are out and about and something happens that makes you feel good, use that opportunity and save that moment which you can feel later by anchoring it. Of course, the way you use this when needed is prior to any moment where you require it. In my case, prior to an important speech, I do the okay sound and say the word 'power' silently, to myself.

You can say it in your head or out loud if you want. There is no requirement to stand out on the podium in front of 20,000 people and say 'power'. That would not sound good and, in fact, that would make me feel strange. What I recommend is that you do this in private before you do whatever you have to do. Keep

in mind, this can be used in a lot of situations. For example, dating, selling, job interviews or anything else where you need the confidence. Think of it as a little bonus because you are not really conversing with someone. This is something extra and beyond the conversational hypnosis that you can use in your conversation. As I said, everything starts with confidence and you want to make sure that you have confidence on your side before you enter into anything. Think about the confidence in your past and of the time when you walked into a situation where you knew that it was not going to work out. Then, guess what? It did not work out. You just knew it.

Chances are that you made it happen because you lacked confidence in that moment. Sure, you “knew” it was going to happen, but the only reason you “knew” it would happen is because you “knew” that you would make it happen that way. That goes for making something successful and messing something up. Your attitude determines your success and you must start

thinking like a winner and thinking positively all the time. That does not mean that you will be successful every time and in everything you do, as no one is. That is part of the human experience. You will find that the more often you think positively, more often you will succeed.

If, then, you have a choice, why not go into everything with optimism and believe in yourself? Anchoring can do the trick. I want to emphasize that, although we did anchoring for confidence, you can also anchor the sense of humor. Let's see what that would look like, as we do this last anchoring example prior to moving onto anchoring people to you. You can anchor yourself for all sorts of things. We did confidence and we are going to do humor. Motivation, creativity and anything else of which you can think of are eligible examples for anchoring, if you want to have those abilities in yourself. When you are approaching someone, talking to someone or even speaking in a group, you can do that, provided that you have that feeling anchored before.



Let's take a look at anchoring yourself for a sense of humor. This would be possible if you are going into a situation where you had to have had a sense of humor and were not just making them think that you have a sense of humor. This will not give you the ability to actually have the sense of humor, which can be a very helpful. People who are able to joke make friends and have a good time attract people to them. In that context, this can be very helpful to have the winning edge in your conversational hypnosis. What it requires is to think of the time in the past when you were funny and not when you only thought that you were funny.

Please do not do this while you are driving. I want you to close your eyes and think of a time when you were making other people laugh. You were doing something on purpose and it was not something unfortunate that happened to you which may have made people laugh. It can be in kindergarten, grad school or any time between. It could be at the age of five or at someone's

wedding. Wherever you want it to be, think of a time when you were making people laugh. They did not have to roll on the ground and hold their stomachs doubled up in pain because they are laughing so hard – That is not necessary. Simply pick a time when you turned on that charm or a sense of humor to make someone laugh.

To make it more intense, see the face or faces of the people who were laughing and smell any scents associated with that moment. See the sites associated with that moment and hear the sounds. Laughter could be an example. What kind of clothes were they wearing? How do they feel on your body? What is the temperature in the room or outside? It could be breezy. How does it feel and how do you feel inside? You must be feeling pretty good, laughing or trying not to laugh. Just remember what was going on and what it felt like. Allow my words to prompt you to remember these things and make everything even more intense now, especially that good feeling of being able to make people laugh. Turn it up now because you are very

funny in a good way, others find you amusing and you have a good sense of humor. Feel it now intensely – How good it feels to have the control of their laughs. All right. I want you with your right hand to touch your left shoulder and say the word ‘hilarious’. Do that now and you can slowly open your eyes.

You have now installed an anchor for a sense of humor. Every time you walk into a situation where you require that sense of humor, fire it off. The same rules apply to this as they apply to the confidence anchor in terms of changing, stacking and renewing. Most importantly, have fun with it. Have fun with your new power and the knowledge that you can install different anchors for different things which vary from motivation to creativity or anything else you want.

When I do it, I like to keep it very simple. You may adopt your own method or my simple solution. As such, I have one finger for each thing. For example, on my right hand, if I touch my right index finger with my

thumb, that is confidence. The next finger over is the sense of humor as something about the middle finger makes me think of the sense of humor. The ring finger is motivation and the pinkie is creativity. That makes it simpler for me, as well as the fact that I have different words associated with each concept also.

If you want to use that simple system, you can and you can also install different anchors on your left hand. If you find the way to touch your toes together, you can do that as well. The point is that you can do it any way you want, as long as there is an action and a word. You can make it easy.

I want to talk now about anchoring others for you. So far, I have talked about anchoring things within yourself, all of which you can do in private and subtly. You can even fire them off in the presence of others without making them notice it. This is entirely up to you. Now, we will move into a slightly different version of the same concept which is anchoring someone to you.

This version allows you to control others and with this, we are getting back into the manipulation and control of conversational hypnosis. What if, in the moment, you don't have an anchor installed for a sense of humor and you want someone to think that you are funny. That is very simple to do. For whatever reason, a magical area as I like to call it, exists emanating from your solar plexus, found just below your heart and stomach. Depending on the person, this area is about a foot above your belly button. This area has a radius around it of about a foot, depending on how you are built. I say that it is magical because, if you touch this area as you are talking to someone, you are going to anchor someone to you.

This area is perceived as the center of your being and the center of who you are. When you point to yourself, do you not point to that area? You certainly do not point to your hand, foot or your arm. It is basically the chest area and many cultures believe that that is where

the soul resides. It is a magical area because it has a certain meaning. When you see someone touch that area on their body, it carries a meaning as that is where their heart and soul are. If you touch that area while talking to someone, they are going to pick up on it subconsciously. You must be careful about touching that area because every time you do that, you are anchoring that person to you. They are going to associate whatever it is that you are saying at the moment to yourself. To give you an example, if I want someone to think that I am funny and have a sense of humor, I can say a sentence and every time I say the word funny, I would touch that area. I will talk and talk and eventually pronounce the word funny. Each time I pronounce the word funny, I am touching my solar plexus area or a foot around it. When I am no longer saying the word funny, I am taking my hand off that area. When I am no longer saying the word funny, I am not touching that area. That anchors them to believe that I am funny. It associates the word funny with my being and my essence. The same works for any word.

You can construct the sentence where you think about how Joe is so motivated. Every time you say the word motivated, you just touch your chest. As you will notice, you are not even talking about yourself but talking about Joe. Every time you say the word motivated, you are touching yourself which anchors the person with whom you talk to you. It makes them think that you are motivated, as we hope that you are. If you are not, this is the way to quickly fix that in the eyes of others. If I want someone to think that I am confident, I could say, “You know, Amy is so confident.” When I am saying confident and only when I am saying that word, I am touching my chest.

For men in business situations, this can be easy to do. Whatever you want them to associate with you; you can adjust your tie that is still within that zone. Ladies, you can adjust your necklace or scratch your neck as the lower neck is still within that foot radius. As you can see, there are a lot of options here. Say the word

and seem completely natural. This can be pretty powerful in conversational hypnosis because you are establishing yourself as smart, funny or confident. It is time for a brief quiz. I think you will agree that this module was a little easier than the last. Let's briefly review everything to make sure that you have it down.

Just to make sure that you have the two concepts separated in your mind which are anchoring yourself and anchoring someone to you, I am going to quiz you on each of them, with just one question on each.

Question #1 Install an anchor that you can fire off that will give you confidence and not cause other people to think that automatically. If you are doing that, do you need to touch your solar plexus or anywhere around there?

Question #2 When I am talking to someone and trying to anchor them to me, if I say the sentence, "Joe is a very funny person," – Am I touching the solar plexus



area throughout that whole sentence or just during the word 'funny'?

Those are very easy and very simple questions.

Answer to question #1: When you are anchoring yourself for confidence, you do not need to touch your solar plexus area. When you are installing an anchor in yourself, you can touch anywhere you want and say your special word. As long as you make a motion and say the word.

Answer to question #2: The answer is that I am just touching my solar plexus area when I am pronouncing the word funny.

If you missed any of those, go back and review this module before you go on. For homework or 'funwork', as if you are doing it right, it should be fun, get used to fun because you will have a whole life of fun that starts with these modules. For fun, in your own time, I want

you to install the confidence anchor. If you like the one from my example, install that one and stack another. If you want to change it, change it and set that up. Part Two of the homework is to find the time and the place in your life when you are feeling confident. You are going to be mindful of what is going on. In our world, we all feel good throughout the day off and on. Sometime things happen to make us feel good and sometime we do not feel so good. That is normal and I want you to pay attention and be mindful of when things are happening that make you feel good.

Pick one of those times and use it to stack an anchor of confidence to make this even more powerful for you. Pay attention to when you feel confident and stack that anchor in.

For Assignment #2, I want you to convince someone that you are motivated. I want you to talk to someone without beating them over with 'Watch me do the anchor'. You just need to do it once and that is it. Believe me, it will go in at a subconscious level. I

want you to say a sentence and make sure that you are not talking about yourself as you touch your chest. Otherwise, you will anchor them to yourself, but you will also sound really arrogant. While they will think that you are motivated, they will also think that you are full of yourself. Talk about someone else and give someone else some praise. Pick someone who you both know to be very motivated. Gentleman can adjust their neck ties or ladies can play with their necklaces. Even with your collar, as long as you are able to find an excuse to touch that area.

Now, find an excuse to use the word motivated in that sentence, as you are planting the seed and causing someone to be motivated. Go out there, enjoy the work and join me in the next module, where we will have even more fun. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

## **Module 8: Pattern Interrupt**

Welcome back. Welcome to Module 8 and we are going to talk about pattern interrupts and stealth redirects. If that does not ring a bell, do not worry. I am going to break it down for you as the modern lingo goes and we will have fun with it. I am Steve G. Jones, clinical hypnotherapist, your tour guide on this continuing and on going tour of conversational hypnosis.

Let's go ahead and look at pattern interrupt. Pattern interrupt, as the name implies is interrupting a pattern. We all have patterns and before we talk about how to interrupt them, let's talk about how they are. You may think that you are a unique individual and a free thinker and that you come up with your own ideas all the time and do what you do when you want to do it. To a large degree, that is true. However, when we look at doing what you want to do and when you want to do it, the 'you' that makes decisions is really the you that listens to your sub-conscious mind.

This may be difficult to accept possibly, especially if you think that you are a free spirit and so forth but look at your life for a moment. Just take one aspect of your life and let's look at your bed time routine. Some people may say that they do not have a bedtime routine and that they just go to sleep whenever they want. Going to sleep whenever they want is actually their bedtime routine. That is part of your pattern and I guarantee, if you start looking at it more closely, there are commonalities in each day if compare the one day to the next and throw in a third day. The three of them will show some factors that are common.

Some people are very regimented and they know that they have a bed time as well as a bed time routine which they do not mind following. They actually feel good about having such a routine life. For example, I floss my teeth at a certain time, then I wash my face and I go to bed to sleep. That is not my routine; however some people might have a routine like that. I

have a routine just like everyone else does. You need to recognize that all humans have patterns that they follow. Sometime these patterns are helpful and sometimes they are harmful. Other times they just do not matter. An example would be when you read a book as there may not be a right or a wrong way to read a book.

The problem arises when we have a pattern that is no longer serving us. Some people have patterns that never did serve them. For example, you may find yourself in a relationship which has certain patterns. Perhaps you have been with this person so long that you can make them mad just by saying the word or making a gesture. That sets them off and that is their anchor from the previous module. That anchor makes them to hate and despise you even more, as it reminds them what you did in the first place which you continue to reinforce with that little word or gesture.

I am sure that you have been in a similar situation. Each relationship has its patterns that can be non-

productive. I have yet to see perfect relationships and that goes for interpersonal relationships, business relationships or any kind of relationships. They are not perfect and that is okay as that is what makes life interesting. If you have patterns of which you were previously unaware or of which you were aware but did not change them, now is time to change them and pattern interrupt is going to help with that.

It's also going to help with changing your beliefs and changing what you think is possible. When you see a degree of change happen, you realize that even more change is possible beyond that. Let me tell you a little story that I heard at a seminar somewhere about a Chinese prisoner. This guy was a prisoner in China and worked in a shop where he collected metal shavings that would fall on the ground. He would put them in a bottle in his room. Over the years he continued to collect them and eventually, he was released from the prison. When he got out, he kept the bottle because it reminded him of all the good times he

had. He wanted to be reminded of his prison experience. Perhaps never to do it again?

As the story goes, one day, the bottle broke. When he broke it, the metal shavings had formed together as one and they remained in the shape of the bottle. The other part of the story is that, while in a prison cell, he would walk in a certain pattern because he only had four by four feet of the walking surface. When he got home, he continued to walk in that little pattern in the middle of his living room. He liked to stay in that little configuration. He, just like the shavings in the bottle, had conformed and even after they were free they still conformed.

Believe it or not, you have also conformed although you may not be aware of all the areas in which you have conformed. Sometimes, patterns are helpful and do not need to be changed. An example would be if you have decided to conform to the law and not break the law. As examples, stop at the red light and go when it's green or drive on the correct side of the road.



That is all good stuff and I want you to continue doing that. I do not want to be run off the road by someone who is driving on the wrong side of that road. At any rate, we all have patterns. Some of them serve us, like keeping us out of jail, others do not. Other patterns are completely unnecessary like the metal shavings or the walking pattern of the Chinese prisoner.

These patterns do not serve us and we need to let them go. Look for patterns in your life that you can change and I want to talk about a couple of different patterns that you can interrupt or change. This is done very easily. It is something simple where you wonder why you did not do it before. Keep in mind the trap which is so simple that you may think you do not need to do it. You do, however, need to do it to break yourself out of these patterns. You need to make sure to be freeing yourself from patterns which are not helpful.

Identify the pattern that is not helping you. For example, in dating, you may have a pattern of being

unsuccessful in dating. To make up a scenario, maybe you go into a nightclub for a blind date. You have not seen the person prior. You walk into the nightclub, they walk in and you start going into your pattern. Now, I am not talking about someone who is a player. If you are a player, you can probably teach this part of the course. I am talking about someone who has dating difficulties. Even players and people who are skilled in dating have dating difficulties.

In a more detailed analysis. First of all, hopefully, prior to walking into a club, you have anchored yourself in confidence and humor using the information from a previous module. Secondly, what are you doing in this date that has not served you before? Are there things that you do in this date that you should not be doing? Perhaps you know that you should not be doing them because you look at other people in their dates, men or women, and you realize that they are not doing that. They also seem to be having more fun than you. Maybe they are more outgoing; maybe they crack jokes and are more fun. Perhaps they dress differently?

You, however, have a pattern because you feel that you must be a certain way. I am not picking on you and this may not apply to you but we all can find things on ourselves where we can identify a negative pattern. Think about yourself in a dating situation. If you are not a person who is dating or interested in dating, just use this as an example to free your mind.

What you want to focus on are those things which you are doing that are not serving you. You are doing them anyway and just out of the routine because you have to or you think you should. Maybe you dress a certain way but you always thought that you should dress with more style. Why not do that next time? Why not take a chance? The way that this advice helps is when you apply it to situations that are not working. If you have, in the past, struggled with dating, why not use this as something different to interrupt your pattern?

You have got to be willing to try to interrupt your pattern of things. Dressing differently is an easy one.

Find someone who is a hero for you. Brad Pitt for example? If you are a little older, James Bond? Find a hero that you like, take a chance and dress like them. Style your hair like them, although you do not have to look just like them. Take a chance to do something different and interrupt your pattern. If you would normally sit quietly through a date and you are aware that that is ineffective and never leads you to the next date or whatever your goal may be beyond that date, then do not sit quietly through the date. Do something differently and take a chance.

If you go to a karaoke bar and you normally would not sing a karaoke, break a pattern and sign it. If you sound bad? Guess what – Everyone sounds bad when they do the karaoke the right way. Don't you just hate those people who get up there and they sound so good when they do karaoke? No one really likes that because people want entertainment and the entertainment comes when people try their best but sound terrible. The crowd loves it and the love goes out to that poor soul who suddenly has the love of the

audience. Additionally, you are on the receiving end of the admiration of your date because, let's face it, it takes guts to do that. If you sing well, it does not take guts to get in front of the crowd and sing – It just takes a microphone.

If you don't sing well but try, that takes guts. That is seen as something powerful. Interrupting your pattern, therefore, can happen in a number of ways in a dating situation. If you normally laugh when the person jokes you may feel that this makes you come across as weak. You know those people that laugh at all jokes, even when they are not funny? James Bond does not laugh at jokes that aren't funny. I know that he is a fictitious character and if you are a woman listening to this, imagine James Bond as a woman. That is not the way that that character would interact. This is a powerful character or a fictitious character modeled after a powerful person.

People respect people who respect themselves. If you are one of those people who happens to laugh at everything, people know that not everything is funny. You are not fooling anyone; you are only weakening your stance. Chose a stronger stance and interrupt your pattern. I am not saying that you have any of those patterns because I do not know you personally, but I am telling you that, if you look hard enough you will find patterns in everything that is not working for you.

The way to break them is just shake yourself up to take a chance and make yourself do something different. If you've anchored yourself for success and confidence, then dress differently, act differently and take a chance.

I want to let you in on a secret technique out of which I believe you will get a lot of mileage. Once you've identified a pattern that isn't working or a series of patterns that are not working, something that helps in a lot of cases is to pretend that you are teaching someone how to use a pattern. In our dating situation, let's say that we have a person who is walking down the hall not

wearing the clothes that are hip or cool, not acting positive and in charge and laughing at jokes that aren't even funny, just out of lack of confidence. If you can be so bold as to take a good look at yourself and see what you are doing "wrong" or ineffective, then you can use this technique.

All you do is look in the mirror and pretend to explain to someone how to blow it, mess it up and make a "big" mistake that you did. Explain to them from beginning to end that they are going to have to dress in a way that is not really cool, act like you have no confidence and avoid taking changes. As you are explaining this to the man or a woman in the mirror, you notice how absurd it is that someone would go through a series of these patterns expecting success or to get the second date or a first kiss.

This pattern of talking to yourself in a mirror is helpful when you have identified some negative patterns and you can explain how to do that to someone else.

Examples are, “You see how ridiculous this seems?” “Let me mess up that date” or “Let me tell you how not to get the first kiss or let me tell you how not get someone’s phone number.”

As you are doing that, you will find that you are interrupting your own pattern. You are realizing and asking yourself why are you doing that, why are you doing it every time. You also tell yourself that the next date, you are going to interrupt it and change the pattern. The next time you are getting dressed, you remember talking to the man or a woman in the mirror and telling them about the clothes you wear being out of date or the haircut you have not helping. You then start to think that you have all these other clothes that you were scared to wear, that you know how to make your hair a little better and that you know not to laugh at the jokes that are not funny. You tell yourself that you know how to do all those things, take charge and stand your ground and that you are going to do that. Insight is very helpful.



What we have talking about in the first part of this module is interrupting your own pattern and getting yourself out of your funk. Don't we all get into those from time to time? I know that I do. Sometime I wake up late and stare at the ceiling fan. I am one of those people who does not punch the time clock. When I see clients, it's later in the day; I have my mornings free to do what I want. I live on an island, can take out my wave runner and visit different islands. Sometime, believe it or not, I wake up and just stare at the ceiling fan. I have started to notice that and there is nothing wrong with that. It is nice to wake up slowly and not to an alarm clock. It is also relaxing. You can get yourself into a rut where you are not being very productive or instead are wasting an hour staring at the ceiling. That is what was happening to me.

We all waste time that we should not waste. A little bit of a relaxation in the morning is great, but when you start to feel guilty because you are sitting there and staring at the ceiling fan, that is ridiculous. Why? I

have knowledge of conversational hypnosis – What was I doing? I had to find a way to interrupt it. We get into these ruts and people say, “Why don’t you just stop that?” It’s like smoking. I have never smoked but I know people who do and the advice from others is, “Why don’t you just stop that?” I have worked with a lot of smokers and I know that it just does not work that way.

Interrupting a pattern does. Whether you are staring at a ceiling fan or smoking, you have got to interrupt your pattern. For me, what I did was going to sleep with the blinds open. I have horizontally slit blinds and, as I live on the water, the sun shining in can be kind of bright. As I blocked it out, that allowed me to space out. When the blinds are open, the sun itself would shine right on my face in my bed. It comes at such an angle that it will shine right through the window on my face. That is intense in the morning but that is what it took – Sun shining in my face. I don’t want to have that happen in the morning, so I would have to get up and close the blinds. In getting up, I had to stay up.

That is what interrupted the pattern for me. Your challenge will be finding those patterns and I know that you can see the homework coming.

Let's not talk about homework or fun work yet. Let's talk about using pattern interrupts to control others. I know that that is what you have been waiting for - Good old pattern interrupts and stealth redirects or controlling others. Doesn't the military have a stealth bomber that can go under the military radar and drop bombs? That is the same kind of a thing. You will go under the radar, albeit not the enemy radar and you are going to drop bombs. Bombs that people do not even know about and the conversation bombs that work for you. That is what you are going to do with your stealth technique.

There are several ways to look at how this works. The conversation change, instant induction and direct suggestion are all the options. What do I mean by all of this lingo I'm throwing at you? The conversation

change is the first stealth redirect technique and it simply means changing the conversation. If you are in a conversation with someone, you can change it. If you do it the wrong way you are going to seem rude, I am going to teach you the right way. The instant induction means putting someone into hypnosis. Direct suggestion means giving someone a command. We are getting into some really serious stuff as these techniques can be very powerful.

We are going to talk later about some suggestibility tests which implies deciding who is a good subject for these tests. As you probably gather, you can do some amazing things with someone in person. Perhaps you have seen street hypnotists who just say, “Sleep,” and the person goes into hypnosis. That is what I am talking about. That is what I want to share with you and expose the great secrets of the hypnotists.

Later on, I will talk about the suggestibility tests. For now, you do have to keep in mind that not everyone is equally suggestible. When you get into these

techniques where you want to go into hypnosis from a waking state, you want to make sure to have someone suggestible before you try such a thing. For now, I will expose you to this information and later on, I will teach you how to do the suggestibility tests. When you do your homework, I don't want you screening the possible candidates. I just want you to try it with a few people instead of worrying about who is a good candidate for now. Just practice it and have fun with it. By the time you finish this course, you will have everything you need.

The stealth redirect happens like this: you are engaged in a conversation with someone and you are just talking about any subject. Then you introduce an unusual comment into a conversation. This works great if you are having a boring conversation with someone. Let's say, you are on a date or you are in a sales meeting and having a boring conversation with someone. The way that this works is very nice when it comes to that.

The third part is the redirect where you will either have them change the conversation, instantly put them into hypnosis or give them a redirect suggestion. To demonstrate, imagine a conversation going on where ‘hello’ and ‘how are you’ are being exchanged. This is a very boring conversation. The unusual comment is then introduced and I recommend introducing something a little crazy but not so crazy as to cause people to think that you are crazy. One of the usual comments that I have used when I have thought classes is, “Hey, is that a UFO?”

As you have noticed, it is a bizarre comment. It gets people’s attention at any point which is something that you can even do in a room – You would simply point to the window. People will look. The pattern interrupt therefore comes in that form of an unusual comment. You can slip any unusual comment wherever you want. It does not need to be this one or the same one. The context will dictate the comment. For example, if you are at a birthday party and talking with someone about the birthday and how wonderful it is, perhaps the

unusual comment will be – “You know, my grandmother died at her birthday party.” It sounds a little strange, it is unusual enough to share the person up but not so bizarre that they are going to think about you being out of your mind. You see how it’s a little shocking for you to be saying something like that?

It has to be something that can be accepted. It must be something that shakes them up a little bit. While you are talking to them in the context of a conversation, come up with something that will shake them up a little bit. You will probably not want to say that the building is on fire or anything like that, but somewhere between the building being on fire and a really boring comment which they would not even notice. People space out during conversations because they just do not care sometimes and they are on auto pilot. They are giving you the mandatory head nods and uh-huhs but they are not really paying attention to what you say because they are in a state of hypnosis. You have got to

temporarily snap them out of that though with an unusual comment.

We have had our conversation which could even have been an interesting conversation. The first part is having had our conversation. The unusual comment is a second part which can happen right away or with a 10 or 20 minutes delay. It really does not matter, as long as you introduce the unusual comment. After you introduce the unusual comment, you want to redirect them.

The redirect can happen in one of three ways. You can do a conversation change in which you change what you talk with them. Once you have them off guard with the unusual comment, their brain is reeling from the unusual comment. They have a pattern, just as one can have a sleeping or a dating pattern. They do not know what to do next because they had planned to tell you the next fascinating fact. You have them at a disadvantage and their brain is essentially at a hypnotic stage. You can redirect them toward wherever you



want them to go. One of your options is just to change the conversation. If you did not like what you are talking about, you can change the conversation and make it something different.

The second option is an instant induction where you can instantly put someone into hypnosis in this conversation. You would have the conversation, you would introduce the unusual comment, they would be thrown off the pattern a bit and you would simply say, "Sleep." They would go into hypnosis. When you practice this, keep in mind that not everyone is suggestible enough to respond positively to this particular technique. Some people, when you tell them to sleep, are not suggestible enough to go into a deeper state of hypnosis. I want you to have fun with this first which is the reason why I am not telling you yet about the suggestibility test. Have fun with it and later on we will learn how to pick and choose the people with whom to work on this.

The third option is to give them a direct suggestion. Remember, you have had the conversation with them, you have introduced the unusual comment to them to throw them off base and now, you can do a direct suggestion in terms of telling them to do something. Let's say, you have a spouse, you throw them off base by saying, "Hey, was that a B52 bomber that just flew by?" You could introduce pretty much anything as long as it does not seem too bizarre. Throw them off base a little bit and then you can give them a direct suggestion. For example, you can say, "Hey, take out the trash." Even though you are dealing with someone who may have wanted to be in that conversation, and was not even thinking about taking out the trash, their mind was reeling and looking for something to cling on to at that moment. When you direct them to take out the trash, they think that it is a good idea and a wonderful thing to do, as they are looking for something.

Their brain is looking for somewhere to go and jump across of this body of water, to land on the other side.

Suddenly, the other side is gone and you are saying, “Okay, now land here safely with taking out the trash.” That gives them somewhere to go and a landing point. Your command is the new landing point because you’ve taken away what they had in mind. To review, with the stealth redirect, you are having a conversation with the person, there is an unusual comment introduced and then you have one of the three options. You can redirect them through a conversation change, instant induction or telling them to sleep and finally, direct suggestion. Rather than inducing them in hypnosis, you could simply tell them what to do.

With hypnosis, you must be really careful as you can only have them to do things which they would want themselves to do and nothing that would harm them. We will talk later about suggestibility test to see who would be suggestible. You may do this with some people and it won’t work because you haven’t done a pretest on them to determine suggestibility. I want you to have a little fun with this which is why I am saving a

suggestibility test. Enjoy it, have fun with it and we will talk about that later.

I would like to go a little bit back and talk about pattern interrupts that you can do on yourself. We looked at the dating situation and I also want to give you a sale situation. For example, you are going into a situation where you are selling vinyl siding for houses. When you do that, keep in mind you can use a stealth redirect and introduce an unusual sentence in a conversation such as, “Sign here.” If you have someone suggestible, that is simple.

Let’s go back and analyze that situation in terms of pattern interrupt that you can do on yourself to snap yourself out of your normal rut. You probably have a routine by which you deal with people which probably has a certain dosage of success. It’s probably not totally 100%. It may be pretty high but it could be better. What you need to do is analyze those things that you are doing before and during the sales situations. In sales, it also matters what you do before

the situation arises. For example, do you call your clients too much? Do you follow up a little too well with the sale? Examples are, “Hey, do you want to sign on Tuesday?” “Hey are you sure you don’t want to buy this?”

You must look at the situation from beginning to end. Let’s take a look at the preparation that you are making before going into the sale. You may not be a sales person but all of us are involved in sales to a certain degree. We have to sell ourselves every day in so many different situations. See how this can apply in your life from the way you dress before you go into a sale situation to being on the phone as you prepare yourself. Are you thinking positively? Is your focus on a negative characteristic of the client? If it is, that is fine. If you thought that way in the past, you need to snap yourself out of that. What can you do to interrupt that?

Before you go into a sales situation and the customer cannot even see you, you can do practically anything to put yourself in a better mood. Why not turn up some music that you would not normally turn up? Why not dance around a little bit?

When we do pattern interrupts, we want to do something bizarre. We want to do something crazy and if no one is watching you, that does not matter, as you want to something different. Perhaps there is a different song that you can sing before you go into a sales meeting that can loosen you up a little bit?

Change your state, get out of your funk and get out of your rut. If you are going into that situation with the same mindset that you've always had that produces limited results, you are going to keep those limited results, therefore, it is ineffective. How are you dressing? Why not dress differently? If you want to take a chance, are very conservative and you want to sell only 70% of what you are after, why not try dressing more casually?

If, however, you are dressing more casually, why not dress more conservatively. If your hair is long or styled the certain way, why not get it cut? If it is styled the certain way, why not style it a different way. Little changes can go a long way in terms of the pattern.

When you dress differently and put on different clothes from those that you would normally wear, you are kind of portraying a character and dressing like someone who you really envy, someone who is more relaxed than you or 'cooler' than you.

You are playing a character and when you do that, you dress and act differently. You have interrupted your pattern and that is a good thing because you want to interrupt your pattern. If it's not effective for you, you must interrupt your pattern, however, if you have found a pattern that works for your, there is no need to interrupt it. During the talk, what are you talking about? Are you laughing at everything they say even if it's not funny? Are you laughing at anything they say when perhaps you should laugh to show some respect?

Whatever you've done in the past, make yourself do something different. You are going to have to force yourself the first few times, but do interrupt yourself and catch yourself. Call yourself out on this and change it. Also, as we looked at it in the dating situation, I want you to describe to the man or woman in the mirror how to fail. Tell them from beginning to the end how to mess up this sale. I dress a certain way, do this or that. They are certainly going to dislike this and this is how I am not going to get them to sign the contract.

If you can describe to yourself in the mirror how to fail, you are going to realize how ridiculous it is that you would follow that pattern and that you set yourself up for failure. As you are going through the process that you've described for failure, you are going to see each step of the way that maybe you should not do that. It is part of the formula that you follow when you fail and perhaps you should change it. You want to shake the persons hand but are kind of shy, not making eye contact and not establishing rapport as your hands are



in your pockets. That is one of the ways that I have described to the person in the mirror on how to fail. You cannot do that, must force yourself to make eye contact and have positive rapport.

I want you to have fun with this. Let's take a little quiz and we will get to the homework or, as you know, the fun work.

Question #1: Tell me one type of redirect. When we look at the stealth redirects there is one process and then there are three types of redirects. Tell me one type of redirect. Once you have them in a situation, tell me what to do with them.

Question #2: Tell me the process of the stealth redirect. I will give you a hint: the first part of a three step process is the stealth redirect itself. What are parts one and two?

Let's look at the answers or, if you need more time, go ahead and pause this.

Answer #1: Your answer could have been any of the following: conversation change, instant induction or direct suggestion. Those are the three ways in which you can deal with someone in terms of stealth redirects. Those are the three ways in which you can redirect them.

Answer #2: The process of the stealth redirect is very simple. It starts with a conversation and then you introduce the unusual comment, followed by the stealth redirect. The unusual comment and the stealth redirect may make you wonder about how much time you have available to do that, once you've introduced the unusual comment. You have a matter of seconds. If you are going to change the conversation, you have to change it quickly and definitely within two to five seconds, as their brain is looking for somewhere to go.

It's going to find it as the brain always finds something to do next, whether it is productive or not. You need to provide that thing quickly before some other thing occurs to them. Whether it is conversation change, instant induction or the direct suggestion, you want to do that quickly.

That was the quiz and I hope you did well on that. If not, just go ahead and review the material. We talked about the instant induction and you may think that, after you've had the conversation and introduced the unusual comment and then I put them into hypnosis, but, what in the world do I do with them now? If you have a person who is that suggestible, you need to be very careful. Everything that you say they potentially can do. It's kind of like you are suddenly responsible for a drunk person or a child. If you are dealing with a child or a drunk person, you would be very respectful and make sure to keep them out of the harms way. That is how you want to act with someone in hypnosis.

They are in hypnosis but they do not realize that they are in hypnosis and their brain may essentially have been tricked into bypassing where it was trying to go and having it redirected into hypnosis. Make sure that you only have them do things that they would normally do and that you do not take advantage of them. I am telling you this because you are being entrusted with a very powerful tool here which I expect you to use wisely.

Your homework is to discover in yourself what those patterns are. We all have patterns that we follow and discover what yours are. It does not have to be dating or in sales. It can be waking up in the morning, as I already spoke about how I wake up in the morning and stare at the ceiling fan for a long time. I also talked about how I snapped myself out of that. The first step is to identify your patterns and I do not mean helpful patterns like that of brushing your teeth when you wake up. Eating a few meals a day, as long as they are healthy meals is another example of a helpful pattern.

One of the patterns that you've allowed to get yourself into is not a healthy pattern. Identify it.

As these will be very subtle things, you may even ask your friends what are some of the things that you do like a machine or like a robot that perhaps you could change. Once you identify them, I want you to interrupt them. If you normally reach for the jelly donuts, I want you to catch yourself eating jelly donuts, but interrupt yourself by doing jumping jacks. Maybe five jumping jacks? As long as it is not going to embarrass you and people aren't watching you, it is okay.

You get the idea. You must do something out of the ordinary and something unusual so that it becomes difficult to get back into that pattern. That is the first part of your homework. The second part is the stealth redirect. If you want to do the instant interruption or the stealth suggestion, you may go ahead and do that. The only homework that I am assigning to you right

now is the instant induction and the conversation change. I want you to have a conversation with someone and introduce an appropriate yet unusual comment. It must be something that makes sense in the context in which you find yourself. It also must be unusual enough to throw them off. Then, I want you to change the conversation.

If you do this the right way, it won't seem rude because they are looking for somewhere to go. It's not like you are saying, "I don't want to talk about that any more as that is boring. Let's talk about this." It's a way of doing that but in a very sneaky way. You are having a conversation and whether it is boring or not, does not matter. As you begin to change the conversation, they are actually going to be helpful because their brain wants somewhere to go. "I was talking about the toy trains and how exciting they are at Christmas time and how I collect them."

I do not collect the trains, however, someone may be talking to you about the trains and you say, "Really,

because last winter, Santa Clause did come down my chimney.” That is an unusual comment that has to do with your conversation. However, it is different enough to get their attention and not just space out.

Immediately, you can change the subject. An example would be, “You know, my uncle flies fighter jets and he is a billionaire so he started collecting them.” You want to change the conversation, keeping in mind that it does not have to be a boring conversation. You also do not have to change it to anything exciting after introducing the unusual comment. That is your homework and your fun work.

I hope you enjoy it and I will see you back in the next module where you will have even more fun. As you can see, you are starting to see some tools in your tool belt and some toys in your toy box. Whatever you want to call them, those are things which will help you and make you a very powerful conversationalist. You will be able to take charge of many situations now in which previously you were powerless. You are starting

*Steve G. Jones, M.Ed.*

to see how these conversational muscles are developing in very interesting and very good ways.

Enjoy it, go out there and have some fun with it. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.



## **Module 9: Suggestibility Tests**

Welcome back to Module 9 where we are going to talk about the suggestibility tests. I mentioned in the last modules that you can do instant inductions with people. It is, however, better to find who is suggestible and target only those people. I am Steve G. Jones, clinical hypnotherapist and your tour guide, as you learn how to use conversational hypnosis. You will learn it at a higher level than any other people as this program is the Ultimate Guide to Conversational Hypnosis which puts you in the driver's seat. By the time you are done with this program, you will have a black belt in conversational hypnosis. Let's continue on in our journey and our exploration as we learn about suggestibility tests.

It is interesting to point out that stage hypnotists are usually telling the truth in their shows. You may think that the whole thing is stages and that it is a staged hypnosis. It is real and they are not putting you as

those are real people. Is that scary? Here is something even scarier - You might actually be one of those people who are highly suggestible. We are going to find out in this module.

Probably one in 10 people will be so highly suggestible that they will follow all commands. With these techniques, you will find you who those people are. As I mentioned in the last module, you are starting to get more power here and to have access to tools, techniques and tricks which will require a certain level of maturity on your part. When you have this much power, you must understand how to use it appropriately. Inappropriate use of this power can get you in trouble and I don't want to see that. I am telling you right now to use this power for good. Only do things that you know to be right and good and avoid the dark side. I am trusting you to be a mature person and to use these powers for good.

Having said that, let's get to the information. How do you tell if someone is suggestible? Keep in mind that

the word is not susceptible which stands for a sucker. It means that you can trick or fool them. Suggestible means that the person will follow your suggestions. In seminars that I do, I often hear people say the word susceptible which, again, is incorrect. You are going to make suggestions in your conversation and they are going to follow your suggestions. These are suggestibility tests. The first one to which I want to introduce you is the one which you can use at the parties. I personally enjoy this one at parties. The unsuspecting person on whom you are doing the test is simply asked to clasp their hands together, as if they were praying. Their fingers would be like the laces on the football.

Then, all you do is tell the person that you want them to pull their hands apart, however, their hands are stuck together. Say this, “I want you to try to pull your hands apart, but when you try; you will realize that you can’t because your hands are stuck together.” Now, a lot of people will simply pull their hands apart thinking that it

does not work on them. That is fine because it is a suggestibility test. You are testing to see who is suggestible and every now and then you are going to get luck.

The first time it happens, you are not going to believe it. I am telling you right now that you are going to think that they are just faking it and playing along. You must understand that there are a lot of people in this world who really are that suggestible. When you find one of them, you know that all the little covert tricks are not necessary. You will give them a direct suggestion and they will follow it. That, my friends, is a wonderful thing because it makes your job easier. If you want to persuade someone and you have someone who is suggestible, your job just became a lot easier. You do not have to try a lot of covert techniques any longer.

Another suggestibility test which I like for parties is similar to the first one. They have their hands clasped together but they also have their thumbs pressed

together. The part of your thumb that would make a print is pressed against your thumbprint part of the other. The hands are clasped together, fingers interlaced and thumbs are thumbprint to thumbprint pushing together. You explain to the person that you heard of a new trick that you want to show to them. Once they are in this position, you explain further by saying, “Because of the angle of your thumbs, because they are pressed together so tightly, it is impossible for you to pull them apart. Try as you may, you cannot pull them apart.”

You will see them struggling to pull their thumbs apart. Keep in mind, this is a suggestibility test and some people fail this test, thus pull their thumbs apart. You know that you have to continue to use the covert hypnosis techniques with them, as they are not that suggestible. However, every now and then we will find someone whose thumbs are pressed together. A neat trick that I like to do on top of this, when I have someone suggestible, I would say, “When I snap my

fingers, your thumbs will come apart.” I snap my fingers and their thumbs come apart. Not only are they amazed but everyone around them is amazed also.

You had just improved your social proof. People are always judging you, sizing you up, deciding whether you are powerful or not, good or bad, smart or not smart. They look for social proof and what you do in front of people. They look at how other people react to you. Trust me, you are at a party and this happens, your social proof level rises considerably. Suddenly, everyone likes you. If you are in a dating situation, you find that life just got a little easier for you. In a sales position, you’ve also increased your status as now, people see you as someone who is powerful and can control other people’s minds and actions. That is part of raising your social proof.

Another suggestibility test that you can use is amnesia. You can simply walk up to someone at a party or anywhere else. Parties are great venues because you have an opportunity to socialize with people most of

whom you will never see again. If you walk up to somebody and say whatever it is you want to say to introduce your technique, then say, “Hey, are you into hypnosis?” Another example is, “Hey, have you ever heard of a suggestibility test?” Very few people have ever heard anything about any of these techniques and you usually do not have to concern yourself. Most people are up for a good time. They see this as an opportunity to interact with someone, which is the reason for being at the party in the first place. They also see it as an opportunity to have some fun.

Amnesia works like this. You tell them that you will give them some instructions and test how well they worked. For the next five minutes, you will forget the number seven. It does not have to be the number seven and it can be any number. I recommend picking a number 1-10. You will not be able to remember the number seven or even to speak about the number seven. This will last for five minutes. Also, you will forget that I told you to forget about the number seven.

Then you will simply say, “Okay, that part is over. Now I’d like you to count one to 10.” Believe it or not, someone who is highly suggestible will say one, two, three, four, five, six, eight, nine and ten. They will then look at you with a straight face because they do not realize what happened. If you ask them to do it again, they will repeat it the exact same way. You may even think that they are kidding as this works for you for the first few times; however, you will notice that they don’t start laughing. They do not understand what is so funny about someone counting from one to ten.

As far as they know, they’ve added all the numbers in there. The only one who does not know what is going on is them and everyone else is aware. Now, never use this to pick on anyone. After it is over, explain to them what happened. Also, as to make them feel better, explain to them that very intelligent people are more suggestible. That is a fact which may ensure that they do not feel stupid or inadequate. It is very important that you balance this out with common sense and not



causing people to dislike you. Ultimate Conversational Hypnosis is all about getting people to like you.

The next suggestibility test that I'd like to share with you is anesthesia. We just looked at the amnesia causing people to forget about you. Anesthesia means getting someone to not feel pain. You have to be careful with this one as this carries the risk of physically hurting them. When you do the anesthesia, you want to make sure to do something that would not cause any physical damage to anyone. Let me explain the process and you will see what I mean.

Anesthesia simply means that you are going to numb a certain part of the person's body so that they don't feel any sensations, good or bad on that part of the body. First, you must do your introduction and introduce it as fun. After doing your clever spiel to get the person to go along with your test, you would say, "Here is how it works. I am going to touch your hand on a certain part." Depending on the rapport that you have with

them you can really touch any part of their body. Hopefully you have anchored yourself and done a few other conversational tricks along the way to have a good rapport with them. Throw in some pacing and you have a flow with them. I like to use the hands because the hands are a good default if you've got nothing else that comes to mind, no other part of the body that comes to mind or if you are concerned that they may think of you as too forward.

The palms are the most sensitive because of the nerve endings. With the touching of the fingertips, you are getting intimate with this person already as you tell them, "When I put my hand on your hand, it is going to become numb." Then you simply touch with you hand part of their hand on a certain area. You can touch part of their fingers, the center of their palm or the large area at the base of their thumb. You can also touch near the wrist on the palm of their hand. This won't work with anyone but, as you can see, it's a great way to get to touch someone. When you are touching someone, you have a lot more rapport automatically.

People feel closer to you when you are touching them because you are physically closer to them.

There is some intimacy going on. I had a friend who read palms. We were doing something together in NBC studios in Burbank where they film the Tonight Show. The palmist was a male and although he had his lovely bride with him, he was going around and reading all of the ladies palms. He was a big hit and the ladies were lined up to have their palms read. His wife, a very understanding woman, put up with all of that and he read all of their palms. He definitely established contact with them and you could definitely tell that there was some intimacy going on. If you are a palm reader, you are in touch. That is not my area of teaching but you may want to write a book on that. It is a great way to become very intimate with people quickly and to have them want to touch their hands. That is a free little tip for you.

After you touch that part of their hand, explain to them that that part will now be numb, as you told them prior, “Wherever I touch, it will be numb.” The next test is to pinch them there and see if they can feel it. Do not get carried away with this. People who are very suggestible can be pinched to the point of bleeding and still not feel anything. Do not push it to the limit or draw their blood – Stick to the little pinch and something that ordinarily would be felt and would not harm them. Be a little easy feeling, otherwise you will lose the rapport and may be asked to leave the party. Hopefully they do not feel it; however, not all people are so suggestible to respond to this or any other suggestibility test. Give it a try. The beauty of a technique like this is that you are establishing intimacy even if they “fail”. You have still won because you have held their hand. That is anesthesia.

The pendulum technique revolves around the pendulum which hangs on a thread. It can be a ball or yarn dangling on a thread of yarn, anything that can swing including the belt. Hopefully, you have reasonably

tight pants or else you may succeed in establishing a lot of rapport very quickly or you may be asked to leave the party. You can use your belt as long as it is something that you can hold in the air which can swing back and forth. It does not necessarily have to be a ball on a chain. Have them hold it and explain to them that a pendulum can move around in a lot of different ways. It can swing around, clock or counterclockwise. It can swing in any different way. AS they hold it in their hand, tell them that you want them to focus on making it swing a certain way which may be any of the possible ways.

This test tends to be very shocking in a good way to the person holding the pendulum. To everyone else it looks like they are faking it and making it move. They are not. Subconscious commands move out of the brain into their arm and hand. They cause usually independent movements. The pendulum is not moving because of magic or an invisible force is making it move. The only force is them and, if you watch them

closely, you can see their hands move, yet they are not consciously making it move. Their brain is responding to your commands. If you see the pendulum move the way you told them, you know that they are very suggestible.

Another technique for parties with which you must be careful is the fall back technique. This technique is to stand behind the person as they stand upright. Tell them that they are beginning to feel themselves falling backwards. The more you relax your voice, the more they fall backwards. You will be able to feel their body although it is upright and stiff. You tell them, “Your body is upright and stiff and it is falling back, you are leaning back now. That is right, lean back. Lean back.” Everything is monotone, nothing is jumpy and very suggestible people will lean back far enough where they will fall into your arms. You must be prepared to catch them. Beware that some people fall right away which is the reason why I like to tell them that their body is stiff and upright. You do not want them collapsing as if they are passing out.

As they fall back, their body should be stiff so that you can catch them and give them a hug. You must be careful with whom you do these techniques in the physically intimate category. If you are trying to find out if your boss is suggestible, you may not want to touch your boss' palm in a suggestive way or have them fall into your arms to hug them. Depending on what your motives are, perhaps you do. You have to realize that there is a time and a place for everything. These techniques are best used in a dating situation. Any other prior mentioned techniques are all fine for anyone. Intimate techniques you may want to save for those with whom you may want to be intimate.

The following technique has to do with the inability to stand. You would use this on someone who happens to be sitting down at a party or wherever you may happen to be. If someone is sitting down, you may sit beside them and tell them of this great technique that Steve G. Jones, clinical hypnotherapist thought you which you

would want to try on them. See if they are up for it. If they agree, ask them to imagine that their body is stuck in the position in which they are. In other words, they are stuck in a sitting position. You continue by telling them that, because they are stuck in this position, it may be impossible to stand up. Lastly, you would tell them to go ahead now and try to stand up. If they can stand up, they belong to a group of people who are not that suggestible.

Every time you do a suggestibility test, you run a risk of meeting someone who is not that suggestible. In most cases, that is what will happen. That is fine as you are looking for a golden egg and a needle in a haystack. You will find out that one in 10 people will be suggestible enough to pass this test. When you find them you will know that your life became a lot easier. Once you administer your test, the person who is not that suggestible will stand up and say, “Whatever buddy, I am standing up.” Explain to them that their mind is more powerful than the technique or something along those lines. Make them feel better but basically



know that you must use more covert techniques with them.

Let's look at other techniques. This is called reverse hallucination. Rather than regular hallucination where you see something that is not there, here you do not see something that actually is there. The way the technique works is telling them that they will not see the television or something else that is in the room. They are unable to see it and explain to them that they should close their eyes and let go of that object in their mind. Then, have them open their eyes and ask them if they see the object you told them to forget from that room or the area. If they see it, you will know that the test did not work on them.

If one suggestibility test does not work on someone, you may try two or more as the case may be that they simply do not respond well to that specific test. You can find out by trying multiple times. Also, you need to undo anything that you do. If you give someone

amnesia, anesthesia or reverse hallucination, make sure it is undone. There are two ways to do this. You may choose to tell them that, for the next 20 seconds they won't be able to see television, or they won't feel anything. Therefore, you are limiting the effect in time. Second option is telling them that it's over and they, from now on, will know the number seven and they will see the television. It's best to do both, if you remember to do so, which you will hopefully do. This way you will not cause any problems.

Next technique is the hand raise technique which is very simple whereby you tell them that, during your conversation, their hand will raise. There is a subtle way to do this technique and that is to weave your words into a sentence or a paragraph. You do not have to exactly mark them as is the case with analog marking, simply raise your hand a bit higher as you maintain the conversation describing things that go on. Someone who is not very suggestible will possibly pick up on that and ask why is your hand being raised a bit higher. If they do mention something alike, it's a sure

sign that they are not suggestible and you can simply move on or figure that you will have to use some more covert techniques. Another way to use a raise hand technique is to set it up and tell them that you will do a suggestibility test. Have them pick their dominant hand and you will notice their hand rise as you talk to them as a helium balloon. A hundred of helium balloons were tied to that hand just pulling it up effortlessly. Let your hand go and rise up just naturally. You are therefore doing a little bit of the hypnosis with them to see if their hand goes up.

If you are using that hypnotic monotone voice, you may think at first that it is not as powerful. If you are using that voice tone during the suggestibility tests or anything else, tell them that you will count to three that they will wake. This is really important as people who are at parties must drive home. You want to make sure that they are able to operate a motor vehicle.

You can also make someone feel hot. I am not talking about physically attractive although that is a possibility as well. I am talking about a thermal change on their skin. The best and the most entertaining way to this at the party is by telling them that the bottom of their feet is getting warmer. You can also say that they are standing on the hot coals which are becoming warmer and warmer for them. They will have to start alternating their feet to allow them to cool off because the floor on which they are standing is very hot and burning through their shoes. See if they start doing a little dance.

In terms of cold, you can just start by talking to someone how cold it is. This suggestibility test, just like the hot one, won't work if the floor is actually hot. If the floor is not hot, the test may work, as the opposite applies with the cold. If you walk up to someone and say that it is hot even though you are actually sweating, the question itself is a great suggestibility test. You can even throw on a jacket or a sweater if you have one handy and pretend to be

shivering. Have fun with it and see if they begin shivering as well.

This can be fun at parties because someone reacting in the opposite way from everyone else can be very entertaining. Make sure that you are not having too much fun at someone's expense. Explain to them afterwards what happened and that you were just introducing them to a scientific instrument with which you appreciate their cooperation, although they were not willingly cooperating. Either way, you must make sure that you respect the people with whom you do this.

These are the suggestibility tests. The hands clench technique, the thumb, amnesia, anesthesia, pendulum, fall back, inability to stand, reverse hallucination, hand raise, hot and cold. I think that you have enough tools in your box right now to have some fun and to do some suggestibility tests with me.

*Steve G. Jones, M.Ed.*

It is time for a quiz where I will just ask you a couple questions for this module. If you need to review, please feel free and join me back.

Question #1: Of all the suggestibility tests which I shared with you, name one that is intimate and that you would only do with someone with whom you would also want to be intimate.

Question #2: When you do the pendulum suggestibility test, do you need to use an actual pendulum from the store or an official pendulum?

Pause this if you need to, otherwise we will carry on with the answers.

Answer #2: As this is the most obvious one, I will confirm that no, the pendulum does not need to be anything official as long as it is not cat dangling on its tale.

Answer #1: The two tests which are intimate are anesthesia or fall back technique. The reason for this is that you must touch the person, hold their hand or any other part of their body. This technique is primarily geared toward someone with whom you want to establish a physical contact and is not appropriate for someone who signs your paycheque. The other technique from this category is the fallback technique. It is telling someone that their body is stiff like a board, yet they are falling backwards. You are standing behind them to catch them with a hug which is only appropriate in a dating type of a situation.

Those are the two questions and for your homework, I want you to go out and try this stuff. It is not mandatory to go to a party. You can simply go home and try this on your boyfriend or a girlfriend, someone at work, neighbor next door or anyone. Try a couple of them and see how people react. There is no failure as you must keep in mind that most people will “fail” the

test as they are not that suggestible. The point is that you are learning how to use these tests as you become more confident in doing them. Also, you are establishing rapport while doing them as you are standing pretty close to someone in order to administer such a test.

You are probably laughing and having fun also, along with others who are watching. This can lead to establishing even more rapport. As previously mentioned, if the test happens to be successful in front of the large crowd, your social proof goes up. You are being successful in front of others. When others are acknowledging your success, that raises your social proof as people see that others accept you which means something to them.

Try a couple of these techniques on either the same person or a few different people. Always excel in your homework as you can try all of these suggestibility tests on everyone you know, if you wish. Just keep in mind the safety procedures that I told you which are to



limit the time during which the test happens or to undo the technique altogether by an action like clasping your hands. That is part one of your homework.

Part two is to come up with your own suggestibility test. We have covered 11 different tests and I want you to come up with number 12. When you do that, you actually learn how they work. To make it happen it means that you must have a good knowledge of the suggestibility tests. It could be anything at all.

All right. I hope you have enjoyed this module and think that this module's homework will be the most fun that you have had in a while. I hope that you will go out there and have fun as homework is fun work. We will say that over and over as this homework is fun which leads to more fun of increasing your powers and learning a little bit more about how people's minds work. You learn how to manipulate them, control them or influence them, depending on your word of preference. Every time you do your homework, you

*Steve G. Jones, M.Ed.*

get a little closer to that goal. By the time you are done with this program, you will be an expert in Ultimate Conversational Hypnosis.

I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

## **Module 10: Dating (Part I)**

Welcome back and welcome to Module 10. This marks the second half of the program. You made it through a lot of information and complete nine modules. With Module 10, we continue learning interesting information which you can apply in your life. I want you to pause for a moment, give yourself a hard tap on the back in a sign of congratulations. You have gone where many have not. Many people get a program to change themselves and change the way that they think of themselves and the possibilities out there. What do they do then? They just look at it, it sits there month after month or a year after year. It just sits there and they do not do anything with it.

You are different now. If you have come this far, you are different than that. I want you to have the fortitude, the courage and the ambition to finish this program and go the rest of the way. I want to congratulate you for making it this far. I am Steve G. Jones, clinical hypnotherapist, your tour guide as we continue

learning, growing and reaching higher and higher. We are also understanding more how the world sees us and how we can now see the world in a new light because we can now take charge of the world. We can take charge of our lives. Certainly, we won't control everything that goes on around you. That simply does not happen. You, with your big bag of tricks and your big toolbox will be able to literally get anyone to do anything at any time as you will have enough tools at your disposal to make that happen.

In this Module, I want to talk specifically about dating. I am not going to reiterate a lot of the other information which I have given you and which can be used for dating. I want to talk about other information about dating to realize that the previously covered modules offer all sorts of tools, tricks and techniques that you can use to enhance your dating life.

Now, I want to talk specifically about other things that may enhance dating. I will re-cap a little bit but also go into the new territory in order for you to understand from a well rounded perspective what is involved in

dating successfully. I imagine that you have date, are in a relationship and perhaps can share this module with someone else since you are already in a wonderful relationship. I would also imagine that, at some point, you have dated or would like to date at some point in the future. This can help you.

Everything starts with confidence and we talked about that at the beginning of this program. I am going to re-iterate that for dating as well. Everything starts with confidence as you need to get over your fear, appear confident and understand the difference between real and false confidence. In a later module, I am going to give you information about programming yourself in hypnosis with confidence. It is the confidence that you can use in the moment of your interaction with someone, face to face, on the phone or even texting or through email. You have to have confidence and I will show you how to program yourself with hypnosis. You must be able to hypnotize yourself with confidence through the process of anchoring. I want to tell you that there is a definite difference between the real and

the appearance of confidence and a difference which will not go unnoticed by people.

The appearance of confidence will be something like having a really nice car. There is nothing wrong with having a nice car. On the contrary, it is an excellent idea. I think that you should have a nice car that you can afford. As long as it is not a drain on your bank account, why not have a nice car? What I mean by that is not letting that take the place of your confidence. For example, here is me and I am this way but my car is very confident. I am with my car, look at me and inside my car- Here I am. Yet, I am not confident - My car is confident. My car says confidence but if I am saying something else, it looks like I am covering the fact that I am not really confident at all. It's like having a big brother go to school with you and he is fighting all your battles. That does not negate the fact that you are apparently not capable of fighting those battles yourself. You are not fooling anyone.

Perhaps it's a necessary situation that this person does this for you. As we become adults, it is no longer

necessary to have someone else fight our battles or to have some object portray who we wish we were. If you have confidence, it does not matter what kind of a vehicle you drive. It does not really matter what kind of clothes you are wearing, although we will talk about clothes and hygiene. I want to make it clear to you that confidence speaks more loudly than any of this.

Perhaps you've seen men or women who are very confident, yet seem as if they just put on clothes from the garage sale. They are very successful in dating and very successful in life. I see these examples constantly as I look around in life. Why is it that we can take a confident person, put them in clothes that do not seem to be confident at all and rather look like something that a homeless person would wear - Why is it that they are still confident?

It is the same principle as taking a diamond and putting it in a mud. It is still a diamond and the diamond in the mud. It has not changed. The presentation, as we will look at it later can be important but people can still see that that is a diamond. IF you have true unstoppable

confidence, it really matters very little what you wear or drive, where you live or any of that. The most important thing is who you are and people see that.

Now, it is not to say that it is not important to have a nice car and a nice home, nice clothing or good hygiene. My point is that confidence is the most important thing in dating and the most important thing in life. Let's take a look at the real confidence and what it really means. For someone who is truly confident and who knows what they want, they have a definite point of view. If you are in a dating situation, taking with them and trying to figure out what they want or think would be cool, fun or good, you no longer look like a diamond. You look more like a piece of plastic - A transparent piece of plastic that lets through any light that wants to shine through it. You look like something that cannot stand on its own or flimsy. You need to be rock solid in your beliefs.

Certain areas will demand that you have an open mind, of course. Decide what you believe in and identify your core beliefs. If one of your core beliefs that you



don't have any core beliefs? That can be fine because, at least, that can be solid. You have solidly decided not to be solid rather than just being wishy-washy. There is a good difference between being wishy washy and deciding that you are not going to decide. Beyond that, you probably have opinions about certain things. If you think about it, you can probably come up with your true opinion on who should or should not be the president, what color you like and what number you like. Similarly, you have an opinion about what kind of food you like. Similarly, in a dating situation, this information matters. Eventually, especially in our society if you are a male and you have a question before you - Where would you like to go to eat? If you say, "Where would you like to go to eat?" - You have not answered the question. The reason why you have not answered the question is probably of the following two reasons. First, you are afraid to answer the question because you might answer it 'wrong', or second, you just don't have an opinion. It does not matter to you where you want to eat.

Take a few moments tonight before you go to sleep and think about your core beliefs and values. Make sure that you be ready to present them. Let's now look at other factors which can be a part of making you appear confident. As we will talk about this in the later modules, the idea behind this is that you will actually be confident. All these other accessories will be the icing on the cake. In my opinion, however, they are important accessories. Let's face it, if we have two people who are equally confident, one has made a slightly more appropriate clothing choices, one has brushed their teeth, combed his or her hair, one is therefore perceived as more confident and more valuable. This person is also more likely to be approached and the other one is not. They've put themselves on different levels, even though they are both diamonds. One has been mounted on a ring.

Let's make sure that we have a solid personality with solid beliefs and that are putting that personality on a nice ring. It is a ring that consists of things such are smiling. Why not have a smile? Especially if you are

a guy and many times if you are a female, you may think that smiling is a weakness. I want to tell you that smiling in dating can be essential. Smiling allows that first interaction and it gives the other person a signal that you might be safe to talk to, approach them and have a conversation with them. If there is no smile, you are going to drastically limit your dating possibilities.

Standing up straight is another factor. If you have bad posture, if you slouch a lot when you sit or when you stand, it does a couple of things. Number one, it makes you shorter which may or may not be bad but that is a physical effect of slouching and having your back hurt. Second, it does not make you look as confident. Confident people stand up tall and proud. They are proud of who they are and they want you to know it. People look up to and follow people who stand up right. Height is something that you cannot change and we are talking about things that you can change. If you look at the number of leaders in the past such as Napoleon, you find out that height does not matter as

much. We look at Abraham Lincoln versus Napoleon and notice considerable height difference, yet, they had similar power. The things that you cannot change you must forget, while the things that you can change, you must accentuate.

You can dress them up and use them to your advantage. Eye contact is another example. Ladies know that eye contact can lead to numerous things. Some women are careful to not make eye contact. If you are open to a dating situation, you need to learn to make eye contact whether you are a male or a female. I have a good friend who is a psychologist, Dr. Sherry Xander, a wonderful person who told me that, when she teaches people to be dating confident, she has to remind women to make eye contact. Many times, when women are interested in someone, they will look away. Guess what? Women who are not interested will also look away. That gives the man no where to go. The person who looks away could mean anything so you are not really giving a solid signal at all. I want to be clear here understanding that I do not know your

situation. There are some same sex relationships and if that is your case, this information applies to your case equally well. Find out which of the things I say work for you, use them appropriately and you will find that they work just as well.

What if you are talking to someone? What you can do is perhaps leaning a bit toward. When you are interested in what someone says, you lean in even if you can hear them perfectly well. You are interested and also taking an opportunity to get closer to them. If you are leaning back and your eyes are folded, you are not interested and you are clearly telegraphing that. Handshake for a woman may not seem that important. Also, a woman may think that a strong firm handshake isn't lady like. I want to tell you that that is wrong. A firm handshake whether you are a man or a woman is very important. You want to make sure that you convey that you are a solid person respectful of yourself. Nothing says that quiet like a firm handshake. A hug can be used instead, however, if

there is a handshake, in any situation, it must be the right kind of the handshake. Do not give them a floppy fish as they expect a firm handshake.

I want to talk to you a little bit more about eye contact which is something so basic yet so overlooked.

Animals make eye contact and the wrong kind of an eye contact can make a fight. The right kind of an eye contact can show interest. It's a basic animal instinct to look at someone in their eyes for very obvious reasons. If you look at human nature, out in the human world where we interact with people, you see this play out constantly. For example, at night clubs, people who are interested in each other will perhaps just take a stealing glance at someone else, but they will look. If you catch someone looking at you, you realize that there is an interest. Perhaps they just wanted to see what you looked like, but they are interested to some degree. You can work with that. If they took time to look in your direction, there is some type of an interest there. Now, ladies, understand that, if you want

someone to know that you are interested, you need to look. Sometime, with guys, you need to look twice.

We need to understand that there is a definite interest and that, hopefully, there isn't someone else with you at that nightclub who might pose a problem. Another thing to consider is that there might be someone else which makes the initial low key approach very important. Let's look at examples from the real world. When we think about eye contact among humans in the real world, which is best correlated to the animal world when we look at the exotic dancers. You may not be a person who is interested in exotic dancers and I certainly would not frequent the places where they have them but I know that exotic dancers use eye contact for manipulation. Female dancers can show a man that they are interested by looking at them. Of course, their goal is to get money but they use eye contact to make sure to make the gentleman understand that there is an interest there. You can learn something

from that example, as eye contact does so much in terms of being able to manipulate someone.

If you are looking at them and they are looking back, you have their interest. The next step in eye contact is the smile. There should be a smile. If you are just looking and someone with a stone cold stare and they are returning the exact same look, we can say that's eye contact. We can't really decide how productive it could potentially be. As far as I can tell, if someone is looking at me with a stone cold stare, maybe I cut them off in traffic and now is their opportunity to tell me about it. Not to say that it could not turn into a dating opportunity but you are not starting off on the right foot. Make yourself smile as, in the later modules; you will have an opportunity to hypnotize yourself for ultimate conversational hypnosis success. When we get to that point, keep in mind that smiling is very important. Unless they push through it, people may find this difficult if thinking that smile is a risk. They may think that the person is looking at something negative on them or simply past them and at someone



else. All of those things are possible, but smile puts all doubts to rest. If you smile at someone and they smile back, you are making a connection.

Ladies, if you smile at someone in a night club, next thing you know is that you are getting a free drink. Gentleman, if you smile at someone, you might be able to approach the lady. Eye contact is very important. Make sure it is followed up with a smile. Another important aspect of dating is getting out of the house. IF you are sitting inside on a Friday or Saturday night while you are interested in dating people who would frequent a night club, you are losing opportunities. IF you are interested in people who go to church and you are not going to church, you are also losing opportunities. If you are interested in intellectual people who would rather go to a bookstore and you are not going to a bookstore, you are missing out on opportunities. If you are interested in people who would go to the nature, a part, go hiking or biking and you are not doing any of those activities, you are

missing opportunities. Keep in mind, not all activities are equal.

For example, if you've got a dog and you go out to walk it in a park, what a great opportunity to use your conversational hypnosis skills because you will be meeting other dog owners. If you are riding a bike through a park and riding quiet quickly, you are not allowing yourself an opportunity to meet people as you are passing up opportunities and zooming by people. You might as well be in a bubble as no one will have an opportunity to talk to you. An interaction of the dating sort is probably not going to happen if you are on a dating sort. In the example of kayaking, if you are taking the kayak all by yourself where there are no other kayakers, what good does that do to you in terms of dating? You might say that you are an outdoorsman who likes biking or kayaking but you do not know why you are not meeting others who like the same. The reason is that you are doing isolated events which are done privately and do not involve interaction. If you want interaction, join a group of bicyclists or a group

that is going out kayaking. No matter where you live, there are always groups of people who are interested in your interests. If you have a kayak and you use it near your home, that means other people are using it as well, unless you leave on a mountain, by the streams and all by yourself.

There are probably a lot of people out there doing similar activities. Avoid doing activities in isolation. You may feel like you are among people, however, the reality is that a wall or a bubble separates you. That is working against you.

Let's talk about making friends and interacting with people. As a man or a woman, you may think that you need to focus only on your potential love interest. If you see him or her, that you can walk right up and start a relationship from a ground up or at least try to start a relationship. That is one way to approach that. You are however really limiting yourself because you will either get a yes or a no, are you interested, can I get

your phone number and that sort of a thing. IF you get a yes or a no, you are simply moving on without getting any dating experience. A better way to approach dating is to have a large group of friend, both of the sex in which you are interested and not. You need to have a pool of friends.

You may or may not hit it off with any of those friends. It could happen or it could not, however, they all do have friends and friends who you have not met. They will also have a pretty good idea of who you are and what you are about, as well as that you are single which will prompt their matchmaking wheels to turn. They will think of someone who might be good for you. You may not agree with their choice, which is fine. The idea is that you know 10 friends. In this context, you have an invisible access to their friends. That is more like having 100 friends. When you have 100 friends that is more like having 1000 friends. Eventually you will potential meet the person with whom you might hit it off. Keep yourself busy socially and continue to interact with people in whom you are

not interested from a dating point of view. Eventually, you may meet their friends who would be great for you. It all starts by getting out of the house, making friends, being charming and understanding yourself. Also of letting go of all activities that isolate you.

If you are swimming laps in a pool every morning at 5am just to beat the rush, first of all, swimming is a very isolated event. Your head is under the water all the time which makes it hard to hear anyone even if they were talking to you. Also, 5am to beat the rush - There you are, with your head under water most of the time. If there is someone out there as well, their head is probably underwater to beat the rush. They are probably in a hurry and have a plan. They could be people who are already in a relationship and not interested in meeting other people. They are not going to be interested in making small talk with you. They must be back home to get ready and be in the office at nine o'clock. As such, they do not have time for this nonsense talking. If you are going to the gym do not

do it at the most efficient time and doing the most efficient activities. Go at a later time or after work when everyone is relaxed. Perhaps they have a volleyball team at the gym?

That is the time to socially interact. Let's take a look specifically at the way you look. If possible right now, go and stand in front of a full length mirror. If you are driving, of course, you do not need to do this. Let's take a good look at you. Who knows, maybe its early morning or Sunday afternoon or perhaps some other time when you are not looking the way you present yourself to the world. Let's take a look at what we've got. IF you are able to, imagine yourself dressed up for a date. Look at the person in the mirror but imagine yourself looking at yourself dressed for a date. Look at your clothes. Are you wearing clothes which give off the intended impression? Are you relaxed casual man or woman? If you are, do your clothes say that or do they say, "I am rather stuffy and uptight." If you are successful and have money or want to portray that image, do your clothes say that? You may think and

may be right that people can figure this part out anyway. Why make them guess? If you are actively dating and trying to make people interested in you, why are you playing a game with your clothes and hiding your true value? It does not make sense as you need to dress in accordance with the image that you want to portray.

If you are telling someone that you make a million dollars a year but you are dressed like a homeless person, it does not make sense. Sam Walton, the guy who started Wal-Mart and Sam's is a very wealthy man and I believe to have been the richest man on earth at one point. He drove an old pick up truck and did not wear the nicest clothing. He dressed down. You might think that you can be like Sam since you have a lot of money and may not need to dress up. That, however, works really well if you are Sam Walton, your picture is on the cover of a major magazine and your company is in the Fortune 500 listing. People already know you

are. If, however, you are not Sam Walden, or a celebrity or something on that level, people do not know who you are and require a social proof from you which can be so very valuable.

Social proof, as you may remember, happens when several people form the same opinion about you including the person of your interest. Unless you are a celebrity or someone well known, social proof has to happen in a moment. You cannot think that last night you dressed up and those people saw you. Where are those people now? If they are not around, you are starting from scratch every single time. If you don't have time to become a celebrity or Sam between now and your next date, I suggest that you dress up and wear clothing that gives off the impression you are trying to portray. If you are a man, it does not mean that you must wear a suit and a tie. What I mean is wearing a costume of a character you want to portray in your life. Just as a person in a play, you have to wear a costume that portrays that role. If someone is in a play that had a King in it who walks out wearing rags, there



is something work. The audience is going to pick up on that and not buy that. If you are a king, dress like a king. If you are an athlete, dress like an athlete. Whatever it is that you try to portray in that moment, make sure it is consistent with the way that you look.

To think it inside is very important but to portray it on the outside and have congruency is even more important. Everything works together. Your shoes are another important factor. If you not wearing the shoes on a date, imagine them. A tennis date or a dinner date may be different examples - Think about the shoes that you wear and why you wear them. What do they look like? If you are an athlete and having shoes that are not in the best condition, they may be worn, with broken laces or stains, you may think about getting new shoes. Tennis shoes are fine for a tennis date, but old worn tennis shoes are not. You are not portraying you as you should portray yourself which is someone who cares about themselves. If you care about yourself, others will care about you.

Let's take a look at your hair. Sometime, messy hair works. I've lived in Los Angeles for four years and on the days when I did not do much about my hair as I got out of my bed and went out to eat, I felt like I fit in better. It really depends on the time and the place. Different years and different places almost always mean different styles. If you happen to live in a place where mullet is fashionable, so be it - It is time to grow a mullet. If you happen to live in a place where messy hair is fashionable, that makes it easier for you as you can mess your hair up. What if you don't have any hair, which can be true for man or women? You have little to no hair, that is fine. Make sure it looks neat and appropriate. If you are trying to portray a tough image, being a man or a woman and you want to do that with a shorter hair, that is fine. Make sure it is done the right way, trimmed appropriately and done the right way. Think of it as preparing to go on a stage because, as they say, all the world is indeed a stage and we are merely players. Not players in a dating sense

although that may be true for you, however people who portray other people.

We are people in a play when we go out as no one knows who we are. Often, someone may think that they have seen us somewhere; however, mostly they are just not sure. We have to show them who we are and that is by dressing a certain way, styling our hair or lack of hair. If we need to put a hat on or shine our hair, we need to do what makes us look the best. Look at your face now. If you have trouble with this part, that is fine because so many people have trouble looking at their face in the mirror. I want you to look at your face and love yourself. Say, "I love you," and smile at yourself. The person in the mirror just said that right back to you. Get comfortable with yourself and since you love yourself, especially if you are a woman, make sure that your make up is fine. Make sure that everything is where it's supposed to be. What is your best feature? Are you proud of it and is there a

way to highlight it? What about facial hair? If you are a man with a goatee, is it shaved appropriately?

Perhaps you want it to look a bit rough, which is fine. Make sure that it is control and seeming that you did that on purpose. If you need to shave, go ahead and do so. Some women have facial hair. Sometime, as women age, they get more facial hair. That is just a fact of life. If that's the case, of course you want to take care of that. Take a good honest look at yourself. IS there something that needs to be done from whitening your teeth to trimming your nose hair or your eyebrows? Do you have the uni-brow? Take care of it as it will cost you maybe \$8-\$10 or perhaps \$15. At least, that is the price in 2008. So many of my clients had to be sent for facial waxing and now look amazingly better. I am training them in conversational hypnosis and they look as if they would not even be able to form a sentence. I tell them that they are not portraying themselves in the best possible light and that we need to reveal the best them.

An age appropriate haircut or accentuation of our best features is very important. It can also be exemplified in that you may have beautiful teeth but they are yellow. Make them white. I don't know any culture that prides itself with people with yellow teeth. Do you need braces? Even as an adult, you can still plan for the future and get braces. Sure you will wear them for a few years but that day will come when you have to take them off. From that point on, your teeth will look as straight as they can.

Are there any moles that need to be removed? Are there any extra teeth that need to be removed? Some people have an extra tooth that must be removed. Take a good look at yourself, give yourself some honest feedback and understand that everything you do for your appearance is helping you reveal your hidden beauty. Why are you hiding your beauty from the world? Do you wear enough or too much make up? Men do not really appreciate it when women wear too

much make up. It seems as if they are trying to hide something. If you do, do what you need to do but be careful. Sometime, men wear make up which if fine. As a man who wears make up, you do not want to get caught. Make sure that you apply just enough but not too much. Does that sound odd to you that a man would wear make up? Perhaps it does. It is also possible that you are one of those people.

What about people who have acne and blemishes? Again, not something that is considered to be attractive. It is okay if you do as you are still a good person but cover it up if at all possible. Portray your most beautiful and handsome self. All right. Take a look at your hands in that mirror now. How do they look? Are your nails dirty? That is fine if you want to portray a person who has been working out in a field all day and you are a tough gal or a guy. Understand, however, what you are portraying which is someone who has been digging dirt or a mechanic. People find that type of work sexy in many cases. That is fine however, only if you want to portray the kind of a person who just got

off work and did not have time to clean up properly. If, for whatever reason you have dirt on your hands, clean that dirt out when you go out on a formal date. If you want to portray someone who is meeting someone after work that is not fine.

Are your nails trimmed? Men get manicures too. Women get manicures and pedicures but men get manicures. One of the things about getting a manicure, if you are a man, you will discover how to handle nail care on your own. If you are a man or a woman who has never had a manicure, I suggest that you do that at least once. What you will learn is much information about the cuticle and information about the hang nails. Also you will discover information about keeping your nails healthy and cutting them back far enough but not too far. If you bite your nails, stop biting your nails. Stop destroying the parts of your body which are trying to grow. You can trim them with the nail cutters but biting them is not a good idea, does not show

confidence and even if not done in public, it is visible to people's eye.

It does not make you a bad person to do so however it diminishes both your confidence and your social desirability. Stop biting your nails right away and if you need my help, just get a hypnosis recording which will take care of that. Look at your hands. Are they dry? Do you need moisturizer? Even men sometime need moisturizer. Look at your body as a whole. In the 70s when I was growing up and in the 80s when I was a teenager, sun tanning was really popular. I grew up in South Florida and I enjoyed getting out there and soaking it up. A couple of times, I got a really bad sunburn. We had a pool and I found out that, if I lie down on the pool steps, I could get a reflection from the sun off the water and the sun would shine down on me. I used SPF something to block the damaging rays of the sun. Despite that, I managed to burn myself to the point of blistering a couple of times.



That is not uncommon for people who live in the south. These days most people are enlightened about the dangers of the sun. Believe it or not, there is no such thing as a healthy tan. When you are tanning, you are killing your skin cells. Depending on your color and the pigmentation on your skin, different levels of exposure are going to be appropriate for your. I am very fair skinned and I appropriately protect myself with SPF 30 or SPF 45 if I will be out on the water on the wave runner or on the beach. I also wear a hat and SPF 50. I will cover up as much of my body as I can with long sleeves as there are clothes that do not look funny when worn as long pants or long sleeves in the sun.

I watched the Olympics recently and the swimmers had the long pants on. That was something new in the 2008 Olympics. They were still able to swim, looked completely natural and for men, even more appropriate than wearing a bikini. There are articles of clothing

that you can wear to cover up and avoid applying lotions all the time. My point is that you need to protect yourself from the sun. You may think that your tan today will enhance your dating possibilities this weekend; however, you need to look at the long term effects. Why not put a spray on tan instead? You can buy them on the internet or, in the larger cities, go and pay someone to spray it on your body. It does not usually last long but since you probably need for a couple of nights in a row, it goes away without any damage. I have never heard of anyone experiencing side effects of a spray on tan.

If you feel that you need to be darker, I suggest that you not turn to the sun as your answer given its long term bad affects which may lead to skin cancer. At the time of making this recording, the presidential candidates are Barrack Obama and John McCain. I do not know who will be the next president but I do know that John McCain told a story about surfing as a child. He was 15 years old, loved getting that sun burn and the first part of the summer was going out there to get a

good burn. That would form a layer that he would have for later in the year. Later in life, he had to have skin removed from his face because of his overexposure to the sun. If they had a spray on paint at the time, he would not have paid the price. My point is do not turn to the sun for your tan if you feel you need one.

Get yourself out of the sun and do not sun bathe. That is my advice to you. As you go on in life and as you continue in ultimate conversational hypnosis, it would definitely benefit you to look your best in life. Tanning is not going to allow that to happen. I just see too many people getting out in the sun or getting into these tanning beds before they go on a date. Both are a very bad idea in my opinion.

Let's look at attitude which is something that you may not necessarily see in the mirror. What kind of attitude are you portraying?

Are you feeling one thing and showing something else on your face? Are you feeling excitement and happiness that you have a dating opportunity and showing fear? Why are you doing that? Try different facial expressions if you are able to do that. Are you trying to portray a bad boy or a bad girl? What does your face look at this time? Remember, even a bad boy or a bad girl can smile when they find their love interest. Want to walk into a room looking tough like a biker wearing leather? Maybe you look scared? Let's see the attitude on your face.

Confidence does not come by keeping your chin in the air and not looking at anyone or speaking very properly. That is not what confidence looks like. That is not what confidence sounds like and that is what fear looks like. The person who acts like that is afraid of being discovered and afraid of not looking confident. True confidence looks like a relaxed person having fun, making jokes and interacting with others. What does your face say about you? Take a good look and realize all the different options available to you. Your face can

look any way when you think certain thoughts. Maybe some people are mind readers, but most are not. Most people are not going to be able to read your mind to a degree where they know exactly what you think. I am thinking of a confident person yet I am portraying someone who is very shy and weak. They are not going to see the thought in there if the face is saying something else. Instead of the confidence, they will see weakness and shyness and people do not respond well to either of those. You must be a go getter and portray that. Confidence needs to show on your face to allow an expression of a relaxed yet confident look. A confident person is able to feel relaxed in their own skin and needs not look around for social acceptance. Sure they want it but they are not looking all around for it. Their eyes are not darting around the room to determine what other people think.

Confident people know that other people think of them as confident. You should be relaxed, perhaps have a bit of a bounce in your walk. Not too much but a bit of

a bounce in your walk. Think about someone that you look up to or of someone who is very confident. How do they walk or how do they act? We spoke of this in the module on interrupting patterns. Think about how you interact with this person in general and James Bond comes to mind here. There are so many James Bonds and my favorite one was Roger Moore. James Bond, no matter who is portraying him is confident. It is just an actor reading a script in a movie. He is doing take after take, until he gets it right. In the final product, he is portrayed as confident. Think of a woman who is confident like Madonna. Once you see someone who portrays what you want to portray, start paying attention to what they do. Why do you think they are confident? They may say things a certain way or have specific facial expressions. There is a science of looking confident which you can study on other people. If you think that someone looks confident, you can take that and make it your own.

We are going to wrap up this module now as I will talk more about dating in the next module. Guess what?

No homework unless you want to do some homework, I will save the homework until I am done talking about dating. Take a little break if you want to or you can apply some of the techniques from this module. I want you to join me in the next module as we talk more about dating. It is a very important subject and a lot of people tell me that they buy the Ultimate Conversational Hypnosis just for that reason. We will thus make sure to cover it thoroughly. Join me in the next module with more about dating. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 11: Dating (Part II)**

Hello, I am Steve G. Jones, clinical hypnotherapist and welcome to Module 11 where we are going to talk more about dating. We will ensure that you understand what goes on in the world of dating, how you are perceived and you can change the way of self-perception. You can get some enlighten from this which you can apply in a dating world because it's not always true that what we think is going is realistically the image of what happens.

I want to talk the wool off your eyes and show you literally what's really going on, what are people seeing that you are not seeing which could really change the way that you are doing things. One of the most important things about dating is the understanding who you are and where you are going. If your conversation is saying one thing but you are actually interested in something else, that incongruence is really going to work against you.



The reference here goes to giving someone the wrong impression in terms of saying to someone that you want a marriage whereas your desire is simply a sexual relationship. There is nothing wrong with a desire for a sexual relationship provided that you are both of age. You also need to make sure that you are conveying what your intentions are. When we have the truth in our conversation, we have so much power. Some people wonder why no one believes them, however, upon looking at the mirror, they realize that they are just not telling the truth. If you are out in the world in a pursuit of fun, I congratulate you and salute you because that is not an easy thing to do with all the complexity of phone numbers and dates.

If that is really what you are after, you must ensure that there is truth in your conversation. Nobody wants to be led down the path where they did not think they would go. Leading someone down a misleading path is just not right. Do not say one thing and mean another. The truth in your conversation will give you power. Have

you ever been in a conversation where you felt powerless? It seems like everything you said was not working out somehow. I would be willing to bet, that, if you put yourself back in that situation somehow, you'd realize that there was a part of you not being completely honest. It could be something really simple from trying not to tell the person that you cannot stand them or something more complex where you tried to deceive them.

You were not being honest and my advice to you before you continue on in the dating world is to just look inside and see what you want. What do you want? You are going to find that there is power in truth. If you are just interested in having a sexual relationship with someone, who knows, maybe there are too? At least they will know where you are coming from, however, with my two cents on this subject, enough about intentions.

One of the important things about dating is that you need to make sure to be doing it at the right time of

your life. Right after a break up can be great, however, you must realize that you are doing it at a bit of a disadvantage. For example, if you just came out of a 16 year long marriage and you are out there trying to date, your heart will be hurt. That is just a reality. Nothing heals a broken heart better than time and distance. Perhaps you need to polish up your skills and jump into the game later. You could use the conversational hypnosis to not dig yourself a nice and deep ditch form which you cannot escape. You need to make sure that you are using this power the right way. If you are not using this for a relationship, the question would be why? Would you create one? If you are not ready for a relationship, your heart knows it and your conversation shows it.

If you need time, take time, work on your skills and read more books. Listen to this program again and give yourself more time because I don't want to see you running out there and creating situations which should not be created. Give yourself time to heal between

*Steve G. Jones, M.Ed.*

relationships. Enough of this preaching. Believe it or not, I was a preacher in the Church of Christ for five years. Perhaps it is the old preaching days returning. From 1990 to 1995 I was a preacher so forgive me if I get a little preachy at times.

Let's take a look at your choices and who you chose when you go out in a dating situation. A lot of times before people go out and get themselves in a dating situation, they have an idea of what they are worthy of. This is extremely prevalent in heterosexual females. I've seen it over and over in my office with women choosing Mr. Right Now over Mr. Right or choosing gentleman who talks a good game and misleading the unsuspecting woman. Also, choosing the wrong people may be a pattern for you.

Gentleman, are you choosing the right woman in a nightclub, church or the library? Do you think that she will be the easy pray? That is not fair or right nor is it helping you. Tell me, honestly, do you feel good waking up next to someone that you settled for? You

know it; they know it and you could have done 'better'. You could have chosen someone more attractive with whom you would feel better. Guess what? You are not fooling anyone. People pick up on this as it shows in your body language and the way you treat them. All of this is part of your conversation with them. You just weakened your conversation with someone with whom you do not want to spend your life, but perhaps a weekend instead. Maybe they also had some money?

Maybe you also felt guilty or any other reasons. You know if you re in a situation where you always chase a person who is an easy pray and easy to get. You have been doing that because of your lack of self confidence. I will show you later how not to worry about this as I will show you how to program yourself with self-confidence. At this point, simply look at the person that you are.

Do you really think that super attractive men or women are only interested in those like them? Haven't you

seen any mismatched couples? Perhaps even a same sex relationship? If there is true love, there is nothing wrong with that. It is beautiful and wonderful. If one of them, however, settled for the other one, that is not right. If you are with someone and you are consistently going after people because you feel that you can do better, you are not doing yourself any favors. It will also show in your interaction with them. With this program, you will have the skills and the confidence to go after what you want. I want you to go for the gold every time and that does not mean going after the most attractive person.

It means going for the person who is best suited for you which could be the wealthiest, nicest or the most beautiful person. What you really want is what your best match is. If you are in a serious relationship, while I would not like to cause any trouble, what harm can there be in a little bit of honesty? What is causing all of your fights? People make bad choices and that is part of life.

If you want to drive a Lamborghini but you are driving a beat up Pinto, if you cannot afford one at this time, the least that you can do is focus on finding one. The very same applies to your house, spouse and people who you date. You must have an ideal image in your mind and use these tools to work

If you are a guy who goes after women who are overweight, why do you do that? If you like women who are overweight, that is fine. If you are doing that just so that you can have sex with them, how are you helping anyone? You are destroying the self-esteem of a woman who you leave afterwards. You are lowering your self esteem because you are with someone who does not attract you. Ladies, the same applies to you. Are you attracted to bad boys? If so, good for you but you are still not listening.

In the past you did not have the tools to make the life that you wanted. Now you have that chance. No more excuses as you can claim what you want using these

tools. Let's look at what other tools we are able to use for dating success without overlooking the fact that you must be positive. Too many people in sales or dating situation forget the fact that negativity does not work. Negativity can kill your chances before you get anywhere. If you are talking about how this is bad, that is bad, you hate this or you hate that, although you may think that you are establishing rapport by stating the obvious, you are really showing the other person that you have got a negative attitude.

People are not interested in people who whine and complain about things. On a date, your conversation must be positive and you must maintain a positive reaction to any events that happen.

Let's talk about compliments. Compliments can be very powerful in a dating situation. In giving someone a compliment is a great way to start a conversation and it is always great to interject a compliment here and there, however, you must be careful not to overdo the compliments. If you use too many compliments, you



risk changing the power dynamic of a conversation. Power dynamic is a relative power situation between you and the person with whom you speak you must ensure that your conversation partner is your equal – Not higher than you nor lower than you. When you give too many compliments, especially if you do it too quickly, you are reversing the power dynamic in their mind through which they will see you as lesser or lower. Perhaps less valuable than them.

Make sure to use compliments however use them sparingly. Examples of things to compliment are: someone's white teeth, someone's smile, their tie or their hair. Beware of these kinds of compliments as I see them too often in social situations and fortunately not directed at me usually. I hear them a lot at parties where people freely hand out compliments. If someone is unattractive, most people know it. They are simply not very attractive and usually it has very little to do with their physical appearance and more so with their attitude. They are negative, whiny and do not treat

themselves appropriately in terms of clothing and hygiene. You have seen that and that is simply a reality.

Someone goes up to that person and says that they look lovely tonight. You can tell while they are saying that that they do not mean that and that the comment is really intended to shock them. Wow, that person thinks I am amazing and looking beautiful. The fact is that everyone knows that that person received the compliment to feel great and to be susceptible to control of the person who compliments them.

Compliments, in essence, are tools of control, which is the purpose of this program. However, if you are doing it in such a blatant and inappropriate way, it will just not work out right. You will seem like a person who is not genuine. Find something about the person that you can actually compliment such as that they may be smart, witty or whatever it is about them that, regardless of who the person is. Your job is to find

something on that person that you can genuinely compliment and deliver that compliment.

As far as dating goes, there are all sorts of ways to use conversational hypnosis to start a conversation with a perfect stranger. You can use the trick, tactics and methods that I have previously given you but the idea is to talk to someone in the first place. Once you are in front of them and your mouth is moving, that is fine – You can use all of these techniques. How do you get to that point and find an opportunity to strike a conversation with a perfect stranger?

Will you just walk up to them and say, “Let’s talk?” That might work but here are some other ideas that may work a little better. If you want to approach a perfect stranger, it is better that they feel that you are not doing this with everyone. If you re standing on a street corner talking to every man or a woman that walks by, that is not going to have a real good feel to it. I recommend approaching strangers very sparingly.

When you do, you should probably say something such as, “I don’t usually do this,” or “This is very unusual for me.”

Now, I know how people are and once they get this program, they use it on everybody. Some people have told me that they got this program and will try to use it on 50 people a day in trying to get dates. If that is what you want to do, that is fine. The least that you can do, however, is give off the impression that they are unique to you. Here is a balancing act between not telling the truth and being genuine. An example of an appropriate approach would be saying, “I don’t normally do this but you are just so beautiful that I could not resist. I had to talk to you. They will probably not think that you are a bad person or a player, as you’ve told them that you normally do not do that.

A great ice breaker would also be asking for directions. Asking someone to help you is a wonderful way to break the ice which also allows you to have a little insight into them. Are they of any help? Are they the

type of a person with whom you want to be? Are they making eye contact?

Once you are talking to them, you can go ahead and use your conversational hypnosis tactics to win them over. Getting to the point where you are talking to them can be a bit of a challenge which is why I wanted to give you a few of those ice breakers. Now, I don't recommend that you use silly pick up lines. You probably need to get rid of them. IF they work, they work, they work however in which case you should definitely keep them. Here are some which, in my view sound plain cheesy: "Did it hurt when you fell from heaven?" I have heard that line so many times from woman who have been told that line by some guy. "Do you come here often?" and "What is your Zodiac sign," are just another two examples of a cheesy pick up line.

You've got to be aware of these lines and make sure that you eliminate them. There are other way to

approach people such as asking for directions and saying that you normally do not do that. You want to avoid the appearance of having them on some sort of a program or a track. That is not the impression that you want to get. Cheesy pick up lines give that impression from the get go and from the first moment in which you open your mouth. You are labeled as a pick up artist. If you want to be an artist you must first learn how the canvas, paint and brushes work.

If you are using a stamp on a canvas that is the equivalent of using a cheesy pick up line. It could work as anything may work on people, however, I do not recommend it. When it comes to ultimate conversational hypnosis in dating, you must ensure to be in front of the person with whom you need to talk. That is going to give you a lot of mileage because, if there is no one to talk to, you are not going to create anything. Dating is also a numbers game and you must have sufficient numbers in order to do well. You must ensure that you have enough people to choose from.

If you are in a dating situation and you only have five people to choose from so you strike out with all five, now you have no one and you may think that you tried it with each of your five prospects which are now gone. Remember that your dating pool is limitless. It is only limited by your thinking as there are people everywhere that you may date. You just need to open your eyes and your mind. You also must realize that, if it does not work out with somebody, you must go to the next person and so on. You must try different techniques with different people and keep moving forward because sometime you may run into people who are already in relationships and it will not work out. Other times, you may run into people who have a love in whom they are interested and it grows over a week or so. Some times you may approach someone who is not interested in the opposite sex – Something you may not have known when you approached them.

All sorts of things can happen to interfere with your pool of people. You need to make sure that you have a

limitless supply and that the next one is always available. This allows you to refine your techniques and keep on trying. It is, as they say, a numbers' game where you must continue trying. Every time you use this technology you are going to improve as long as you stay on the court and keep playing ball. You don't stop because you don't shot a basket in the first quarter of the game. If you play all quarters, by the end of the game you will find that you will have scored a few times and a few baskets. As with anything else in sales, this is a numbers game.

Let's talk a bit about kissing. Hopefully, you are following a progression. You must sure that things are progressing slowly. You goal is to sleep with that person and you must ensure that you are making small steps towards progression. If you think that you will go and spend the whole evening with someone not even touching them or interacting physically with them at all, then go sleep with them, you might be right. More likely than not, you will find out that you were wrong. It is better to slowly get into a hot tub rather than jump



in. If your plan is to get them into your bedroom, why not ease through that?

This information is only for adults and if you are a person under the age of 18, stops listening now.

Kissing happens as a sequence of events leading up to it. You could just kiss someone out of the blue which can seem very romantic. For those you are not exactly overly confident about dating, easing into it is something that can help you quiet a bit. How do we do that? First step is holding hands. If you look at the person as you are having a conversation and notice their body language talking to you, use your body language to talk back.

If it's a lady carrying the purse on the opposite side of her body from where you are, that probably means that she wants you to hold her hand. You need to go ahead and do that. If it's a gentleman walking with you with one hand in his pocket and the other on your side, that probably means that that hand wants to hold your hand.

Why not accidentally brush against it and see what happens?

Once you are holding hands, next step is kissing. Don't make it awkward. Just stop somewhere as you walk and look into a person's eyes. Whether you are a man or a woman or whatever the situation may be, you lean in about 90% of the way and let them do the rest of it. Do not make lip contact and let them make their part. This will let you know if they are ready for that kiss and it will let them feel as if though they contributed do it. You did not just present a surprise but rather you created an opportunity for them. Kissing can lead to more serious making out which, in turn can lead to other things. Ladies, if you are with a gentleman and thinking about sleeping with that person on the first date, I recommend that you do not plan on a second date.

Leading the person on is very well known to ladies but if you deny sleeping on a first date, you will find that that will easily get you the second date and hopefully a

third date and so forth. Eventually, as they say, you will find out that it is time to cook or get out of the kitchen. At a certain point, they will call out your bluff and you will have to take action or not. Sleeping together on a first date for ladies is not a great idea if you expect there to be more dates. If you do not, that is fine. Gentleman, the opposite is true. Sleeping together on a first date is a great idea as, once the women have the intercourse, they feel more connected.

In the context of an Ultimate Conversational Hypnosis, the conversation that you will have with your body during the intercourse is much more tense than any conversation that you will have while simply talking with them.

What about the concept of saying, “I love you?” After the intercourse, there can be a strong temptation to forget everything you’ve learned about conversational hypnosis or common sense and to say, “I love you to the person.” If this is a person whom you have known

for some time and you grew into a loving relationship with them, there is certainly nothing wrong with saying I love you. In this day and age, often intercourse happens after one date. Saying I love you at that time is not only risky but it is ill-advised. Whether you are a man or a woman, it is universal.

For men, it creates an interesting dynamic. You may think that you are saying it and causing the person to be more interested in you and coming back for more. Let me explain something to you gentleman. If a woman has an intercourse with you, she is probably already to some degree fallen in love whether she wants it or not. It is a natural part of a woman to fall in love when they have intercourse. The exception to this would be a woman who is having frequent in recourse with multiple men where she has built an emotional wall around her heart. In either case, it is not going to do any good to say it. Either, you will not need to say it as she already feels it to a degree or it does not matter because it is making you seem weak. Saying I love you is not part of conversational hypnosis after

intercourse if you have only known the person for a short period of time. After several months, you can consider saying that.

Same goes for a woman. Saying I love you after an intercourse can almost guarantee not to bring you a second date, unless you have known them for some time. I recommend that you avoid that at all costs. The idea that I want to get across is that you are firm in who you are. Something happened and you got the result that you wanted. Accept it, be okay with it and realize that you need to be calm and cool now. There is no need to be jumping up and down and doing car wheels.

If you don't want the second date and you are done with this person, by all means, break the rules and end the "relationship". That will be just fine. I hope that that has helped you and that you will take that into consideration when you are there in that moment. Let's talk about using the conversational hypnosis to end that situation. Whether I approve it or not, some people use

these tools to have random sexual experience after random sexual experience. I cannot stop that but I will say that you will find yourself in a situation where you will have to end a relationship and especially so if you have a few of those going on.

Perhaps you have slept with someone, realized that that person is not for you and you want to sever the ties and move on to the next person. I am not here to judge, I am just here to give you the information. The way to do that is by being very honest in your conversation. Your conversational hypnosis powers, your good looks and charms and so forth has gotten you this far. You can dig yourself into a deep ditch with a conversational hypnosis and it may be hard to climb out. At this point, if you find that that you've slept or almost slept with someone or have someone interested in you and know inside that you are not interested in them any more, honesty is the best power. In my opinion, honesty is the only policy. You need to tell them that you are no longer interested and get that slap on the face physically or verbally.

Whatever the case may be, if you have a change of heart or that has been your plan all along, now is the time to end it. You need to simply be honest and then, no further contact. That means no more phone, texting or emails. It is done.

If you do all that and you find that you cannot live without that person, maybe you need to search your soul and heart a little more. Perhaps there is a deeper connection than you thought there was. The way to undo your conversation is to be honest and direct. You can say that you met someone else and while I do not recommend lying, maybe you have met someone else. Honesty is going to save you as you realize that you are no longer interested in dating that person.

Something to remember is that there is no need to be rude. Perhaps they snore; however, you do not need to point that out. You just need to say that you are sorry, it is not working out for you and while you respect

them as a person, you wish no further contact. Saying it like it is the way.

I hope you've enjoyed this information about dating and how you can both get yourself in and out of the situation where exit strategies can be very beneficial. I've just dropped a ladder down and showed you how to climb out of the hole that you've dug. Enjoy digging; get a shiny new shovel with the techniques that you already knew. Now you know how the dating world works. Go out there, have fun with it and be willing to make mistakes. By the way, that is your only homework. I am not going to quiz you on any of this information; I just want it to be part of you. I think that you've heard the words that I said – I just told you the way it is without giving you any technical information in these modules on dating.

Look good, be good, feel good and have fun. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.



## **Module 12: Self-Hypnosis**

Welcome back, welcome to module 12. In module 12, you are going to learn how to program yourself for success. This can be used for programming yourself for success in conversational hypnosis, or programming yourself for success in anything. You know, one thing that I have found gives people the competitive edge in this program, beyond the competitive edge that anyone else would have, in any other program, is the fact that I am a clinical hypnotherapist and I can teach you how to program yourself for success. So why not use me as a resource for that? Why not learn from me how to hypnotize yourself? Now, what I'm going to teach you, you can use on yourself—or others, by the way.

It's me, Steve G. Jones, your tour guide for this tour of fun as we learn how do to ultimate conversational hypnosis. Not just conversational hypnosis, but ultimate. What makes it ultimate? Well, that is what you are about to find out. One of the ways that this

course is ultimate, meaning superior to all others is that I go beneath the surface. I look at you as an iceberg. Only 10% of you is visible. 90% of you is under the water, and that's the important part. That's the majority of you. That's your subconscious mind. Let's take some time to program that subconscious mind so, when you're in the moment, you're going to have success.

As part of this program, you're going to get recordings that program you. You're going to get my hypnosis recordings that are already pre-designed to program you to have certain abilities. What I'm going to give to you is the ability to program yourself through self-hypnosis.

Self-hypnosis can be very powerful because, although I've included as part of this program some bonus recordings which will hypnotize you, you may have a very specific event coming up or a very specific date coming up which needs special attention. A custom recording from me can be very expensive. Why would

you want that? You don't need it. What you need to do is program yourself. You can make your own recording and program yourself to be successful in that moment. That way, you have all the tools of your conversational hypnosis available to you; you feel confident about using them. You can program yourself to remember everything you're going to need in the moment. You can program yourself to be confident. You can program yourself to be sure that the interaction goes a certain way.

Let's spend some time in this module giving you a brief, crash-course in self-hypnosis. When I teach self-hypnosis, I teach an on-line program that takes 8 weeks. People can do it in 8 weeks, or they can do it in as long as a year. I also teach an accelerated weekend program, just 2 days with me in which you can learn to be a certified clinical hypnotherapist. If you're interested in that, you can visit my main website and check that out. However, if you just want to learn how to do self-hypnosis on yourself, and a little bit of

hypnosis on other people, I'm going to tell you that right now in this module. You're going to get, in a very condensed form, all of the information that my students would normally get. You're going to get the abbreviated version because I want you to get up running as quickly as possible. Let's take a look at how you can hypnotize yourself.

If you listen to any of my hypnosis recordings, what you're going to find is that they have 5 distinct parts. I like to put pauses in my speaking between each of those parts so you know that we're transitioning now to a different part, we're transitioning to a different part, etcetera. The 5 parts—you may want to write this down—the 5 parts of any good hypnosis session, in my opinion, the 5 parts are:

- The induction
- The deepening
- The script
- Amnesia

- Trance termination

Let's take a look in detail in this module at how each of these works together to create a cohesive whole, to form what we call a hypnosis session. Keep in mind, when you do self-hypnosis, it's better if you record it on something, then listen to it. If you're just lying down with your eyes closed, hypnotizing yourself, it's very possible that you'll fall asleep. It's very possible that you'll just check out and go to sleep and wake up later and find that you didn't really hypnotize yourself at all; you just kind of got to the point where you couldn't stay awake anymore and you fell asleep. So, I don't recommend using that method of just talking to yourself through this. I recommend recording it ahead of time. When you record it ahead of time, then you have the ability to play it back and listen to it and if you want to fall asleep, that's fine. A lot of people think, "Oh, if I fall asleep during a hypnosis session, then I'm not going to get the benefit" and that's not true. Your subconscious mind still hears everything that you do.

For example, if a mother is sleeping quietly and soundly, and hears her baby cry, she will wake up from a sound sleep and she will be able to attend that baby. Now, why is that? Why does that happen consistently? Because there's a part of you that never sleeps. It's the same thing as if you were in your home and you heard a noise that didn't belong. Your subconscious mind would awaken you so that you could take care of it. It works for men and women. It doesn't have to be a mother with a baby. It can be anyone, in their home, at night. Now, some people do sleep like a brick, but we are programmed to have some information delivered to our brain saying, "Hey, get up! Take care of this! Something's not right." Why is that? If sleep is what we used to think it was, a state where you're not aware of anything except the dreams and thoughts going on inside your head, then how is it that mothers consistently wake up? How is it that people wake up when they hear noises in their home? It's because your ears are constantly monitoring your environment.

There's a part of us that is strongly auditory, and that

part really comes out when we go to sleep because that's about all we have that can make the difference between life and death, or getting hurt and being okay. If something happens that needs your attention while you're asleep, you're probably not going to feel it unless it's an earthquake, but if it's someone breaking in, you're not going to feel that on your skin. You can't use your kinesthetic senses. You're not going to see it because your eyes are closed or it's dark. You're going to hear it. If there's going to be a clue, it's going to be an auditory clue, so your ears stay open all the time. You may notice your eyes can close—they have eyelids. Your ears don't have "earlids." They can't close. They stay open all the time. Unless you're like me and you sleep with earplugs, of course. But if you don't, your ears are available to monitor your environment, to hear what's going on. And if they hear anything, they're going to alert you and wake you up. Because of that, your brain also has the propensity for recording information; because all that information's going in, the brain also has the ability, the propensity,

whatever you want to call it—it's there—the apparatus is there. Your brain can record what's coming in. So, even if you fall asleep, you don't have to worry. The words still go to your subconscious mind. You may want to keep that in mind.

Speaking of conversational hypnosis, what if your lover is asleep and you want to program them? I'm not there to stop you. No one's there to stop you, in fact: it's just you and them, and they're sleeping. "Hey, take out the trash tomorrow." "Hey, be a nicer person." Why not give them some suggestions while they're sleeping?

Let's talk about how to do a proper self-hypnosis session. We already know that it's okay if you fall asleep. That's fine; your brain can still take in and record the information. We talked about the 5 parts. Let's look at them in detail.

The first part is the induction. The induction is how it all starts. You need to make yourself a recording that's



going to be a little on the boring side. Some people don't like when I say that hypnosis is boring. Let's just say monotone, then; very monotone, very flat. My voice can fluctuate if I want it to. I can talk like this. Or I can talk like this. I can have it fluctuate. I can alter the tone of my voice. And if I do that, it's probably going to be a little more interesting for you because I'm varying my voice tone. As a hypnotherapist, sometimes I talk in a monotone voice without meaning to because I've trained myself to do that over 20-plus years of experience. But if I want to, if I consciously pay attention to it, I can vary my voice and make it go all over the place. That's not what you want to do in a hypnosis session. You want to have a monotone voice, smooth voice, robotic voice. It would sound something like this (practice this with me): "Jack...and...Jill...went...up...the...hill." You see how I'm speaking in a monotone voice? There's not variation in the level of my voice, it's not getting louder or softer. The tone is also monotonous. "Mono" "tonus"—there's one tone. And I recommend

choosing the lowest that tone that you are capable of making comfortably. I can have a monotonous voice up here too, but that gets into the other definition of monotonous which is a negative definition, a negative connotation. We want to have a monotonous voice. One tone. And make that a lower tone. Lower tones tend to be more pleasant, like a lullaby. So use your Barry White voice, as I like to call it. You don't have to sound too deep, but you want to make your voice as deep as you can comfortably make it and maintain it at that level.

Before I put you into a trance, let's perk you it a little bit. Practice that though, "Jack and Jill went up the hill." Practice saying it just like this (say it with me again): "Jack...and...Jill...went...up...the...hill." My words are slow. My enunciation is clear. I'm pronouncing every word clearly. I'm enunciating. Every word that I say is clearly that word. There is no chance of you mistaking the word for another word because I mispronounced it. I'm pronouncing my words clearly. I'm enunciating. I'm taking time to say

them the right way. The problem, sometimes, with subconscious mind, is that if it hears a word as another word because you mispronounced it, it's going to think you meant that other word. Your subconscious mind is like a computer. You know the old saying, "garbage in; garbage out." If you put garbage into your subconscious mind, you're going to get garbage out of it. Your subconscious mind doesn't know the difference. It doesn't know that you meant to say something else. It just knows what you said. It just knows what it heard.

Also, keep in mind phonological ambiguity as we spoke of earlier. That means that two words "nose" (the thing on your face) and "knows" (like knowledge: he knows a lot about Europe)—if those two words sound alike, your subconscious mind sees them as ambiguous. They're interchangeable. They can be switched around. My advice is: avoid words that sound like other words. If words have a sound, and that sound, when pronounced correctly, is the exact

sound of another word that you don't mean, then try to eliminate those words. Choose other words. There's always another way to say something. Instead of saying, "he knows it," "he understands it," for example.

That leads me to another point. You need to make sure that you're using positive wording. When you're talking to yourself, use positive words. When we get into the script later, we'll look at ideas such as, "you will be confident when you are talking to someone." That's a positive way to say that. A negative way to say it would be, "you won't make a mistake." Saying you won't make a mistake is fine in normal, everyday conversation. However, when you're programming your mind, why not use positive wording? There is actually no evidence that I know of that indicates that negative wording will mess up your hypnotherapy session. However, we hear it all the time: use positive words. It's just a mindset that I want you to adopt. Get into the habit of using positive words.

Let's take a look at the exact components that make up

a good induction. The induction should be about 10 minutes long when you record it for yourself. During the induction, you're just talking in your monotonous voice and you're involving all of the senses (sight, sound, smell, feeling something on your skin, maybe emotional feeling). You're involving all the senses that you can think of. For example, if you're describing walking on the beach, you'll be able to feel the warm, soft sand on the soles of your feet. (By the way, avoid any tongue-twisters. So if that's a tongue-twister for you, "warm, soft sand on the soles of your feet," avoid it. You want to use phrases that you can say smoothly. It will save you in editing.) And you want to make sure that you're as descriptive as possible. You can smell the warm sea air, you can feel the sun on your body, you can feel a breeze, you can hear the waves. But you want to make sure that it's not too exciting. In fact, it should be a fairly boring yet beautiful day. You can also use the woods. The leaves crinkling between your toes, or under the soles of your feet, or your shoes, however you choose to walk through the forest. And

you can smell the evergreens. You can feel that gentle breeze and hear a few birds singing in the distance. See the blue sky with a few puffs of white clouds.

Spend about 10 minutes just describing what it would look like as you walk around a relaxing scene. But keep it very boring. That doesn't mean that you have to do boring activities. What I mean by that is that, if it's the beach, it's not the day that the Budweiser girls are playing beach volleyball. It's not the day that the shark showed up on the beach. If it's the woods, it's not the day that somebody was running through the woods, running away from someone. No, it's the day on the beach that everything was calm and beautiful and there were a few birds in the sky. And, if there are people, they are relaxing and doing relaxing activities. If it's the woods, perhaps it's just you hiking, walking down by a gentle stream. If there are other people, they are calm as well; just hiking, perhaps taking pictures of the beautiful trees. So, I say "boring," but it is interesting, of course. It's just not super-exciting. Because, in hypnosis, you need to make sure that

you're not arousing yourself in any way. I've had students in the past put together hypnosis sessions and write them down and read them to me in class and you would be amazed at how exciting it actually was. One person had somebody swimming in a pool peacefully; then, suddenly, there's turbulence in the pool and they're struggling to swim. So, I always make sure that I explain that you need to make sure that you put yourself in a relaxing situation. Spend 10 minutes describing this, describing the scene, describing what's going on, describing the woods or the beach or the ocean or whatever it is. You could have yourself floating in outer space in a spacesuit if you want; you could have yourself driving down the road if you want. It doesn't really matter. You can have yourself walking in a city, if that relaxes you. Different people find different activities relaxing. I find a bike ride in the park relaxing, so that would work well for me. Use something that relaxes you, but not something exciting. That's the induction. Ten minutes of just describing, using all the senses, describing the day—or the night—

just describing what's going on.

Next is the deepening. I suggest a pause of between 30 and 60 seconds between each of these segments. The reason is that if you hear silence, which is the absence of sound, it's relaxing. It allows you to relax more on your own. And if you want to put music beneath it, gentle music, go ahead and do that, depending on your abilities to mix sound. Or maybe you could have someone do that or have a professional studio do it.

The next part is the deepening. If you've had someone walk along the beach, perhaps now is the time to have them watch the sun set. The sun can set slowly. You want to make sure that, whatever's happening, it's happening in a 10-unit segment. For example, the sun is setting. You would say, "and now, as the sun sets, I" or you can say you, it doesn't matter—you can say I or you during this, if it's for yourself, it doesn't matter. "And now as the sun sets, I relax more and more. The sun will slowly go down as I count from 10 to 1, so that by the time I reach the number 1, the sun will have



completely set. 10: the sun is setting lower. 9: lower still. 8...” etcetera.

You have 10 units of the sun setting. The sun is setting to the count of 10. If you’re walking in the woods, you might be wondering, “Well, what are the 10 units going to be, if not the sun setting?” You can have yourself walk down a hill. Take 10 steps down a hill. “10: relaxing a little more. 9,” etcetera. Make sure that 1 equals being at the bottom: either the sun has set; you’ve reached the bottom of the hill; the elevator has reached the bottom; the escalator has reached the bottom. Whatever it is that you’re choosing to have go down reaches the bottom at number 1. 10 units, 10 to 1, counting down; the number one is at the bottom. Make that about 5 minutes long.

You’ve had induction that’s about 10 minutes long, and now a deepening that’s about 5 minutes long. Then, 30 to 60 second pause. By the way, during these pauses when there’s no talking going on, the music should

continue if you're using music.

Next comes the script after the deepening. The script is the part where all the change happens. If you are trying to get yourself to be more confident in front of other people, and use ultimate conversational hypnosis like a black belt, you would say things like that. "I, tomorrow, at 3:00, on my coffee date, will be very relaxed. I will remember everything that I learned in ultimate conversational hypnosis and I will apply it perfectly. I will be successful in kissing so-and-so and I will have a fun time...and so will she." You've programmed yourself for success. The script can be any length you want. I recommend anywhere from 5 to 10 minutes. During the script, you're programming yourself, so whatever you want to work on in conversational hypnosis—or any other aspect of your life—you're programming yourself during that time.

At this point, you should be very relaxed when you're listening to your final recording so you can speak very directly to yourself. The subconscious mind is literal, so you don't have to dress things up at this point.

Remember in the induction, you had to use a lot of description? You had to describe what's going on, describe the scenery and so forth? Well, now you can just get down to business. You can just tell yourself whatever you want to tell yourself. "I am confident." Or, you can say, "You are confident." "I am motivated." "I will use the anchoring technique perfectly. I will use analog marking perfectly. I will use pacing perfectly. I will be in sync with the person. They will like me. I will like myself. I will fire off my anchor for confidence and humor during the conversation and I will be confident and funny and they will enjoy talking with me." You see how you can program yourself. I don't know the specifics of the situation you'll be in; perhaps you'll be addressing a crowd. Conversational hypnosis works for that as well, by the way. All of these techniques you're learning can be used for addressing large groups of people; it's up to you. So take the opportunity to program yourself with a script, which is the third part of the hypnosis session. Program yourself for success.

The next part is amnesia. You may wonder, “Why is amnesia there?” You have a 30 to 60 second break where you’re not talking at all, then you’re doing amnesia. You’re introducing amnesia to yourself. Why in the world would you want yourself to forget all of the good things you’ve already done? You’ve already programmed yourself for success—am I going to wipe it out now? Well, your subconscious mind never forgets. Your subconscious mind stores all of the memories you’ve had, and you can retrieve them at any time. What you want to do is interfere with the access you have to those memories. And what I’m talking about is, you’re going to put suggestions into your mind. I don’t want you to consciously be thinking about the suggestions you put into your mind while you’re in that moment, talking to that person, I don’t want you to think about the fact that you programmed yourself and said all of these wonderful things to yourself. Because, guess what could happen at that point? You could start second-guessing yourself. “Oh, I know that I said this to myself, but I don’t know if

that's true. I don't know if I really feel that confident.”  
You don't need to second-guess yourself like that.

Amnesia is designed to get you to forget what you said to yourself. Amnesia doesn't always wipe out your conscious access to that information, but it's an attempt to scramble your conscious access to it. Don't worry—your subconscious mind still has that information. It still has access to that information. Remember that iceberg. Your subconscious is 90% of you; 90% of your mind is your subconscious mind—only 10% is your conscious mind. Let your subconscious mind do its job without interfering with it. You see, when the conscious mind is dwelling on things, it can undo them. You want to make sure that you're not undoing them, you're not thinking about how confident you told yourself you are. That's not the goal here. The goal is to put those ideas in your mind and let them do their magic, to their job, while you are just focused on being yourself; on being on a date; on delivering the speech; on getting that raise or getting that job, whatever it may

be. That's why we use amnesia.

Let's take a look at trans-termination. That's the last part of the hypnosis session. Trance termination just means bringing them back up out of hypnosis. Now, that's trance, t-r-a-n-c-e, trance. And the second word is termination. You're terminating the trance. You're ending it; you're bringing them back up. Now, that's in a normal hypnosis session that you would do with somebody else. What about when you're making a recording for yourself, making a self-hypnosis recording? (By the way, I recommend listening to this at night, as you go to sleep.) What do you want to do at the end of the recording? Do you want to bring yourself back up? I don't recommend that. You can do that if you want to, in which case you would just say, "And, in just a few moments I will come back to full awakening consciousness. 1...2...3." And you'd come back awake. But what I recommend is that you just put yourself to sleep. Now, if you want to listen to this before a date or something, you can do that and do your trance termination and bring yourself back up. As

you build from one to three, you just make it a little louder each time, “1...coming up. 2...coming up even more. And 3....eyes wide open.” But if you’re listening to this recording at night, which I think is the ideal time to listen to it, the night before you’re doing something, preferably a few nights in a row before you’re going to do something, I recommend having the trance termination put you to sleep. The way you do that is by simply saying, “And, in just a few minutes, I [or you] will drift off into a restful, peaceful, comfortable sleep, and I will wake up in the morning at such-and-such time and I will be wide awake, full of energy, and ready for my day.” So, that’s all there is to trance termination.

As you can see, when you make a self-hypnosis session, a 5-section session, it’s easy. You do the induction, the deepening, the script, amnesia and trance termination. I want you to have fun with this and realize that you can use this tool for anything you want, anything that all. Anything that you want to

accomplish can be accomplished by doing a self-hypnosis session. I want to now give you some specific scripts that will help you. The script is the middle part of the hypnosis session, and that can be the greatest challenge—coming up with a script that programs you for success. Let me give to you some scripts and you can use the transcript of this session to get the actual words, or you can write them down or type them down as I say them to you. The script is the part that carries all the change in it. Whatever you want to change about yourself, you can change with the script. If your actual goal is to use your conversational hypnosis to find true love, to be relaxed and to find that true love using all the techniques you've used in conversational hypnosis, well perhaps you'd want to use a script like this:

“As you relax, drifting and floating, peacefully and completely, see and feel yourself becoming more confident, choosing to be and feel attractive, desirable and irresistible. You find yourself connecting with everyone you meet easily and effortlessly because you



are self-confident, self-assured and secure. You are irresistible. Now imagine the perfect mate. See the qualities you admire reflected in your perfect mate. Her hair, eyes, body, laugh, voice, outlook, philosophy and interests. See your perfect mate now, and feel how good it feels to be with your perfect mate. Understand that you're open to accepting your perfect mate into your life. You deserve love. You deserve happiness. You deserve to give and receive love and you understand that you are open to receiving your perfect mate into your life now.”

That's just an example so you can see how a script is made. You can change that script to say anything you want it to say. If your goal is just to go out, and sleep with someone, you can change it to that. If your goal is to get a job by having a perfect interview, you can change it to that. You can see how the script is very powerful and offers a lot of possibilities.

How about a script for dating confidence? You have a

big date coming up in a few days, or maybe tomorrow, or maybe later on today. Let's just pretend here. Maybe it's true, but let's just imagine that's the case. You can put together a self-hypnosis recording. You can record on cassette or mp3 or CD or whatever comes out next. It doesn't matter, as long as you're recording it on something and playing it back for yourself. So, you've done the induction and the deepening; you understand how to do amnesia and trance termination, but the script can be the challenging part. Usually after I train a hypnotherapist and they are ready to go, when I hear back from them, it's because they need a script. They've got a unique client that walked in the door with a unique situation and they need to know how to work with that client to create a script that will be powerful for that person. Well, I don't want you to spend your time wondering which script to use for which situation so I'm going to give you yet another template that you can use. You can use this script in its entirety or you can modify it. This is a script for dating confidence. Again, this will be in the transcript if you don't want to write it down or type it

out.

“As you continue relaxing deeper, deeper and more deeply relaxed, you realize just what an amazing person you are.” (Now, I’m not trying to hypnotize you right now, so I’m going to read it in pretty much a normal conversational tone, but understand that you would have a monotone delivery when you do it for yourself.) Back to the script:

“You are a very powerful, wonderful, beautiful, amazing person, and as you relax, thinking about these facts, I would like for you now to imagine yourself approaching someone you’re interested in dating. Notice how calm and confident you are, and no matter what, you follow through. You approach that person. I’m giving you a direct command to approach that person. As you approach them, you smile. You are relaxed. Your body is relaxed. You are relaxed. Everything about you, the way you look, the way you act, the way you think, it relaxed. When you think of dating, you think of relaxing. As you approach this

person, you begin talking to them, easily and effortlessly. You have prepared something to say; perhaps you complement part of their clothing or something about their appearance. And, perhaps you ask for their phone number, relaxed and at ease at all times. And they respond positively because they sense your confidence. Now I would like you to imagine yourself out on a date with that person. Notice how relaxed you are, how confident. You are certain that everything is going to be just fine. You are calm and relaxed. Calm and relaxed the entire date. I'd like you now to think of a time in your life when you were very confident, sure of yourself. Think about that time now, imagine yourself there. This can be anything you want it to be. Perhaps you helped someone, and you felt good and confident about yourself. Perhaps you graduated and received some sort of honor. Think now of a time in your life when you felt good and confident and powerful and make that picture even brighter now in your mind. Even brighter. Are there any smells or odors associated with that event? Remember them now and make this picture even more clear. What sounds

are associate with it? Remember them all now, as if you were there, involving all your senses in the memory. Make it very clear. Most importantly, I want you to remember the good feeling, the good feeling you had. Now, turn that feeling up a few notches. Feel even better. Even more confident and powerful. Because this is how you will feel every time you approach a dating interest and every time you are on a date and every time you talk to a dating interest, whether by email, telephone or in person. You will remember all of the techniques you have learned. No matter how you communicate with that person, you communicate with strength. Breathe in deeply now, remembering this event during which you felt confident, the event you are recalling, the event you are seeing and living. I want you now to make an 'okay' sign with your right hand. Touching the tip of your thumb to the tip of your index finger, make an 'okay' symbol. Every time you need or want confidence in a dating situation, you will simply make that 'okay' symbol, touching the tip of your thumb on your right

hand to the tip of your index finger on your right hand. And you will say the word ‘confidence.’ And this will immediately help you recall the time when you were very confident, that time you are recalling right now, so relaxed. Remember your secret weapon, a simple ‘okay’ sign that allows you to get in touch with that power, that confidence, with that strength, with that charisma that you had during that time that you are now remembering. So now, see yourself going through the rest of your date relaxed and calm, having a good time, sharing your wonderful, unique sense of humor. You are relaxed and at ease. You are truly confident at all times in a dating situation.”

Okay, so that’s the script. I wasn’t trying to hypnotize you there, but my monotonous voice could have done so. But you can use that. That’s from my “Dating Confidence” recording, by the way. That’s the script from that—or at least part of the script. Did you notice how I installed an anchor there, during hypnosis? I used something that I taught you previously—installing an anchor—and I did it during the hypnosis session.

So, it's in that script. So you understand now how you can use your techniques in your waking life, in reality, but you can program yourself to use them efficiently during hypnosis. Hypnosis actually becomes your secret weapon, allowing you to use all of your other secret weapons.

I hope you enjoyed that dating confidence script. You can feel free to use that. You have my permission to do so—that's absolutely fine with me. If you'd like one for sales confidence, remember you can write a script on anything you want. Just word it positively and speak it clearly. What about a sales mastery script? I'll keep this brief. My actual sales mastery script on the sales mastery recording is longer than this, but I want you to have these words so you can work with them. Maybe the words don't fit just right for you; it's rather generic. You can put in information that does apply to you, making it your own, making it your own powerful script. So, for sales mastery, I would probably say something like:

“And you are so relaxed and at ease, just drifting now. As you drift and float, I would like you to realize how confident you are—confident and powerful in every situation. I would like you now, as you relax, to recall a time in your life when you closed a sale easily and effortlessly. Everything just flowed. Realize you are that person. You have that power to close every sale. You are focused on adding value to the customer’s life and the customer sees that. You are rewarded for adding value to peoples’ lives. And because you add so much value to peoples’ lives, they are happy to give you money. You are a true sales master, whether interacting with a client or a potential client on the phone or in person or through email or any other way. You are relaxed and confident and you expect to get the sale. You get the sale because you expect to get the sale. Your sales are increasing day by day. You are becoming more and more powerful. You are a true sales master.”

Okay. So that was an example of a sales mastery



script. You can make it longer or shorter, but whatever you do, I suggest you make it yours. Add your information in there. You can call yourself by name. You can say, “I will get the such-and-such account—the Smith account—tomorrow at 3:00 at the board meeting. I will get that account. I will have them sign.” Whatever it is you’re working on, have it work for you. Maybe you want to make a more generic script that will work in any situation, something you can listen to the night before. Whatever you want to do, you can do it.

Remember, the script is the middle part of the self-hypnosis session. First you have the induction, then 30 to 60 seconds of silence, then the deepening, then 30 to 60 seconds of silence. When I say “silence,” you can have music playing, but your voice is not there. Then you have the script, then 30 to 60 seconds of no voice, then you have amnesia, then again 30 to 60 seconds of no voice, and then trance termination where you either bring yourself back up or tell yourself to go to sleep

and wake up in the morning.

I want you to have fun with that and I want you to enjoy it and I want you to realize the power that you have with self-hypnosis. So much of who you are has been programmed into you with TV and radio and what people said about you as a child and what you think people think about you, some of which is not even realistic. Why not take control of your brain for a change? Why not get in the driver's seat of your brain and drive it yourself? I think what you're going to find is that, rather than ending up where other people want you to end up; you end up where you want to end up. So, enjoy self-hypnosis and realize what a powerful tool for change it can be.

Alright. Time for a quiz. Now, you've just had what can take people up to a year to learn in less than an hour. Because my online course is 8-weeks long, basically going over the information I've just presented, but in much greater detail, of course. But you can take 8 weeks or a year to do the program.

And, when I teach it over the weekend, I teach it in two days, but believe me they are two jam-packed days, lots of information going on. So, congratulations. I've given you just the essence of what you need to know to be dangerous, to be effective out there, to reprogram yourself, to be unstoppable, and you have received that information.

I want to make sure that you have a good understanding of it, so if you need to go ahead and review the information before the quiz, go ahead and do so. If you're ready, then let's go ahead!

Question number 1: What is the main part of a hypnotherapy session? This is where all the action takes place, where all the change is, where all the magic is going to be? What's the main part? (It's in the center of a hypnotherapy session—what's that section called?)

Question number 2: About how long should the induction be, time-wise? How long should the

induction be?

Question number 3: When you use amnesia, will that cause someone, definitely, 100% of the time, to forget what you've said?

If you need more time, go ahead and pause and do these. If you're ready to carry on with the answers, let's go for it.

Question number 1: The main part of a hypnotherapy session, where all the magic is, where all the action is, where all the change is taking place—that's called the script. Script.

Question number 2: What should the length of the induction be? Well, the way that I do inductions—which is, by the way, called a relaxation induction—the length should be about 10 minutes. Which is not too long, and not too short. Just long enough to relax you, but not so long that it's unnecessarily long.

Question number 3: Will amnesia cause someone to

forget everything you've said in the hypnotherapy session? Or, another way of asking this, will it cause you to forget everything you've told yourself in a hypnotherapy session 100% of the time? No, no. It doesn't always do that. Sometimes, you may do amnesia on yourself and still remember it, and that's okay, because amnesia is an attempt to scramble your access to that information—your conscious access. You're making an attempt to scramble your access to that information.

During amnesia, by the way, you would simply tell yourself that you're forgetting the information. Here's the way I like to do amnesia. I like to say something such as, "you may choose to forget to remember what you've learned or remember to forget what you've learned in this session. The choice is yours." That's a technique called the double-bind: "you can forget to remember or remember to forget." Either way, you're going to forget. Use amnesia, just stick it in there. I didn't really touch on it at all—how to do it—because

it's very simple, it doesn't need to take long at all, one sentence will be fine. But, when you do amnesia in a session, just have a little sentence in there that says something like, "now you will forget everything I've said during this hypnosis session." Or, "you can remember to forget or forget to remember, the choice is yours." However you want to say it. Just add amnesia in there. And amnesia happens, of course, right before trance termination. When you're telling yourself to forget something, it doesn't necessarily mean that you're going to forget. But it is an attempt to get your subconscious mind to forget that information.

I hope you've enjoyed our tour of self-hypnosis, how to do it and how to benefit from it. Your homework, of course, your fun work, is to make a recording for yourself. It can be on anything you want it to be on, it doesn't have to be on dating or sales, it can be on anything. I prefer, of course, for this program, that you make it about something that has to do with conversational hypnosis. How, can you enhance your abilities? One easy one that you can make is just to say

that you will remember everything in this course, and maybe mention some specific techniques that you are going to remember. So, go ahead—make your recording and have fun with it. I’m going to join you in the next module, where we’ll have even more fun and learn even more fascinating techniques. Things that are going to revolutionize the way that you live your life. I’m Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 13: Physical Health**

Welcome back and welcome to Module 13. You have made it this far to a lucky 13 and you will make it the rest of the way. Let's take a look at health. I am Steve. G. Jones, clinical hypnotherapist and I am going to be your guide as we examine health, what you can do to eat and exercising differently. If you are not exercising, you are cheating yourself of some of the power that you can have in your conversation. People are looking at someone who is physically fit and thinking that he has immediate power. Being physically fit says something at a very primal level. That says, I am ready to take on the world in a physical way.

When you are physically fit, without saying anything, body language being a large part of the conversational hypnosis, you broadcast to the world that you take care of yourself, respect and honor yourself. You broadcast that you expect people to honor and respect you as well. If you are out of shape, do not worry, as we will



show you simple steps to get in shape. You start at a disadvantage; however, the good news is that you can change that any time. With the other techniques that you already have, you can find ways to bypass that now. Why also not find ways to get in shape? If you are slumped over or overweight, why are you allowing yourself to be in those conditions? Stand up straight and loose that weight.

Make a plan to lose that weight. As a hypnotherapist, I know that that is easier said than done and sometime, we have a reason for carrying that extra weight. Sometime people want to have a buffer between themselves and the world and do not want to see themselves as attractive. Sometime it causes a bit to much attention with can cause problems. If you have that problem at hand, I recommend that you get my recording for overcoming that for having self-esteem and confidence. Alternatively, use the technology that you already have to make yourself a recording to

overcome that. You can realize that you can overcome that and look your best at all times.

We have you dressing right and standing up straight. Now, let's get you healthy because a healthy person is a happy person who can live a long and a happy life. If you are overweight or out of shape, there is no crime in that, however, the only one you are hurting is yourself. I do not want to see you doing that any longer. I want to see you focus, make a commitment and decide whether it will take you six months or a year to make that happen. When it comes to conversational hypnosis, you have a competitive advantage to other people. When it comes to face to face interactions, taking on the phone, texting or emailing. How in the world is that going to affect anything in terms of how many pounds I weight?

Let me explain something to you. Your attitude and your voice convey your attitude and your self-esteem. If you feel good about yourself, you are going to convey that. I am here to tell you that, if your extra

weight is the source of your power – Go for it. That is fine. In most cases, as I deal with clients in my office, they do not feel their best when they are out of shape and overweight. This is absolutely a result of a lack of confidence. We can say that it is a result about the absence of exercise, but if you do not feel good about yourself, you are showing the lack of respect for yourself that stems from the lack of confidence.

Remember our exercise in the mirror when we look at the mirror and say I love you? Why do you not do that right now, even if you are driving and looking at the rearview mirror?

You are going to chisel away all of that extra weight that is hiding the beautiful sculpture that your body is. You will commit to making that happen. To do that, change your mindset. If you need hypnosis for that, that is fine. Hopefully you did your homework and made a recording which now indicates that you know how to make a recording to change the way you feel

about yourself. You feel that you have possibilities now of losing weight. This can apply to you even if you are in the perfect shape as you need to maintain it. Let's attack this situation.

First of all we will talk about exercise which is the key to living a long life and feeling good about you. You need to establish your fitness goals. What goals can you set for yourself? I want you to start small by moving your body which is your tool. Remember, over 70% of communication is non-verbal. That even conveys over text messaging, emails and telephone. Your body is a tool and you need to make sure that the tool is functioning properly. Write down what you can do between now and a week from now in terms of one small exercise.

Make sure that you consult with a doctor before you do anything or before you change your dietary habits or exercise plans. What idea can you come up with now that you can mention to your physician? I want you to start really small if you are not doing anything. Walking

around the block or in the park would probably be good enough. Then, increase it as you pay attention to your body along the way. If your body signals that something is too much, you must slow down. The reason why you consult with your physician is also due to potential limitations that your body has. I do not personally know you to be able to know this. Your physician should and under their guidance, you can increase your exercise routine, until it is something that you can maintain for the rest of your life.

Examples are starting to walk around the block once a week and repeating the same twice the following week and so forth. You are feeling good about it because you eased into it. Take it slow and do not overdo it. Rewarding yourself is going to potentially be a little difficult as you cannot see the light at the end of the tunnel. People who start working out if they are out of shape, it is normal to stop after a while and say, “What is this doing to me?” You need to reward yourself along the way before your body begins to give you

tremendous rewards. You will live a longer life, get sick less often, you will sleep better at night and feel better about yourself all throughout the day. You will think of yourself now as someone who takes care of him or herself. Give yourself a reward in small ways.

One mistake that people make is drastically changing their diets. They do not have any fun in it any more. I am going to reward you right now. Once a week, let yourself have something you really enjoy whether it is an ice cream, pizza bar or something else, of course, allowed by your physician. If you are going to give yourself something once a week that you would normally consider to be bad for you, you will find that your body will respond nicely to it.

Your body will start to hoard fat if it thinks that there is a lack of food in the environment. It will start retaining fat and looking like it is getting out of shape as you begin to exercise. To combat that, once a week we give ourselves a reward and show our body that the universe is abundant and we can get some every once a

while. You get to enjoy it and make sure to give yourself a weekly. It is not simply a psychological award but physiologically, your body is looking for signs from this environment that there is plenty of food out there. Make sure that you do not make that classic mistake of allowing your body to hoard fat.

When you get into health and fitness of working out, you will need to track your progress. You need to see where you started, where you are going and where you are now. One of the ways that you are going to persevere in this endeavor is by giving yourself a pat on the back or a reward at regular intervals. You are also going to do it by tracking what you are doing. You may have had a fatty patty everyday and that is gone now. As you change your eating habits, a topic which we will visit in more detail in a little while, you are going to gravitate to new choices. Ensure to track all that.

The reason for tracking that is firstly, to keep yourself on the track as you talk to your doctor or a nutritionist. You also do it to see how far you've come and to feel good about yourself. You also want to make fitness a habit. Exercise becomes a habit that you do every day, a few times of the week or at different frequency. The research shows that if we do something for 21 days in a row, it will become a habit. Why not do something good for yourself for 21 day in a row and make exercise a habit? That is your attack plan as you make sure that your physical fitness is a regular habit once a day, twice a week or whatever may be appropriate for you.

Let's take a moment and talk about using a personal trainer who may just be the best solution for you or may not be. When you get a personal trainer, here are some of the reasons for which you may want to use one. First, someone needs to kick you in the butt and keep you moving which translates into a motivational reason. Second, if you have an injury or an illness of some sort from which you are recovering, you could



use services of a skilled trainer to ensure that you are exercising appropriately. Third, if you know, beyond a shadow of a doubt, the exact goal which you want to achieve, the trainer can be perfect for you to get some general ideas about exercise.

I can talk about exercise, however, please understand that I am neither a personal trainer nor a nutritionist – I am a clinical hypnotherapist who knows something about exercise and eating right. Getting a trainer can really help you in realizing which exercises to do and how to do them appropriately to avoid injury. Another reason would be if you are really far behind and you cannot conceive how exercises can begin. Believe it or not, the trainer can work with anyone. You may think that you are so far gone that no one can help you. Trainer can show you how to proceed which ties into the motivation. When you get a trainer, make sure they have some sort of a certification. Certain things to look for are desirably a university education, membership at the National Academy of the Sports Membership

(NASM), the American Council on Exercise (ACE) or the Aerobics and Fitness Association of America (AFAA) if you happen to be in America. These are just a few organizations that certify the people who train, as you want to make sure that you are in the hands of a certified professional.

IF you get a trainer, make sure you do it for the right reasons and that you chose the right person by interviewing them checking the prices and asking for references. After you start working with them, make sure that the two of you get along and things are going right. You can have the most qualified person in the world. IF you do not like them, none of that matters. Also, make sure that you do what they tell you to do or equally bring things to their attention as they work for you.

What are some of the things that you can do? Let's say that you decided not to get a trainer and you've talked to your physician who has mentioned a few exercises. I can tell you that the weight training is always good

and burns more fat than cardio-vascular exercise because you have residual effects. Once you build muscle, that muscle will continue to work for you by burning fat. Weight training can be good. There are certain basic principles to follow.

IF you want to increase your bulk, you must increase your protein intake. Discuss that with a nutritionist and find out how much protein would be appropriate for you. Also, if you want to increase your bulk, you need to use heavier weights and do fewer repetitions. IF you simply want to strengthen your muscles, you need to use lighter weights and do more repetitions. Make sure that you get plenty of rest and plenty of water and I cannot emphasize enough the importance of talking to your physician prior to starting any of this. Stretching is another requirement before you exercise. An appropriate stretch does not involve bouncing. You need to make sure that you lean into your stretched, hold the stretch and then come out of the stretch. That is the proper way.

Once idea would be to sign up for a yoga class which is a great way to learn stretches. In front of me now, I have my personal fitness book. I am reviewing how I started out in fitness, not as a fitness expert but rather as a person who is interested in fitness. I know what worked for me – I was able to use this manual that I put together for myself and share that with clients. As I review it now, I am reminded of all the years that I worked with clients who did not know what to do. I thought them basics and set the foundation for them. As you learn the basics, it always helps to enroll in classes. If you don't know anything about stretching, taking the yoga class can be great.

Similarly, if you do not know anything about weight training, hiring a trainer can be a wonderful way to add to your knowledge and especially in the beginning. In my opinion, it would be inappropriate to gram some weights and start using them. You might hurt yourself, work against yourself and do more or less exercise that

you really need to do. Follow these basic principles and get yourself into any classes that you can.

Let's shift course here and talk about nutrition. What can you do or why should you care about nutrition if, all these years, you have lived and survived and functioning? One time I interviewed a medical doctor who is a dermatologist and has mostly celebrities as clients. I asked him what the number one secret of beauty is.

As he was a surgeon, I truly expected him to say something along the lines of surgical intervention or something removed. What he said was eating appropriately. That means eating foods that are right for your body as that shows in your skin and everywhere else. If you were eating foods loaded with saturated, hydrogenated and other fats, then you are ruining your chances of looking your best. If you smoke, drink excessively or drink too much coffee and do not drink enough water, you are not going to look

your best. What you put in your body makes a difference. I want you to become aware of calories and to consult with a nutritionist about counting calories and what would be right for you.

Again, as I do not know you, I do not know how many calories should you consider as an ideal intake level. You should consult with a nutritionist about that. You also need to understand the basics about balancing different food groups and we will talk about that as I share my information. You need to have healthy eating habits that work for you and not against you. I also want to talk to you about the food pyramid that has been developed by the FDA (Food and Drug Administration) in the United States. It changes every now and then as, what we think is good one year, is not necessarily good the next year. I want you to find a current picture of the pyramid which shows the food that you should eat and the relative portions of those foods.

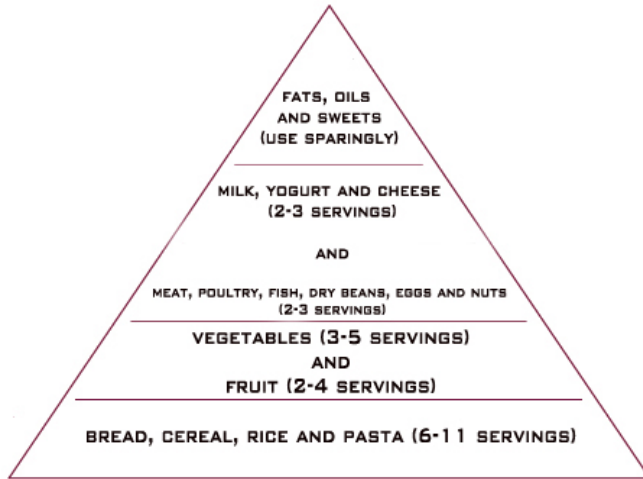
Drinking plenty of water to make sure you get the fluids and supplements are another two areas of which I would like to remind you. First of all, when you look at your calories, you need to make sure that they are coming from the right sources and that you have appropriate portions as well as that the overall food that you are eating is good for you. When you count your calories, as units of energy, they can be made up of anything. If your calories are coming from saturated fat, that is not good. Do you realize that, at the time of making this recording in 2008, a Burger King double whopper with cheese has more grams of fat in it than the United States government recommends taking in for an entire day?

If you are getting your calories from these sources, you are really depriving yourself and letting yourself down. Saturated fat should be avoided and unfortunately, it is one of the main problems facing the United States today. You need to make sure that all the food choices do not mean that you can eat each one of your meals at

a fast food place. If you do, you will far exceed the amount of saturated fat that you should have in a day and probably the number of calories that you should have in one day. I want you to start being aware of what is going in to the body. Once you know from a nutritionist how many calories you should eat per day, counting calories can be a tremendous asset to you.

Finding out the source of those calories can be even more beneficial. Let's take a look at understanding the balance that you should have in the foods that you eat. There should always be balance involved and food pyramid is very helpful for that analysis. This information is current at the time of making this recording as the information does change with time.





## **FOOD PYRAMID**

First of all, at the very top, we see fats, oils and sweets, as we understand that we should use these sparingly. They are at the very top which is the narrow part. Milk, yogurt and cheese on the next level down are equal to meat, poultry, fish, dry beans, eggs and nuts. That means that you should have equal amounts of those per day. You should probably have two to three servings of each. You may wonder what is a serving,

just as I did when talking to my clients. If you look at servings in terms of meat, that would be 3oz. If you have a typical hamburger with 8oz, you probably have all your servings for the day in one hamburger. Is that shocking to you or surprising? You may find it very interesting.

Let's look at the serving size that you might expect from a glass of milk. Two to three servings of milk, yogurt or cheese are required. What does one serving represent? If we look at the details, what we find is that one serving of milk or yogurt is 8oz. Serving of nuts would be what you can hold in your hand. Keep in mind that it is important for you to discuss this with a nutritionist as Steve G. Jones is a hypnotherapist. A registered dietitian would be your best, as, if you are exercising more and trying to build muscle, these amounts are going to change. Vegetables three to five servings per day and fruit three to four servings per day are not that much. Do you realize how much a serving of vegetable is?

As an example, let's say that you had just heads of broccoli. What you can hold in an average size adult hand is a serving. We are talking about three to five or those per day. Are you getting that much? In terms of fruit, imagine holding some grapes in your hand. Imagine two to four hands full of grapes – That is how much fruit you should have per day. Are you getting that much? Then we get into cereal, rice and pasta and other carbohydrates which should be taken in 8 servings per day. My point in all of this is to enlighten you about understanding proportions. Bread, at the base of the pyramid, means that a lot of your diet will be that.

When you eat, understand these proportions and start educating yourself about what you are eating. Understand the different types of fats as all of these things are a lot of work. If you want power in your conversation, if you want to meet someone and really knock their socks off, it is going to be a lot easier if you are looking your personal best. That may not be on a

level of a celebrity or an attractive model; however, it is your personal best. Did you ever have those days when you look out and feel great? Don't you feel good about yourself?

Those days can happen randomly or because you make them happen. You can live your life on purpose and make each day count. You can make each day on the dot or on target. What was your target for that day? If your target was met, it means that you took charge of your day and you did it by getting proper sleep, eating right and getting enough exercise. All of these things allow your body to function normally as your body is like a machine, which you also happen to be using for conversational hypnosis. If over 70% of your communication is non-verbal and has to do with your body, don't you think that you should take care of that? That is most of your machinery that is driving you in public. If you are overweight, they may think all kinds of things. Take charge of your life, live on purpose and do not let anyone think anything less than best of you.

Make it happen and have a balance of carbs, fats and proteins as you create healthy habits.

Understand what is going on and the food pyramid as you make sure that you are drinking enough fluids. In the context of supplements, I have consulted with my medical doctor who has told me that multivitamin is fine. Every day, you may need more than that and I do not know as I recommend that you consult with your medical doctor. Some people get a little carried away with supplements as they want to take supplements instead of food. If you are able to take supplements, why not just take food?

The doctor I talked to in Beverly Hills told me that, things that you take into your body are the most important. Also, plenty of fruit in vegetables are really important. Another doctor in North Carolina with whom I consulted told me that the vegetables that you eat as well as fruit help your skin bind together to make it look healthy. I do not want to imagine what actually

happens when you do not eat sufficient amounts of fruit and vegetables. Start eating right and making choices that work for you. When you are standing in front of that person, this is all going to come back to you. Delivering the information that you have as you use your techniques and standing firmly is kind of like driving a Lamborghini versus the Pinto. All of us have the opportunity to be our best.

Why would you want to be the version of yourself when that is not your best possible version? I have a theory that people have different versions of themselves. You have the version that drinks and smokes, does not exercise and does not sleep right. That is not a really good version at all. You can also be the middle of the road version and then the best of you where you are giving your body what it needs, avoiding excessive alcohol or avoiding it all together. You are avoiding smoking and drugs, unless prescribed by a doctor. You are also getting plenty of water and exercise in addition to plenty of life and friends as you live your full life.

All of that shows even in your text messages. When you put together a text message for someone, how you feel about yourself is conveyed in that message. I am fortunate to have a few offices with one in New York. We have staff there and a person in the office who sends an email to an office where I am. Every now and then, they are always happy emails with exclamation marks and different colors, despite the fact that they are business emails. These emails are not designed to me; they are just coming to the office as part of the business that I see. I think that that is a happy person.

I don't know this person personally and I have never met them but I know that they are happy about their potential and their life. There is no attempt at conversational hypnosis but how you feel about yourself shows in everything you do. Your conversation is happening constantly whether you realize it or not. The way you feel about yourself can

be determined by the way you look and the way you look can be determined by how you eat, sleep or take fluids or exercise. Why not step up and give yourself every competitive edge at ultimate conversational hypnosis by really taking charge of your life?

Let's talk about homework. In this module we talked about health as it is important for you to tune into health. Maybe you already have a healthy eating plan and an exercise plan. If it works for you, stick with it. If you do not have the plan, get the help that you need and seek out for help with the expert advice.

What would be good homework for this? Perhaps just that – To create your plan in terms of fitness and nutrition. I want you to start right now and for the next week keep track of what is going on with you. When are going to sleep and getting up? What are you eating? How much exercise are you getting? At the end of the week, I'd like you to take that information to a professional, be it a doctor or dietitian, a fitness instructor. It can be whoever you can afford to go to,



as long as you get that help. Be honest with yourself, write down those numbers and honesty is going to be your friend who will pull you through.

Once you understand what is going on, you will be able to get some insight in you. People who can offer expert advice will individualize your plan and demonstrate all ways in which you can improve. If they do not see fruit or vegetable in your diet, they will want to introduce those immediately. If you are getting three hours of sleep a night, an expert will tell you that they can change that. You will find that you feel a lot better. It does not mean that a week from now everything will be fine and perfect. A week from now, however, you will have a really honest look at what is going on. If you take that to the right people, they can find the weak links in that system. They can help you replace those weak links with strong links.

I want you to track everything that you can and I think that you will be surprised how similar this will be to

*Steve G. Jones, M.Ed.*

people who track their own spending only to realize that they go to the restaurant a little too often. It is revealing like that as you will find out how you have been hurting yourself and why isn't your conversation powerful as it can be. It is because you have crippled yourself in the past that we have taken away the excuses. From now on, I want you to change your method, track everything for a week and then get some good advice to put a plan together.

That is your homework and I will give you a break on the quiz. I have said what I intended to say and I have given you some resources. I just want you to do your homework and learn more. That is where you should focus your energy as you go out there, do your fun work to learn how you can improve and get excited about tomorrow. Get excited about six months or a year from now when you will be looking better and feeling better. You will find that in dating, sales or anywhere else where you use the conversational hypnosis, even if just to interact with clients, they will respect you more. People respect people who look

their best and people honor people who honor themselves.

You show how much you honor yourself by how well you take care of yourself. Start taking care of yourself. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 14: Spiritual Health**

Welcome back, welcome to module 14. You've made it a long way. I'm Steve G. Jones, clinical hypnotherapist, your tour guide as you learn ultimate conversational hypnosis. And now, I think you're starting to see, that it really comes from within. Everyone else may be learning technique after technique after technique. Studying. Learning. Learning how to deliver certain techniques, but are they coming from a place of genuine confidence? Are they coming from a place of feeling good about themselves in a holistic way? Do they have enough rest? Do they have a good sense of humor? Do they feel healthy and strong? Well, that's what's going to make the difference between you and everyone else out there. You have chosen a higher path. It's also a deeper path. It's a path that allows you from the ground up to be a powerful, amazing person so when you're standing face-to-face with someone, before you even open your mouth; they know that you are a solid person, grounded in who you are. You are relaxed and comfortable

because you have covered all your bases and, in addition to that, you have some amazing, powerful techniques. You have some weapons at your disposal.

In this module, I want us to take a good look at your spiritual health. Your spiritual health. You know, if we don't have spiritual health, then all the techniques that we do might as well be done by a machine. You might as well be a computer, just delivering techniques, "and now, I will do the anchoring technique. And now, I will do the mirroring technique. And now, I will use analog marking in a text message and I will get the result." You see, a machine is cold, calculating, doesn't care, can't care. You're a human being. Before you even open your mouth, people are going to have a pretty good idea of who you are. Now, I don't want you to become one of those people who is shallow, who puts on the clothes—the costume—of the successful person and who has the "right words" to say, because what happens to those people is so predictable. Sure, they get themselves into a situation where they're

talking to someone, but it's very easy for people to dig just a little below the surface and find out that this is a very shallow person; this is a person who lacks integrity, who lacks depth, who doesn't really have an interesting personality. I want you to have an interesting personality. And that comes from being holistic in your approach to conversational hypnosis. Your conversation, meaning those things that you say verbally, by text and by email—most importantly, your body language, how you feel about yourself—that's your conversation. All of that is your conversation. That comes from who you are.

Who are you? Are you a rich person? I don't mean financially rich—I mean, are you enjoying the richness of life? Do you have any sort of connection with a higher being? I'm not promoting any one higher being in particular, but you have to ask yourself certain questions: Do you believe in God? Do you believe in a Creator? Do you believe in a spiritual energy that rules the universe? What do you believe in? Are you a Christian? A Buddhist? Are you Jewish? Who are

you? What do you believe in? If you have any of those faiths, are you practicing them? If not, why not? If you have a faith, and you're not practicing it, do you really have a faith?

Now, I'm not trying to make you feel guilty. What I'm trying to do is to enlighten you about who you are. If there is a religion that you already have, and if you do believe in it, why aren't you practicing it more regularly? I'll let you in on a little secret, which probably isn't a secret at all, but just some information. If you go to a church, or a synagogue, or a worship center or temple of any kind, there are going to be people there to interact with. Maybe they won't be the people that you want to have a relationship with or do business with, I don't know. But I know that those people know other people. You need to increase your social circle. This is going to help you tremendously in life. It's also going to give you more people to interact with.

You have all these techniques, have all this good feeling about yourself, and you're just sitting in a room somewhere? It's not going to do you any good. So get out there.

In this module we're looking at spiritual health. Your spiritual health can be strongly affected, positively or negatively, by what you do, the company you keep, where you go. Do you take vacations? You know, so many people who have expressed an interest in this program, just want to get it—get those techniques, give me those techniques, I want to use them. If you have such a die-hard attitude, that you just want to get techniques and use them, you are missing the greater part of yourself. You're not paying attention to the greater part of yourself. If you're a person acting as just a hollow person—just delivering techniques, but not having any depth, not having anything that's really interesting and deep and grounding about you, you're going to have a little success, but you're not going to have ultimate success. I want you to have ultimate success.



My concern is that you may be one of those people who is just so set on getting things done that you've overlooked the fact that things can get done in a much better way if you take time to pay attention certain things in life. For example, you need to schedule vacations. If you don't have a vacation scheduled within the next three months, then that's your homework. Schedule a vacation within the next three months. Vacations give us the possibility of meeting new people. When you're on a vacation, especially in a very nice place, you're going to meet other people who can afford to vacation at nice places. They have money; they have friends with money. You're in business—these are great business contact. Also, you tend to meet people who are able to slow down a bit and really talk to you, really have a good communication with you.

Let's take a look at spiritual health in the form of meditation. I was formerly a preacher for the Church of Christ as I mentioned, for 5 years from 1990 to 1995

and during that time, I still managed to find time to meditate. So whether you're a Christian, Muslim, Buddhist, Jewish, it doesn't matter—you can still meditate. Meditation doesn't violate any religion at all. Nor is it associated with any one religion. Meditation is just a way to clear your mind and get some focus. If you're standing in front of someone, communicating with them, and you have all these worries going on, and you're not grounded in who you are, they're going to see that before you even open your mouth. It's like you've had the opportunity to be the black belt and you chose to remain something else—you chose to remain a white belt, the lowest level. Sure, white belts can kick and punch and they have a few techniques. But black belts have a thorough grounding in who they are and it comes from a rich variety of experiences and practicing for years; and doing pre-arranged exercises, yes, but also from sparring, freestyle sparring, just getting out there and having fun. In order to make a black belt, you need a lot of different ingredients. Meditation is one of those ingredients.

How do we meditate? You might think, “Meditation? Isn’t that what people in India do?” You may or may not be from India. It doesn’t matter. “Meditation? Isn’t that what those hippies do?” Meditation is good for anyone. If you have any preconceived prejudices against meditation, let them go right now. Whether you realize it or not, you meditate already. When you think about something, when you focus on it, when you go over and over it in your mind, when you ruminate on it, it becomes your meditation. What are you meditating on? You are mediating on something every day. What I want you to do is have a formal way of taking control of your thoughts and deepening your character at the same time. Reasons to meditate are numerous. You become aware of the present. When I do seminars, I usually find a table that I can knock on, and I knock on it. I say, “This is real. This table...is real.” Here and now is real. Nothing else is real. Past doesn’t exist. Future doesn’t exist. What exists is right here and right now. Is that shocking to you? Is that surprising to you? All that ever exists is right here and

right now, in this moment. Are you in this moment? Are you here? Are you present? Do you know what's going on right now? You're listening to my voice—that's what's going on. If you're driving, then driving is happening; if you're walking, then walking is happening. Do you know what's not happening? What's not happening is tomorrow. What's not happening is yesterday. Those things are not only not happening, they are not real. They are concepts. You see, one of the challenges of being human is that we have all these ideas, all these concepts: past and future, and they don't even exist. They're not real. Sure, we have records of history, but do records make it real? No. It did happen, yes. I'm not arguing that. But it's over. That situation, those situations that we call history — they're gone. Most of those people are dead, if we go back far enough. And the future? It hasn't happened yet. It's not guaranteed. The past is gone and the future is uncertain. Get used to it. That's reality.

Reality also is right here and right now. I want you

start living in the moment. When you're talking with someone, if you are in the moment, whether you're talking by text, cell phone, email, face-to-face, it doesn't matter. They can tell if you are in the moment. Are you right here, right now? Are you with me? Or is your mind wandering?

Our minds wander, and that is part of the beauty of meditation. But when you're supposed to be paying attention to someone, when you're supposed to be face-to-face with them, or communicating in some way, they can tell when you're not present. Have you been accused of that? My guess is that you have—we all have. I have. “Where are you?” “Where were you just then?” “Come back to us?” Have you heard phrases like that? People notice when you are wandering. Sometimes, wandering is fine. When you're trying to get through a long, boring meeting and you don't want to be in it; but what if that meeting really matters and you're not giving it the attention it deserves? You're in the past, or you're in the future. You're thinking about

your lunch break, or your thinking about all the meetings you've had in the past. What if you started to pay attention to that meeting? How can you contribute to that meeting? How can you get the most out of it? How can you be present? Meditation gives you that skill, allowing you to be in the present moment.

It also allows you to connect with others on a deep level. Your interactions, if they're superficial, are going to be judged as superficial. How many real friends do you have—friends, who would drop anything for you, do anything for you? How many real friends do you have? My guess is that you have a few, a handful of people you can count on. Why not expand that? Why not have more real friends? Who are all these other people? These are acquaintances, people who would not drop everything for you and come running. You need to become a person with more real friends. Meditation gives you that connection, that ability to connect to yourself so that you can connect to others. Meditation allows you to relax your body and your mind. You need to be relaxed when you go into a

situation. Conversation happens best when you come from a relaxed, calm, confident state of mind. Just as you learned through self-hypnosis, meditation is very similar and can give you that advantage.

Meditation allows you to relax a little bit. For goodness sake, why not unwind a little bit? Why not “chill out” a little bit, as they say? If you go into a situation in which you’re having a conversation with someone and trying to manipulate them, if you’re so focused and so serious because you’ve got to get that result, that can work against you. You need to chill out! You need to relax. You need to be in the moment. You need to let things flow. That’s what meditation gives you. It also allows you to be grounded and balanced. I think you’re going to find that your life steps up a few notches; things become enhanced when you’re living in the moment. You’re also going to learn to appreciate things more. Appreciate what you have in each moment as it unfolds as a beautiful new experience. You need to slow down a little bit and pay

attention to what is going on right now. Pay attention. That's what meditation allows you to do.

Let's take a look at how to meditate. People sometimes think that meditation is going to require them to spend years studying on a mountaintop or something like that, or it's going to take hours a day. I want to tell you that meditation can happen in 5 minutes or 2 minutes or 1 minute. If you think you're too busy to meditate, well, let go of that excuse right now because meditation can happen in just a minute. Or, you can spend longer if you want to. For me personally, I like to spend approximately 30 minutes meditating. But, as you're going to see, meditation does not have to be a formal process. You don't have to walk into a part of your home which is going to be the meditation center and sit with your legs crossed and your back upright and have everything perfectly quiet. Many people do meditate in that manner, but it's not necessary. So, let go of our preconceived notions as we look into meditation and how to do it and how to make it work in your life.



Let's start with formal meditation and go from there. If you want to do it the "right way" or the way that you've probably always heard it's done, then go ahead and sit quietly with your eyes closed. Of course, don't do this while you're driving. So pause this now if you want to resume it later and do this with me...or just listen now, and do what I say later if you want to. Sit quietly with your eyes closed and take a few deep breaths, in and out, relaxing a little more each time you exhale. And just allow thoughts to come to you—all kinds of thoughts come to you. These are the thoughts that would form the chatter in your head all throughout the day. Maybe you have a little chatterbox going in your head all throughout the day and you always think, "Go away, little chatterbox in my head!" Well, right now, I want you to let that little chatterbox just chatter away. Get it all out. Now, at first, this can take a few minutes—this can take a while. Let it all come out, all that chitter chatter. "Oh, I should have done this...Oh, I need to do that...Oh, if he hadn't said that or if she hadn't done that...Oh, my goodness, my parents were

right about this, they were wrong about that...oh, the kids are doing this...oh, I wish I could do this...” Let it all come out. Let all your insecurities come out. Let it all come out. Let all those great things you love to say about yourself come out. Hopefully there are a lot of them. Let it all come out. Whatever’s in your head, get it out. Listen to it. What you’re going to find is that it slowly settles down. I want you, over the next few weeks—if you’re up for it—practice this. Getting all that chatter out; letting it settle down. What you’re going to find is that it settles down to a calmness more quickly; each time you meditate, you’re able to get to that calm place more quickly. Because, after all that chatter’s out, you’re going to find calmness. Imagine that calmness being like a lake, a lake that’s perfectly still. Occasionally, there’s a little ripple in the lake—‘because some chitter chatter comes up now and then, even after you thought it was all out. That’s okay.

At that point, and it’s going to be different amounts of time for different people. Probably after a few minutes of enjoying the calm, with occasional ripples, you can

start thinking about something you want to do.

Something you want to do. Now, different meditation periods can be beneficial for different things. You don't have to meditate on the same thing every day.

But I would like you to have that calmness every day.

Let the chitter chatter out and get to the calmness, then you can go in any direction you want with this. Think about what you need to accomplish that day. What is it that I need to do? How am I prepared right now?

Another great thing to meditate on is experiencing myself right here, right now: who am I? I'm a person sitting. Just try to be in the moment. Be there. Move yourself beyond trying and just be in that moment. Let go of the past and future. Who am I? I'm a person sitting down (because Steve told me to). I'm sitting in a room. My eyes are closed. That's what's going on. That's reality right now.

If this exercise seems silly to you, I want you to think about the benefits. When you're able to be in the moment, in the here-and-now, with yourself, it's a very

simple thing. But is it? Maybe it's the first time that you've ever taken the time to be here and now, in this moment, with no expectations, no past, no future, just here and now—feeling your butt sitting on the floor; feeling your body, maybe you have a few aches and pains, who knows. But be with yourself right now. And you're going to be able to take that power and move it into your conversation. You're going to be able to be in the conversation. Remember what I told you, people can tell when you're in the conversation. Are you there? Are you present? You're going to become more and more present. People are going to be drawn to you when you become more of an intimate conversationalist. If you can look them in the eye and talk to them, right here, right now—without thinking of the past or the future—that level of intimacy is very appealing to people. It is seductive. You are mastering the art of seduction right now by learning about meditation.

People want to know that you are connecting with them. They want you to give them that look, that

intimate look. Have you ever had that with someone, where you're looking in their eyes and they're looking in yours? How did that feel? Where did you go in that moment? Were you there? Were you with them? It's very seductive; it's very intimate. It almost feels like mind control. It almost feels like you're connecting to their mind. Because you are. It doesn't come from looking at them and thinking about what you're going to make them do, or thinking about what you're going to have for dinner later on, it comes from just being present in the moment. How scary is that? Eye-to-eye in the moment. That power of seduction comes from your meditation practice. If you go deep within yourself, and allow yourself to just be present—right here, right now—ground yourself in the moment, you're going to find that you have unstoppable power. Power to connect with people.

There are also other things that you can meditate on. Perhaps there's something you've been holding onto that you need to let go of. That would be a great

meditation session. Practicing letting go. I want you to start living your life with an open hand. Open your hand right now, palm up. Open your hand and look at it. I want you to take a good look at that. Get used to that. 'Cause that's how I want you to live. What does the open hand do? The open hand positions itself in such a way that it can give and receive and not cling. Now make a closed fist and look at that. Now try to put something in that closed fist, anything at all. You can't put anything in a closed fist. You try to shove it in from the side, you're working against yourself. Now open it again and look at it. Look at that beautiful open hand, that surface area of your palm. It can hold something. It can accept a gift, an idea, a person, a new job, more money. It can accept the whole world. You literally can have the whole world in your hand if you will just open your hand. This is something you can meditate on. Living life with an open hand means you're not clinging to anything; you're not holding on too tightly to anything. You're letting life give you things, and you are giving life things. The idea of nonattachment. It doesn't mean that you don't have

anything; it doesn't mean that you're living like a monk, without owning anything. No. It means you're not attached to anything.

There's a great book that I want you to get your hands on. It's called *Siddhartha*. *Siddhartha*. It's about Buddha. Now, you don't have to be Buddhist to read this—you don't even have to believe in Buddhism. Siddhartha was a man who was very successful. He was successful in business, and pretty much anything he did because he practiced nonattachment. When he was asked how he was so successful in business, why he seemed not to really care. He said, "I am successful because I'm not attached." He wasn't attached to the results.

If you go into a dating situation or a sales situation or a job interview situation, and you're really attached to the results, people can see that. They can see that you're pushing, pushing, pushing; punching, punching, trying to get a result. You need to make sure that when

you use the techniques in this program, you're using them in a subtle way. And the way that happens is by letting go of an attachment to the results. It doesn't mean you're not goal-oriented; of course you are. But you let go of your over concern with getting the results because in the past, that has worked against you. That has made you nervous, made you anxious, and it showed—believe me, it showed. I don't even know you, but I know that it showed. When you live your life with the open hand, you receive so easily and you give so easily. People are attracted to people who are not attached. Let something go—let it come back to you. It's that concept.

Other things you can practice in meditation are: developing patience; and developing a desire to continue on. So many people give up. If you're this far in this course, you're not a quitter—you don't give up. You keep moving forward. Meditation can help you continue that perseverance. Meditation can help you keep things simple. You've heard the expression, "keep it simple sweetheart?" (Other people say it



differently, but I like to say it that way.) Keep it simple, sweetheart! You're the sweetheart—remember, you love yourself. Keep it simple, sweetheart! Meditation will help you keep your life simple. Maybe you've cluttered it up with unnecessary people, unnecessary activities and thoughts that slow you down. Meditation will give you that ability to see your life in a simple way, to see your life flowing in a very simple way. Flowing smoothly.

Meditation will also give you the ability to do what you have to do with courage. Like a black belt—to do what you have to do with the courage you need. Because when you center yourself, when you feel strong in yourself, rooted in yourself, you have the power to stand and deliver; to face anything that you have to face. With courage, like a well-trained black belt.

Alright, now. Let's take a look at changing your story. You know, we all have stories. We all have things we tell ourselves. We tell ourselves we're this way, or that

way, or certain people. But, you know what? You made all that up. You made it up based on information, or evidence, as you might think of it; information from your world. Your parents gave you certain information about who you are. Your educational experience gave you information about who you are. People out in public are always giving you information about who you are. But guess what? None of it's real. None of that's reality. You have taken all of those signals that you have gotten from the world and you have synthesized them into who you are. In your mind. That either you're shy, or you're outgoing. You're happy, or sad. There are so many stories we tell ourselves. We can paint the picture of our lives with meditation...and we can paint it any way we choose. You are the artist. You have the canvas. You have the paints. You have the paintbrushes. You can take charge and change the story.

If you feel that you've been a shy introvert and you don't want to be that any more, I want to tell you that you can change that in an instant. Meditation can help.

Meditation can allow you to just...envision yourself in situations in which you are outgoing. Are you the type of person who is outgoing among some people, but among other people you're very shy? Why is that? That's because, among the other people you don't feel that would be accepted. You feel it would work against you. It's not as if you're actually lying and hiding yourself. You're just a person who's learned what works, and when it works. But I want to tell you that learning is working against you. If you have a bubbly, outgoing personality and you're not sharing it in every situation, you're going to be perceived as being someone who's not exactly, totally, there. Not exactly, totally in charge. Not exactly, totally confident in every situation. Why not take that bubbly, fun self and apply it in more situations?

Through meditation, you can imagine yourself changing your story. Changing who you are. Alright. Keep in mind that who you are doesn't really change. You are you. That was true when you were worn, and

that will be true the rest of your life. You are you, a unique individual. But what you share of that with the world can change. And what you add to your core self can change also. You can become a “new person,” as they say, by exposing yourself to new experiences, some of which we’ll talk about in a few moments. But I want you to realize that this “you” is who you are, and if you don’t share it with the world, then you’re really depriving yourself and the world.

Have you ever noticed the sales people who are very successful? They talk to everyone! They’re very bubbly and outgoing, and they also seem unattached to the results. It seems like—and I’ve seen the really good ones—it seems like they just want to talk to people. I have a friend who’s involved in international sales. He flies around the world constantly; I think he spends more of his life in the air in an airplane than down here with us. But, when he goes to talk to owners of businesses to get them to go with his marketing company, he doesn’t walk in and say, “Hey! Would you like to buy 500 widgets with your

company's name on them?" No. He schedules a lunch with the CEO of that company, who has become his friend (because all of the CEOs of all the companies he services are all his friends) and they don't talk about any business. They just get together and they talk. He is not attached to the results. He is living in the moment. He is enjoying what is going on. And he's also realizing the power of that—he's realizing the power of sharing himself, his authentic self, having a good time and having this CEO think, "my goodness, this person likes me for me. He just wanted to have lunch with me and talk." Well, guess what happens next? A huge order—millions of dollars! He's made the sale. And he didn't say one thing about his product.

Letting go of an attachment to results can benefit you greatly. Being in the moment with someone can benefit you greatly. Changing the story of how you see yourself can benefit you greatly. All of this is possible through meditation. So I encourage you, while you're meditating, to meditate on some of these things. Now,

when you're done meditating, you're done meditating! Just bring yourself back to full awareness with your eyes open (I like to close my eyes when I meditate, but you don't have to). If your eyes were closed, then you open them and you slowly stretch a little bit and you just go back to what you were doing. You don't need to do any formal process of ending a meditation session—or beginning it. You just sit down, close your eyes (or leave them open), let all that chitter chatter come, calm yourself, then focus on what you want to work on, then you end it. That's it.

Meditation can also happen while you're doing other things. While you're vacuuming, doing dishes. Be careful of doing it while you're driving, because you need to focus on what you're doing. It can happen while you're on a bike ride, while you're jogging, while you're walking. It can happen any where, any time. While you're grocery shopping. So, allow yourself to meditate sometimes. I prefer to do it every day, but you don't have to. Just be aware that your mind has a desire to meditate. It has a desire to let all

this stuff out, all this stuff in your head, all this nonsense that people told you, chitter chatter. It has a desire to get it all out.

Alright. Let's look at one more thing you can meditate on, then we'll move into talking about taking vacations. Honoring yourself. Now, I want you to think of a negative pattern you have. We all have negative patterns. And I want you to pick it as a pattern in conversation. Maybe you start to make jokes which are inappropriate, maybe you become shy, maybe you end the conversation too soon, maybe you talk too much and never end the conversation. Whatever it is for you, just imagine a negative pattern that you have in conversation.

I want to give you a template that you can use for getting rid of this. A meditation template that you can use. You would begin, as always, by sitting down or lying down—and, by the way, I don't feel that you need to sit in the lotus position or any other position—

you can lie down on your bed if you want.

Psychologically, I can tell you that what works best is having a certain time and a certain place to meditate, but it's not necessary. I want you to imagine seeing a white light above your head. Imagine this white light is very powerful. A very powerful white light. It's able to penetrate right through to the core of the earth. I want you to imagine that this white light has nothing but good intentions for you, has the ability to absorb from your body all the anxiety, all of the fear, all of the stress—and pull it all right out of your body, out of the top of your head. And imagine that, after it does that, it floods your body with power. Fills your body like a bottle, from the bottom to the top, with some sort of liquid that is soothing. That's right, filling you up. That's right. Feel yourself glowing now, glowing now. And I want you to imagine that thing that you do in conversation which hasn't been working for you. And imagine that that thing is part of your body, somewhere it's located. Maybe it's in your throat, maybe it's in your head, maybe it's in your heart. Imagine it being somewhere and having a form. It can be a square; it



can be like a rock, like a brick, like a ball. Imagine that that thing you do in conversation that's worked against you is a physical form now. And imagine it being pulled out of your body—right out the top of your head. There it goes. Being absorbed by the white light, taken away forever. It's gone.

This is a process you can use to eliminate any negative patterns that you have, any negative habits, anything at all. I want you now to imagine that liquid draining from your body, draining out from your feet. That liquid has become a different color, it's a little dirtier now, because it absorbed even more negativity from your body and pulled it out. That's right.

Now, when you actually meditate, you can do this process either more slowly or more quickly. But imagine that bright, powerful light, and that liquid filling your body, and giving a form and shape to that pattern that you want to get rid of. All of those tools can be very helpful.

So I hope you decide to explore meditation more

deeply and to use it to your advantage. What I want to talk about right now is another form of spiritual health. Spiritual health doesn't always come in the form of worshipping your god, or going to church or synagogue or a temple of any kind. Or meditating. Spiritual health can come from allowing yourself to take a vacation. That's right! Who would have thought that, in a course on conversational hypnosis, I would be telling you to take a vacation?

Well, I want to tell you, I work with some of the top CEOs on this planet. I don't say that to impress you, but to impress upon you the idea that I know what I'm talking about. I one time had a top CEO come to my office in Beverly Hills and he wanted to learn to be more spontaneous. And I said that, "I can help you with that. We'll do a hypnosis session on that to begin with and I'll program you to be more spontaneous. And then I'm going to show you specifically how you can do that in your life." I worked with him a couple weeks; he came back the third week and he said, "Steve, you know what? I have become so

spontaneous! In fact, you'll be happy to know that I have scheduled myself for 2:00 next Tuesday to stop everything that I'm doing in my office and just walk out to the beach." "Well," I said to him, "that's not really what I had in mind." We continued working together and he finally got it, but some people are so caught up in their schedules that they don't know how to be spontaneous, unless they schedule it. Scheduled spontaneity is not spontaneity. Spontaneity happens by being in the moment. What's going on right now? Am I stressed? Do I need a break? Do I feel happy? Do I want to sing? That's what spontaneity comes from.

If you haven't had a vacation in a long time, you probably need one. And so, I'm telling you, if you don't have a vacation scheduled in the next three months, schedule one. I don't care what your budget is. You can take a vacation by just taking the weekend off and going to the next city over and staying in a motel. Or you can fly to Amsterdam, or Paris or London if you want to make it more exotic, but it

doesn't really matter. Vacations happen in the mind. You get yourself out of your situation. If you're in a situation, you really can't see it.

I believe it was Van Gogh who said, "Take frequent vacations because when you're far away, your troubles look small." Think about it. Have you ever seen the earth from outer space? Whenever I see the earth from outer space—in a picture—I think to myself, "wow! All of that happens on that little ball? All of that? All that war? All that progress? All that technology? All that love? All that hate? All that everything happens on that little ball? Wow! It always seems so much bigger to me!" But when you look at the world from far away, the earth—planet Earth—you realize it's pretty small. I can imagine astronauts being up there and looking at earth and thinking, "Wow, that's nice. But look at all this other stuff! Look at this vast space with nothing in it, except a few stars here and there. Here's the moon, and there's Mars, but most of it's just empty space."

We get so caught up in who we are, where we are, what we're doing and what we're all about—Oh, we're so important. Gotta plan for the kids futures. Gotta plan for tomorrow. Gotta pack some lunches. Gotta plan this; gotta plan that—that we don't even plan a vacation so we can get away from all of that, so we can get ourselves out of that and take a fresh look at our lives.

You know, scientific, psychological studies show that if you work at a problem—let's say a mathematical problem, or any other type of problem, you're solving a problem on a written page in a test format—if you work on it for more than 15 minutes, you begin to work against yourself. Now, unless this is a problem that requires multiple parts, if you have pondered that problem for more than 15 minutes, you become counter-productive. But if you ponder it for 15 minutes or less, and then take a little break, and come back, your odds just went up tremendously of getting the answer right—of solving that problem. That's true of

your life also. It's true of conversational hypnosis. If you are so caught up in doing this right, applying these techniques and so forth, you need to give yourself a break. Also, if you're meeting someone face-to-face or talking with them by email or texting, they can tell if you're a person's who's a little too tightly wound, who hasn't had a break in quite some time. And that weakens your stance automatically. It weakens you. Remember, over 70% of our communication happens nonverbally. People can tell when you're tightly wound, when you're stressed, when you haven't had a vacation in a while. Maybe people are telling you, "Hey, you need a vacation." And you're thinking, "No, must work. Must make progress. Must continue forward. If I do have a vacation, it's a working vacation and I'm at a conference and learning more and growing more." Guess what you become? You become a really boring person. You become a person who thinks he or she is achieving a lot, but you're missing everything. Most importantly, you're missing life. Life is passing you by 'cause you're so busy building and being and doing and planning. Let go of

that.

How can we contribute to our spiritual health, then through vacation? Well, vacations can happen in any number of ways. You can go online and you can buy airline tickets. You can go online and you can buy vacation packages. You can just get in your car and go. You can pack a bag and just go. Just go somewhere. Get a full tank of gas, grab the credit card, grab some cash, grab some bottled water and just go. You don't need to tell anyone what's going on. You don't need to plan this. Just go. That's the simplest vacation. Then, wherever you end up, you end up. You get a room for the weekend and you stay there. And you just let go of all your stuff. You leave your laptop behind. Hopefully you leave your cell phone behind and just go. "Where were you? We tried to get a hold of you. We had the Johnson case going on. It was very important." So what? If the office burns down, I'll hear about it on Monday. But this weekend is mine. "You know what I was doing? I was enjoying my life!

That's what I was doing. Maybe you should try that, too." That could be your answer.

Do you have free time that you're not using? Do you have a weekend that you're not treating as a weekend? You need to learn to loosen up. You need to let go. You need to live life with that open hand. Open that hand. Let go of whatever it is you're holding on to. Your house will still be there. Your business will still be there. Your friends will still be there. Your friends will be there more than ever, especially if you're constantly in contact with them, then you disappear for a couple days. They'll be closer than ever. "Where did you go? We didn't know what to do without you."

So, allow yourself to have a vacation. If you have a little extra money, perhaps you can hire a travel agency to plan your vacation, to set out a nice vacation for yourself. So I want you, if you haven't had a vacation in a while, and if you don't have one planned in the next three months, to plan one. And I also want you to start being spontaneous. Just goof off every now and



then. You're at work? Excuse yourself and then just go wander off in the woods. Free your mind! This is your life. You're going to be a lot better for it. If life is getting to you, it's going to show. Vacations are a normal part of existence. They allow you to be more powerful.

When I think about the best vacationers in the world, I always think about Australians. People in Australia, for whatever reason, really know how to take a vacation, or "holiday" as they call it. (If you're Australian, please forgive my bad Australian accent. "Holiday.") But Australians know how to do holiday. They know how to take a vacation. They close up their house for a month. Or two months. Or even more. And they just travel around the world. I've run into so many Australians while traveling. Everyone else is there for a week. The Australians are there—wherever "there" may be, wherever I may be on vacation—the Australians are there for maybe a week, next week they're going somewhere else, the following week,

they're going somewhere else...and it goes on and on. They're not rushing back to their jobs, because Australians other Australians. Their bosses understand the need to live life. I used to look at this and think, "They're so unproductive doing that. How can they do that?" Then I started to see the beauty. So many people put off vacations until they're retired. When's your real vacation coming? When you're 60 or 70—maybe you are now. Maybe it's time for your real vacation, time for you to have regular vacations. But if you're younger than that, what are you waiting for? Until you're 60, 70, 80, 90, 100? Until you've "earned" the right to take a vacation? Your life is happening right now. Plan your vacations and have some fun. And also take some spontaneous breaks any time you want to.

Let's take a look at your homework. Again, I'm not going to quiz you on this information because I think it speaks for itself. Two things I do want you to know are that you can schedule a vacation whenever you want to, it can be very basic; and you can meditate any time, any place—you don't have to set up a formal

meditation place, or a formal meditation time, or a formal meditation amount of time.

Alright. Let's get on to homework. Or fun work. What I want you to do is meditate. Just do it once between now and the next module. If you just want to just take a minute and do it, just to do it, then go ahead and do it for a minute. Just stop what you're doing and space out and allow that chitter chatter to come in, then calm your mind and focus on something, and then come back out of it. But if you want to do it more elaborately, then you can begin to set up a meditation center in your room. And this can be just the corner of your bedroom, or a corner of your living room, or it can be an entire room if you want it to be. And you can have a set time to go there and a set time to meditate, maybe a half an hour at 3:00, and you can do it every day. So whether you do it a little bit on the go, or go the whole nine, it doesn't matter. But I want you, between now and the next time you listen to me, in the next module, to meditate. Just give it a shot!

Also, I want you to plan a vacation, as I've said. Plan a vacation. I don't care if you just got off vacation yesterday, in fact. I want you to plan a vacation within the next three months. Make it happen. Put it on the books; put it in the schedule books or whatever electronic device you may carry around that you're so attached to, that you schedule everything with—put it in that. Make it happen.

The third homework assignment is to be spontaneous. Check out spontaneously. If you are in a meeting, a staff meeting, maybe you can excuse yourself to the bathroom and just go wander the hallways for a little bit and space out, then come back.

And I also want you, as part of your homework, to practice being in the moment with someone and feel what that feels like. Look in their eyes. Do you have an employee or a boss or a spouse or a boyfriend or girlfriend with whom you have conversations, but you're not really there? You're not really present?

What would it be like to be present? I want you to do this face-to-face, but if time doesn't permit, then you can do it over the phone, or you can even do it by email. But I want you to practice being in tune with them. Be there in the moment. That means that if it's an email, you're not just saying, "oh, hey, good to hear from you." No, you're asking about them and you're sharing what's going on with you right now. "I feel tired. I feel happy." What's going on with you right now? You're talking with them, you're looking at them eye-to-eye. You're face-to-face with them, and you're having communication with them and you're really being involved in the moment. You're present to who they are and to what's going on with them and you're sharing what's going on with you. And remember, if you want to develop the art of seduction in your own life, there's no better way to do it than to get used to looking people in the eyes, looking at them. It's going to convey that you have power. It's going to convey that you have the ability to be intimate with them. And it's going to convey that you are here. You

*Steve G. Jones, M.Ed.*

are paying attention. You're listening to them. You're responding. Then you're saying something, and they're responding. It's not just your agenda in your head that you're trying to get out as quickly as possible. That's not a conversation. That's you bulldozing the conversation. That's you taking charge and becoming a person who's delivering a monologue. Just you, talking. That's not a conversation of the type that I'd like you to have. There should be give-and-take.

So, all of those things are your homework. Hope you're up for it. Make it happen. I'm Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

## **Module 15: Sales Negotiations**

Welcome back! I'm Steve G. Jones, clinical hypnotherapist, your tour guide, your mentor—hopefully not your tormentor—as we progress through this knowledge of ultimate conversational hypnosis. Hopefully, you're finding out now that the information is easy to digest, it just take a little listening, maybe relistening, then putting it into practice. I want to encourage you at this point. You've been through a lot of modules, unless you skipped ahead to module 15, you've been through a lot of modules. You've learned a lot of information. I want to encourage you to continue practicing all of it. That is the way that you're going to become a black belt in ultimate conversational hypnosis, by putting it all to work for you all the time, making a habit of greatness. That's what's going to lead to your success. So, enjoy it. Have fun with it. And congratulations for making it this far. Module 15.

In this module, we're going to look at negotiation. Now, negotiation, in my opinion, is nothing more than conversational hypnosis, if you're doing it right. Some people go into a negotiation and they think that they have something to say, and the other person has something to say, and they're going to kind of see where everything goes. And if it works out, fine; and if it doesn't work out, fine. That's a very, very nonproductive way to look at negotiations. And, if that has been your mindset in the past, I want to invite you now to change the way you think from now on.

Now, when I say, "negotiation," perhaps you're thinking, "I don't do any negotiation in my life." But, of course you do. All of us do negotiating every day. You have to deal with people on a day-to-day basis. Going to have a meeting? When's the meeting going to happen? Is it going to happen at this time or at that time? There's probably a negotiation involved. If you're going to meet someone for lunch, perhaps you have to negotiate where you're going to meet, where you're going to meet. I'll tell you what makes the



difference between someone who is living life on their own terms—and is happy—and someone who is letting the world just occur for them. The difference is that the people who live life on their own terms and are happy have an idea where they want to go.

We talked in the previous module about letting go of results. “So, okay, Steve, you want me to let go of results and at the same time, you want me to know where I’m going?” Well, make no mistake. When I say, “Let go of results,” I don’t mean to imply at all that you’ don’t have a plan, that you don’t have somewhere you’d like to end up. What I mean is that you need to let go of getting so caught up in that that it works against you. You see, people often get so worked up about needing something to happen, they work against themselves. They start breaking down the structure as they’re building it because they’re so nervous about it. They’re such non-believers about it. So, when I say, “let go of results,” don’t let go of your goals. Just let go of your over attachment to them. Just

like in the book *Siddhartha*—if you haven't read that book, you need to—he accomplishes his goals because he's not attached emotionally to the results. They just happen.

Okay, so let's take a look at some solid techniques that you can use when you're negotiating your way through life. Now, most of these techniques are, in fact, designed for business; and we spent some time talking specifically about dating, so now we're going to talk specifically about business. Those are the two topics in conversational hypnosis that people want to know the most about. How can I get more love? And how can I get more money? We talked about love, now let's talk about money. But, realize that all of these techniques can be used in pretty much any realm. I want you to have some outcomes in mind that are going to help you succeed when you negotiate.

First of all, there should be some profit involved. There should be some reason you're doing it in the first place. If there's nothing in it for you, why are you doing it? Now, negotiation kind of becomes an

argument at some points. Why are you going to argue for something when you don't even know what that something is? So make sure you're going to profit in some way.

Secondly, I want you to know as much as you can possibly know about everyone involved in the negotiation, in the business transaction. Who are the key players? If it's a one-on-one interaction, I want you to know as much as you can about that person. Number three: I want you to understand anything that might be very difficult to achieve in that interaction. For example, you have to know that the person can't pay \$1 million for your property, or that the car dealer can't give you your car for \$1. Sure, they could, but they're not going to, and you know that. So, understand the constraints that revolve around any situation that has to do with negotiating. Also, find out, if you can, where the absolute limits are—meaning the lower limit, the bottom line. What is the bottom line? If you're going in to buy a car, do some research. Find

out how low they can go, then you can work toward that.

Okay, with those ideas in mind, you should be well on your way to negotiating with power. But those are just the basic groundwork, a basic framework, the basic structure from which to work. There are a lot of other things to consider, as well. For example, you need to prepare. Yes, you're going to use the techniques that I gave you in the first few modules about analog marking, and pacing, and leading. And I don't want to repeat those principles, so if you need to review them, go back and use them. Because, as I said during those modules, they can be used for sales.

You'll also want to have some good, sound knowledge. You want to make sure that you are prepared for this. You want to make sure that you have studied and done your homework and that you understand what's actually going on.

There are factors that can help you in any negotiation. One of those factors is that, a lot of times, people don't come prepared for a negotiation. They just walk into it, and they're shooting from the hip. You need to take advantage of that and make sure that you are prepared. Beyond any little technique or trick that you can use, make sure you've done your homework. Make sure that you have prepared for the negotiation by doing everything that you can.

What about some techniques that you can use in the actual negotiation itself? First of all, I want you to control the pace of the negotiation. I want you to take charge. If you're rushing, if you're hurrying, if you're trying to get things done too quickly, if you're giving in to their deadlines, you're losing control. As we'll see in a little bit, the only deadlines you create are the deadlines that cause the other side an inconvenience. That causes the other side to have to do things quickly to accommodate you.

You want to make sure that you are in charge of the pace. The speed at which the negotiation progresses is dictated by you. It doesn't mean you should always drag your heels and go slowly, but realize that you need to control the pace. You need to take it easy, make sure you understand everything and don't give in to deadlines imposed by the other side, unless they're absolutely mandatory.

How do you, in a negotiation, take charge of the pace? Well, first of all, any offer that comes at you right away, you don't accept. Don't accept that. I had a very simple version of this recently. I had a freezer that I was trying to buy from a hardware store—I won't name the store—a big chain. Anyway, it arrived damaged and I sent it back and, though I thought I had sent it back, they didn't actually come and pick it up. A lot of calls went back and forth. I had my assistant dealing with this, but I was still hearing a lot of the calls, back and forth. "Come pick it up." "Okay, we'll pick it up." They didn't pick it up, and didn't pick it up. The next Wednesday, they didn't pick it up.

Finally, I got on the phone and I said, “What am I going to do about this?” and, in their negotiation—in fact, they had a whole department dedicated to that; I don’t remember what they called it, but it was something along the lines of “Customer Resolution” or something like that. These were people trained in negotiations to satisfy the customer—and they said, “How about, Mr. Jones, we’ll give you a \$50 gift certificate?” And I said, “how about you’ll give me a \$100 gift certificate?” And they said, “Fine.”

Don’t accept any offer right away. If someone concedes right away in a negotiation, don’t accept that. Always pause, or tell them you want to think about it, or raise the offer. You lose your power if you concede right away. That’s what they want you to do. Being indecisive can work against you—you want to avoid that. However, if you’re indecisive in the right way, you can use it to control the pace. The speed at which the negotiation is moving along. If someone says to you that they’ll offer you \$50—or, let’s raise the

stakes, let's say it's \$500,000—for a large piece of real estate you bought, and something wasn't quite right. They're offering you \$500,000 to make up for it. That's a lot of money. But they offered it right away. Being indecisive here, or seeming to be indecisive, can really help you. "I'll think about it." "I'll get back to you."

Let's take a look at deadlines. Now, deadlines are not good if you have to live up to the deadline. But if the other person has to live up to the deadline, and you don't, that can be good. If someone imposes a deadline on you, for example: "you have to sign by next Friday. You have to sign this real estate transaction or buy this car, or whatever it is, by a certain time." I want you to test that. I want you to test that deadline. The deadline is something that could be made up—and, by the way, you could be making up deadlines for them from time to time—I'm not in favor of lying, but if you create a deadline and you say it's a deadline, then it is a deadline. Though, test their deadlines. "My boss, I just spoke to him, and he said that you could have this



car for just \$75,000” (down from the normal \$120,000), “if you sign right now.” “Oh, really? Well, I didn’t bring my checkbook.” Or, “I have to talk with my wife.” Or, “I have to catch a flight to New York in an hour. I’m going to have to come back in two days to do this.” “Oh, okay, well that will be fine.” Well, okay, if that happens you’ve tested the deadline and you’ve been successful. You’ve successfully found out that that deadline doesn’t actually exist.

When a deadline happens, always test it. Now, it could go the other way. You could say, “Well, I can come back in two days and do this.” And they might say, “Well, I’m sorry, but this offer won’t be available.” In which case, you might want to reconsider it. But deadlines should be tested when they’re imposed by the other side.

Okay, delays. Sometimes, when you’re negotiating, there are going to be delays. They happen, and that’s just the way it is. What if you’re on the selling side? What if you’re the seller? What if you’re selling cars?

Let's make you a used car sales person, for example and you're on the other side of the coin now and the customer is delaying. Well, you have to give them some kind of incentive to get them moving. And the problem with delays is that, car sales people know this, delays often turn into a no-sale. In most cases, if someone has 24 hours to think about it, they will talk themselves out of it; or that short delay will become a longer delay. You may notice, especially if you're a car sales person yourself, that cars are sold that day. That's when most of the sales happen. If the person has 24 hours to think about it, that 24 hours can go to one week, one month, and the rest of their lives. They may never buy the car. So, car sales people, if you are one, close the deal that day. (Of course, you know that if you are not one, but you're dealing with one; realize that they're going to try to create this motivation for you.)

Let's get back to you being the sales person. Let's have fun with this. You're a sales person; you're a car sales person, and the person wants 24 hours to decide.

All you simply do is say that this offer is going to be revoked, that this offer is not going to be around, this is a one-time offer—you need to act now. You're going to do a couple things. You're going to cause the person to buy, but you're also going to do the person a favor. Because that person really does want to get whatever it is—the car, the house, whatever it is. So, you're helping them by getting them off the fence, giving them that push, giving them that incentive to buy.

Okay. Here's another principle. And this could be selling anything. You're selling yourself as a person, the idea of you as a great person, or you're selling a product, or an idea, or whatever it is. People want what they either can't have or what somebody else wants. If they know that somebody else wants whatever it is, they are going to be more interested in it. They say one of the best ways to sell a piece of property is to put a "sold" sign on it; then, suddenly, people are interested in it. If you are interested in selling something, you need to have it at least appear that lots of people want

it, that it's very sought-after, that there are a lot of bidders, and so forth. People think that, when a man wears a wedding ring, it's going to scare off potential women who might want to be with that man. Well, you can lump this in with the dating information: that's not the case. When women see a ring on a man's finger, in many cases—or a rock on a woman's finger—in many cases, they realize, “Hey, wait a minute. Somebody wanted that person. Somebody thinks that person is valuable. At least one other person in the world thinks that. Maybe I should think that, too.”

So, keep that in mind. People want what they can't have. Or what somebody else wants.

What else can we learn about negotiations? Well, pretending that you don't really know what is going on is going to do you a world of good. If you go in there, and lay out all your expertise on the table, and tell everyone one that you know everything about everything, that could potentially work against you. By kind of “dumbing it down” a little bit, as I say, you go in under the radar. You cause them to give out

information that they probably shouldn't give out because they don't think that you're smart enough to do anything with it. So, acting like you don't really know a lot about what's going on can actually help you. You're hiding your secret weapons; you're hiding the fact that you are sharp as a tack. They don't know that.

You know, one story I heard one time when I was at a sales seminar—I was invited to give a talk there. One of the speakers before me was telling a story, and he talked about a person who was involved in real estate. I believe the person he talked about was Sol Goldman, and Mr. Goldman was an interesting negotiator, apparently. He was going to buy a property for a certain amount of money, and he had decided he was going to pay that amount of money. He walked into the negotiation, where they were going to talk about and finalize the deal, and by saying, “what?!” several times in a row, he was able to get the price lowered. He acted as if he didn't think the price was appropriate, as if he was shocked by the price. Each time he did

that, the price went down by a little bit. So, when he finally was at the end of the negotiation, the person selling the property didn't even realize that there was a negotiation going on. They just thought they were insulting Mr. Goldman with each of these prices; even though, each time, the person was offering a lower price, or throwing in a freebie. Mr. Goldman's response, each time, was simply, "what?!" He was acting shocked at that price. And that's how he got what he wanted. He ended up saving; I believe it was a million dollars or something like that, and getting some kind of bonuses. But, believe it or not, that tactic can work. And you can call it "dumbing down," or whatever you want to call it, but it works in negotiations.

Alright. Let's look at other techniques that work really well in business dealings, which of course you understand can be applied to other areas of life. People love getting something for free. When the person was negotiating with Mr. Goldman, he gave him something free. This person realized that one of the incentives that causes people to want to go ahead and sign is

getting something free. And, of course, that was Mr. Goldman's whole goal—to get something free and to get the price lower.

So, if there's something that you can throw in free which won't cost you much anyway, go ahead and do that. Go ahead and sweeten the deal and scintillate the person by throwing in something free. First of all, I think you'll find that it's an expression of goodwill; you're showing that you're a good person and willing to give something. Secondly, you're going to find that you get that much closer to closing the deal, because people are very interested in having something free.

Admitting your mistakes. Admitting when you're wrong. Admitting when you've messed up. You may think, in a negotiation, that using your conversational hypnosis techniques and feeling like an expert, and then admitting when you've made a mistake—not in conversational hypnosis, because you're not going to acknowledge that you're using that—but I mean

making a mistake in your facts, or figures, or what-have-you. You may think that admitting that mistake is going to somehow weaken your stance, when in fact it's not. When people mess up, when they make mistakes, it makes them appear human. Humans like to deal with humans. They like to understand that the person they're dealing with is, not only human, but also an honest human—a person who can make mistakes and own those mistakes. So, if you're making mistakes constantly, I don't want you do own every one of them, but I do want you to occasionally, when you make a mistake—and we all do—own up to it. And say, “I made a mistake. I'm sorry and here's the correction.”

Deadlines. You want to impose a deadline if you can. Imposing a deadline is a wonderful idea if people think something is time-sensitive. However, I want you to keep this other factor in mind: that the more time people put into something, the more they become invested in it; the more it becomes a part of who they are; the more it becomes something that they really want to have happen. So, if you can spend a little



longer than you may have wanted to with someone in a negotiation, I think what you're going to find is that they're not going to want to let go of the results. They're going to want to find a way to make this happen.

I myself was caught up in this recently and I had to see through what was going on. I was getting so caught up in buying a condo—I wanted to get this condo and turn it into a vacation rental and make a profit off of it. And I happen to enjoy buying real estate. And I was so caught up in this, and there were so many little things coming my way, being thrown in by the bank, “oh, you have to pay an extra \$8,000 for this. Oh, you have to pay an extra \$120,000 for this. Oh, you have to do this and do that” and all these little concessions. While they're happening, they're being revealed to me one at a time over the course of about a week. And I was getting more and more caught up in this every day, thinking, “I'm going to make this happen. I'm going to close this deal! I'm Steve G. Jones—I can get the best

deal on anything.” Well, it was starting to work against me because I was so caught up in it; I’d invested so much time into this, that no matter what happened, I wanted the deal to work out, and I was willing to make come ridiculous concessions.

Finally, when I realized what was going on, I just laughed to myself and I told my realtor, “We need to get out of this. We need to end this.” But, keep in mind. It is human nature that, the more time you put into something, the more you want to stay with it. Think about relationships. The more time people are married, the more they think that they owe it to the marriage to keep it going. It can be the worst, most abusive, least productive marriage in the world. Yet people will fight for it. Why is that? Because they put 18 years into it and they don’t want to give it up. Or, “it’s for the children.” Have you heard that one? Throwing plates and spoons and forks and knives and whatever at each other—these people are not staying together for the children, or for each other. They’re staying together out of bullheaded stubbornness

because they're caught up in this psychological effect of time investment. The more time you put into something, the more you want to see it work you, even when it's ridiculous.

So realize, in any negotiation, if you can see through that, if you can rise above that, if you can transcend that concept, where you're above it, looking down on it so you can see how people get caught up in it, then you can take charge. You won't be jerked around by that concept; you will be able to watch other people jerk themselves around in this concept. They get so caught up in negotiating for so long that they have to make this happen. Well, that's fine. I'm going to then put in some terms that work for me, just so we can close this deal.

Another important factor that really helps when you're negotiating is to get as much information as you can from outside sources. You're going to be more powerful in your conversation if you have outside

source information—meaning information that has to do with what’s going on. That’s information that the other people don’t have. The other side doesn’t have this. So, make sure you know all the facts that they know, then make sure you know some that they don’t know.

What about when you don’t know something? You go into a negotiation and you don’t know something. You think that the other person is just going to let that pass and think that you’re a wonderful person for not knowing that? There’s a time to act dumb, and there’s a time to hide that dumbness. If you’re actually uninformed about something, well that puts you in the dumb situation. And that’s fine. Not everyone knows everything. We’re all dumb in some areas, or the word wouldn’t exist. So, if you’re there and you have a gap in your knowledge, own it. To yourself. Own up to it, “I don’t know this.” But if you’re at a critical point, and you’re in the middle of a negotiation, and everything’s working fine, and suddenly they mention something that you should know about, but you

don't—well, you don't want to own up to not knowing about it.

For example, when I was in my early days of buying real estate, somebody was trying to sell me...I believe it was another condominium, earlier on. And, they said to me, "You cannot get this condo and expect to get a CO." I didn't know what a CO was. The internet didn't exist yet, so I couldn't just type it in—a CO. I tried to look up CO in the dictionary, but there's no CO in the dictionary. I didn't know what a Certificate of Occupation was. I also didn't know what the implications were. The implications were that, without the CO, you can't actually live there or have anyone else live there. So, I was at a disadvantage. But, in this negotiation, I simply said, "Of course. I understand that." If you play it off, as if there's not a gap in your knowledge, you're going to gain some power. Most people are not going to call you on this; they're not going to say, "Can you please explain to me what a CO is, since you said, 'of course'?"

Conversations don't work like that. People are going

to assume that you are going to have certain knowledge. Just play along with that assumption. I think you're going to find that this works in many situations. If you find that people are assuming that you know something, that you are something, or what-have-you, then you can simply play along with that, or go along with that.

For example, not to pick on anyone else, but there are a lot of hypnotherapists out there that do not have legitimate degrees. I'm happy to say that I do and that I'm willing to push for legislation that requires hypnotherapists to have legitimate university degrees. Most people assume that hypnotherapists do have some sort of degree. I encourage you to check into that, because what you're going to find is that that's not always the case. So, some hypnotherapists have banked on that in the past—that assumption—and it's worked for them.

If there is a gap in your knowledge, and the other person assumes that there is no gap, let them have that

assumption. If someone has a story in their mind about you, and you're seeing it unravel in their conversation, as long as it's a good story let them run with it. "Oh, I'm sure you were the head of this and the head of that." And you can just nod your head. Why would you want to rewrite that story when it's working for you? You never told them that story. They assumed it. They made it up in their heads. So, the appearance of knowledge can go a long way. You're not having to create fictitious information; you're just having them roll on with their story. And everyone makes up a story about you, you're going to find. If you start paying attention to it—your neighbors: you may think that they know exactly who you are and what you do. I think you would be shocked if you surveyed them, five of them, and asked them key questions about what you do, what your interests are, and what your overall outlook on life is. Because people will make up stories based on people who are similar to you, based on people who do similar things to those things you do. So this appearance concept can have many

implications. Go for it, let them run with it.

You need, of course, to use the other techniques that I've mentioned in other parts of this program. You need to make sure you're anchoring yourself for confidence and firing off that anchor before you go in. You need to make sure you're anchoring the other people to believe that you're honest and motivated and so forth by touching your chest area when you say those words. You need to use all of those techniques. You need to pace them; you need to lead them. We're not going to review all those things, but you understand of course, they're right here. If you need to brush up on those things, please do so with the solid information that I gave you in those modules.

I want you to understand that you can have all the knowledge and preparation in the world, but if you get nervous, you're going to start to make mistakes. So I want to make sure that you are prepared. You have hopefully prepared yourself with hypnosis ahead of time, at least the night before; you've anchored



yourself for strong, solid success.

Here's another technique that I haven't taught you yet.

It really works well when you're talking to a group.

And I use this technique myself. I was talking to a radio station in Los Angeles and I was going to train their staff on how to use an LP to be successful; how to use it in sales success. Little did they know—I guess they do now—but little did they know that I was using an LP on them to get the sale. Now, I had to be a little clever, a bit more so than usual, because the sales director was sitting directly across from me in a large board room, at the end of this large board room table, and all the staff was there. My job, as someone who was invited to talk to them, was to convince them that I knew what I was talking about and that I could train them to be better sales people. Well, I've done this with countless sales people around the world, and I've done it with countless cars sales places, so I knew what I was doing and I know what they know—I know they have a little bit of conversational hypnosis information, but they don't have everything. Now, what I did—I

want to share this simple technique with you, because I think you'll gain a lot of mileage out of it. Rather than doing any of the usual anchoring in front of them, anchoring myself by touching myself, I thought that they would be wise to that so I avoided that. Instead, what I did was I had a contract on the table. A contract that they would sign for thousands of dollars to have me train their staff. Now, I know that I know what I'm talking about. But they didn't know that; it was years ago. It was before I have the reputation that I have today. I had to do some convincing. I knew I had a steak, but I needed a sizzle to sell the steak.

So, what I did was I had the contract on the table. I made sure they knew that that was the contract and I just kept saying the words "good deal." I would say that, "I know that you all are after a good deal." And I would point to the contract when I did that. Or, I would put my hand on the contract when I did that, but not in an obvious way. You see, the contract was on the table and when I said, "good deal," I'd put my hand on it and lean in over the desk, as if I was using the

contract to balance myself.

You see how subtle that is? I also had a pen on top of the contract. That was another way I could anchor them to believe that the contract was a good deal.

When I said, “I know that you all expect a good deal,” I reached down and picked up my pen from the contract. You see how that brought motion? That brought forward, kinesthetic motion, to the contract? And, as I picked up my pen, my hand was touching the contract.

Well, needless to say, everything worked out fine. But the point is that you can find creative and subtle ways to anchor things. You want to anchor yourself for success before you go in by firing off your anchor. If they’re not wise about an LP, you can anchor them to you by touching your chest when you say certain key words, but you can also anchor certain things to concepts. Anchoring “contract” to the concept of “good idea”—that is a good idea.

Also, of course, you want to use analog marking. What would be a good analog marking sentence for these people? What do I want them to do? I want them to sign this contract. If you remember from the module on analog marking, when we use that—when we use embedded commands, we come up with a 3-word command, ideally. If you have to, you can come up with 4 or 5 words if you need more words to describe it. But, ideally, you would come up with a 3-word command. Sign this contract.

My challenge then, was to deliver a sentence or paragraph to them with those words said a little more loudly than the rest. Or, if you remember from that module, I can make an eye movement while I'm saying those words. While I say the word "sign," my eyes move in a certain way; while I'm saying the word "this," my eyes move in a certain way; and while I'm saying the word "contract," my eyes move in a certain way. Or I could make a certain gesture while I'm saying those words, but only those words. While I'm saying the word "sign," I could scratch my head, but

then my hand goes back down. When I'm saying "this," I scratch my head, the hand goes back down. When I'm saying the word "contract," I can scratch my head and my hand goes back down. You see, something different is going on while those words are being said.

The simplest way, in my opinion, to do analog marking in person is to say the words a little more loudly than the rest. So, for example, I would create a sentence or paragraph which would have those words in it, said a little more loudly. And it might sound something like this: "I was driving here to give you all the presentation this morning and I stopped at a stop **sign** and this was **this** morning. And I started to think about how we can all come to terms with the **contract** that we discussed." And so I've said, "sign this contract." To their subconscious minds. I said the words, "sign...this...contract" a little more loudly than the rest.

So, that's analog marking, or embedded commands, and that's how you can use that in a sentence. But I could have them do anything I want. I could test them all by having them scratch their heads; I could use the embedded command for "scratch your head." I could say something like: "when cooking from **scratch**, it's best if **your** knowledge comes from a **head** chef."

Something like that. So, I find an excuse to use those words. Now, you have to make sure that it makes sense. If I'm talking about radio broadcasting to them, I'm talking about something that at least relates to me, or them, or radio broadcasting. If I'm talking about a chef, it's not going to make much sense. So, you need to make sure that it's content-specific. But then, just go with it.

Also, let's talk about suggestibility test. The embedded command, when you do something like that, "scratch your head," you can see who's suggestible. Who in that board room is scratching their head? Who's responding to it? We can also do other suggestibility

tests to find out how is suggestible and who might be someone we can persuade to be on our side.

Suggestibility tests that you can use with someone would be the following: The lemon test is a classic test. You describe cutting a lemon and biting into it, and you watch if people salivate. The only problem with that is that a lot of people know about the lemon test. You describe cutting a lemon and biting into it and you watch to see who responds—who's licking their lips, who's swallowing, who is responding with increased saliva because you're talking about that.

Well, you need to make sure that you are disguising it to make sure that nobody catches you doing this. So, the way you would disguise the lemon test would be to say something in your sentence or paragraph that makes sense in your context. "You know, after we finish this meeting, I'm going to head across the street to get the salad, and they always serve it with as side of lemons and I love just cutting those lemons and biting into them. Anyone here like lemons?" And whether

they raise their hands or not doesn't matter, because all we're looking for is who is salivating. Or, who's responding? Who's making the sourpuss face, "Oh no, oh no!" You can see them physically responding.

Or, you can use phrases in your talk such as, "don't you just hate it when teachers scratch their nails down a blackboard? Well, that's how I feel about high prices." Something like that. Watch as you do that; don't turn your back on them—watch them; look at everyone while you're doing that. Who is grimacing, who is creating an actual image of that in their minds?

Now, if you're one of those people who responds to the nails scraping on the blackboard, you may think that everyone responds that way. But they don't. A person has to be able to really feel it kinesthetically, and sometimes auditory—they have to hear it; or sometimes visually, they have to be able to see it. But no matter how they're responding to it, they're responding to it. Don't worry about determining why they respond, just realize they do respond. Realize



they're suggestible.

So, throw out a few of these suggestibility tests and what I want you to do is watch for who is responding in every situation. It's possible that some people will respond in one situation; others will respond in a different situation; who is responding consistently? I want you to use visual representations as you talk about scraping your fingers down the blackboard. Say something such as, "I can just see my fifth grade teacher scraping her fingers down the chalkboard." And physically reach up and move your hand so that they can see it. They can see the hand. Who's responding to that? Then you can say, "I can just hear that screeching right now, in my head." Who's responding to that? Who's more auditory versus visual? And then, "I can just feel that through my entire body." Who just shook? Who just got a little chill when you said that? Those are the kinesthetic people.

So you can determine someone's representational

system through a suggestibility test, as well, as that is a great one to use. Make sure, after you use that one in a meeting presentation, that you separate yourself from it. “Well, I want you to know that I’m not a fan of scraping fingers down the chalkboard, and that is not what we’re going to talk about here. I’m glad we agree that that’s a negative thing.” Separate yourself from that and move on.

Another thing that helps in negotiations is having an “us” and a “them.” The “them” in this case is the sound and the sight and the feeling of the scraping nails down the chalkboard. You’re separating yourself from that. Even though it doesn’t actually exist, it’s just a concept; you now have a “them.” It’s like having a common enemy. “Yeah, we hate that. We hate that.” In the 1950s, in the United States, it was the Russians—a common enemy. We could all unite, saying we could fight them. Now, we’re all more understanding of one another and the world is coming together. People are understanding about world peace and so forth. So many things have been accomplished

by making a common enemy out of someone. We have an “us” and we have a “them.” You see it even in grade school, on the playgrounds. There’s an “us,” there’s an “our gang,” and there’s “them.” It unites the group, it solidifies the group. It’s manipulative to say that, “those people over there” are different or bad. It’s not nice. It’s not good. But it works. It’s been used by governments to get things done; it’s been used by sales teams to get things done. “I work for this car company. That car company is bad. We’re going to beat them. We’re going to try hard and we’re going to beat them.” That car company’s not bad, or good. They’re just a car company. They sell cars. But, by making them the bad guy, making them the “them,” we’ve made a stronger team here. Just like any sports team. Sports teams are, essentially, all the same. They all wear the same type of uniform. They all try their hardest. And they all have a coach and players. Or several coaches. They’re essentially the same. Yet they compete against each other, and they excel because they compete

against each other.

Having an “us” and “them” can be very powerful. It’s been used against you a lot. You’ve been manipulated with this concept of “us” and “them.” Different countries; different companies, and so forth. But it works. It gets people motivated. It gets people to do things. Eventually, there might be another planet discovered with people and it’ll be us—planet earth—against them. Hopefully, everyone will get along if that turns out to be the case. But you get the point. From the playground, to the solar system, to the galaxy, it’s there: “us” and “them.” As I record this, I don’t know of life on other planets, although I believe it could exist. There are UFOs that people talk about. Even if life doesn’t exist on other planets—which, I don’t know if it does or not, we believe it might. So there’s an “us”—our planet—against this unknown “them.” That can be used to unite people, and motivate, and manipulate and control. So realize this power.

If you can create an “us” and “them,” you’re going to have a more cohesive group. If I’m talking in front of that radio station, and I’m saying that your radio station is more motivated, more fast-paced, more intelligent and so forth, than the other radio station—well, then suddenly, I’ve aligned myself with them. There’s this team, and I know your radio station wants the best. And of course, right when I say “the best,” I’m pointing at myself. I’m touching my chest right when I’m saying, “the best.” I’ve created the idea of “us,” and I’m included in the “us.” I’ve created the idea of “them.” “We’ve got to beat them.” The “them” is always the bad guy. It’s always the enemy. I’ve anchored them with me being the best. I’ve done all that with one simple sentence. So realize the power you have.

More along the lines of these suggestibility tests, and determining the modality (auditory, visual, kinesthetic), the major modality—the major representative system; I want to talk more about that now. If you’re using these

suggestibility tests, you're using something auditory that gets a response, something visual that gets a response, and something kinesthetic that gets a response. Notice who's responding to what and, most importantly, notice what the decision maker is responding to. You see, all of these people are probably just people who offer their opinions, but they don't sign contracts. There's one person who signs the contract. Make sure you're watching what he or she does. Which representational system are they responding to most? When I do the blackboard example, is it seeing the blackboard; is it hearing the blackboard; or is it feeling—that uncomfortable feeling? It could be all of the above. There's probably one that's more prevalent than the other three. There's a greater response from one of those representational systems, so keep an eye out.

Once you have this knowledge, once you are holding it in your hand, you can then start using it. Review the module about the words to use when you have a visual person, about the words to use when you have an

auditory person, about the words to use when you have a kinesthetic person. You can then start to manipulate them, control them, persuade them, to get them to do what you want them to do.

Let's look at some other information that will help us. Have you heard of the dead dog on the table technique? The dead dog on the table. This is a very powerful technique when negotiating with someone. The idea is that you're going to present something that you don't even want to have happen. For example, "how about you sell me that piece of real estate at 50% off and you finance half of that at 2%?" Something ridiculous. Something that you know they won't go for and you don't care about. You're making an offer. And this can be in interpersonal skills, too, for negotiating interpersonally. "You want me to take out the trash every night? Well, how about I'll let it pile up, then I'll take it out once a week?" That's your dead dog on the table offer. You have put something on the table, which you don't believe in, you know they're not going

to go for—if they do, that’s great—they’re probably not going to go for, and then you can back off of that offer. The idea is that the next offer that you make is the one that you want them to take. “Okay, you don’t want me to let the trash pile up for a week, then take it out at the end of the week. How about I take it out three times a week rather than every night, because it’s cold out there and I don’t want to go out every night? I’d rather take it out three nights a week.” You see, that was your goal all along. And, compared to the other offer, it sounds pretty good. You’re going to let the trash pile up in the house for a week? Can you imagine the flies and so forth, and the overflowing trash? It’s something that you wouldn’t even go for yourself, but that’s your initial offer. The second offer is the one that you’re actually after. So the first offer is a bad offer, something that, if they take, fine; if they don’t, you don’t really care. It’s the dead dog on the table. The second one is the one you’re after. It can happen in business, it can happen interpersonally, it can happen in dating. You can use this technique any way



you want.

Just to sidestep a little bit, go back into dating just to see how this information kind of crosses over—the sales and dating information. Here’s an example of a dead dog tactic in dating, “Why don’t we go back to my place right now, and in the morning I’ll cook you breakfast?” That’s a dead dog technique. If it works, great—you’ve solved the problem of getting this person to your home, haven’t you? And you know they’re going to stay the night. But, you don’t actually expect that to work out. The next offer would be, “you’re right. What we’ll do is we’ll have a few drinks and we’ll just hang out at my place for a little while and I’ll have you back home by 3:00 AM.” That’s an example of how to use the dead dog on the table technique.

Here’s another interesting technique that works really well, called the double-bind. Very similar to the dead dog on the table, but the double-bind technique is

giving them two options, either “yes” or “yes.” In a business situation, it would work like this: say you’re negotiating with someone and you’re simply negotiating about the time to meet. They don’t know that there is a negotiation yet, and really—with the power you have—there’s not going to be much of a negotiation because you’re going to give them, really, an ultimatum. But they won’t know that because most people don’t see it coming. Here’s how it works: You’re going to make an appointment with somebody. You want them to be at that appointment. That’s what you’re going for; that’s your goal; that’s your outcome. You want them to have lunch with you. And this can be for dating, as you can see, or for business. So you would say to them, “would you like to meet for lunch Tuesday at 2:00 or Thursday at 4:00?” Do you see what the choices are there? The choices are: “yes, you will meet me for lunch” or “yes, you will meet me for lunch” because the only variables there are the time and the date. “Yes” or “no” is not a variable; “eat lunch” or “don’t eat lunch” is not one of the variables. So, you have taken out that variable, but you’ve been clever

about it. It's called the double-bind—you've got them either way. Once again, you would say something like, "would you like to meet for lunch at 2:00 on Tuesday or at 4:00 on Thursday?" So, either way, you're offering them lunch. Similar to the dead dog on the table technique, in that you're getting to your goal, but a slightly different approach to it. And it can be a lot of fun. The first time you use it, you might think, "this person's going to see right through it." But, they usually don't. They usually just go for it.

When you go into any negotiation, it's important to have goals, and it's equally important to have a plan for during the negotiation. So, you need to plan out certain things, and you need to know who you will be negotiating with. You need to plan out, or know, what you will expect from the other person or the other group. What do you expect from them? The group you're working with, the group you're trying to convince? What do you expect from them? Where do you want to leave them? You need to plan out what

you will do if things suddenly stop. If things come to a screeching halt, what are you going to do? Usually, you can throw in one of your incentives—you can give away something you plan on giving away anyway. You can raise your offer a little bit if you're buying, or you can lower it if you're selling; but you are still within your limits that you have pre-determined. So you need to decide what you're willing to give in order to make it happen. Determine that ahead of time—that gives you power. How are you going to react each time they say something, each time they agree to something? And, most importantly, what are you going to say? You're going to present this, so plan what you're going to say. And if you need to rehearse it, fine—just don't sound like you rehearsed it when you deliver the information to them.

Alright. Here's an interesting tactic that works really well when you're dealing with someone: tell them they can do better. "Is that your final offer?" is how you might phrase that; or you can tell them, "I think you can do better. I think you can do better than that offer

you just made.” Or, “you must do better than that offer you just made.” You can always blame it on someone else: “well, my boss is not going to accept that. I want to work with you here.” You’re using your rapport; you’re looking them in the eyes. You’re saying, “Let’s work together. My boss isn’t going to accept this. Let’s think of something together that he will accept or that she will accept.” So, it’s a way to politely demand a better deal, demand something.

Now, on the other side of the coin, they may be trying to do the same thing to you. So the defense for that is to say, “That is my bottom line. I have given all I can give, or all I’m authorized to give, that is my bottom line.” If someone bottom lines you, and says, “That’s all that I can do,” then you want to look for other possibilities; other things that they can do. Other things that they can give you. “That’s your price? Okay, fine, I respect that. What else can you throw in?”

I hope you have enjoyed this information about negotiating with sales. Remember, as with anything else, keep it simple. I want you to make sure that you are prepared. Keep it simple, be prepared and you'll be fine.

Let's have a brief quiz to make sure that you understand the information. Believe it or not, you're absorbing a great deal of information, listening to hours after hours of modules. At a certain point, I need to make sure that you get in a quiz; you've had a few breaks from quizzes, now it's time for a little bit of a quiz to make sure that you are absorbing everything. I'm only going to test you on this module. Let's take a look at some questions.

Question number 1: What is the most important goal to have in mind when entering into any negotiation?

Question number 2: If you're doing the chalkboard suggestibility test, and someone shivers when you

mention the sound the fingers make while sliding down the chalkboard:

- What kind of representational system are they using?
- What are some of the words, this is going back to the previous module now, what are some of the words—I told you I wouldn't test you on a previous module, but I want you to tap into that information at least. What are some of the words that you could use; what are some of the words that you could use to manipulate that person?

Two part question: if someone's reacting to the sound of the nails on the chalkboard, what kind of representational system is that person using, and what are some of the words that you can use to control them and manipulate them?

That should be enough of a quiz to jog your memory a little bit, keep you on your toes.

Question number 1: The most important goal to have is: what do you want? What do you want out of this? What are you doing this for? What is your number one priority? Why are you in this? That's your number one goal to have in mind when you're entering into any negotiation. What do you want? If you don't know what you want out of it, then you're just mindlessly arguing with someone or communicating with them for no reason. Why are you doing it?

Question number 2: It was from this module, but you had to draw a little bit of information from way back when, from modules and modules ago to completely answer the question. Alright, question number two was: if someone's responding to the sound of the screeching nails, of course, they're auditory. Auditory. And what kinds of words would you use to control them or manipulate them or persuade them? You would use words such as, "I hear what you're saying." Or, "doesn't this sound like a good deal?" Okay? So words that have to do with sound. Those are the words



you would use with that person.

Very important, I can't emphasize it enough, very important to determine the major representation system of the person, or the major modality: auditory, kinesthetic or visual. And to work with that information. It's not good enough just to know, you've got to work with it. Work with it in your texts to them, your emails to them, your letters to them, your phone calls to them, any time they are communicated with, use their major representational system.

I'm certain that you did well on that quiz; and I'm certain that if you didn't, you will go back and review the information before carrying on. But, let's go ahead and have some homework-some fun work. What I want you to do is the nails screeching down the chalkboard example. And I want you to pay attention to how that person is reacting—or how that group is reacting. Just find an excuse to talk about it. Afterwards, separate yourself from it. Say, “and I

don't like that either." Because, what you run the risk of, if you don't separate yourself from it, is someone associated with nails screeching down a blackboard. Suddenly, you're the "nails screeching down the blackboard" guy—or girl. You don't want to be that person; it's a form of subconscious link. So separate yourself from that: "here's that, but that's the enemy...that screeching nail situation." I don't know anyone who likes screeching nails, but you need to find out why they're reacting that way. What is it? Is it the sight, the sound, or the feeling they get inside? SO, describe it using all three. But slowly, first you see the nails scraping down the chalkboard. Secondly, you hear that "e eer" sound. Thirdly, you feel, in your bones, that nail scraping down the chalkboard feeling. So make it real. Make it real for them. Do each one slowly and watch to see how they respond, then separate yourself from it. By the way, let me separate myself from that now. I do not like nails scraping down the chalkboard.

Hope you've had fun with this. Hope you have fun

with the homework—with the fun work. Join me in the next module as we learn even more. I'm Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 16: Sales Mastery**

Welcome to Module 16 – Sales Mastery. I am Steve G. Jones, your tour guide for this tour of fun, learning how to interact with people and anything you want. I cannot think of anything more exciting, more fun and more profitable than that in a monetary sense and in a building your circle of friendship sense. Having more friends means having more influence and you do not have to be a politician to have a degree of influence. You don't have to be a sales or a single person to have an interest in influencing those around you.

That is what this program is about. Let's carry on. In this module, as we look at sales mastery, keep in mind that the techniques which we present can be applied to dating and other scenarios as well. Interaction with your significant other or any other scenario which involves a conversation are another few examples of the same. If you are in sales, you will really enjoy this, however, if you are not, you can really benefit from this module. I've developed my own system called

Alpha Power Patterns which are words grouped into five categories that commands results.

Would it not be nice to have a handful of words that can do something? Think about it like carrying around a pouch. In that pouch, you have magical seeds, which, when planted, grow into whatever you want them to grow into. Wouldn't it be nice to sprinkle words into your conversation to produce the money tree or a relationship tree? This alpha pattern, the groups of words, just as an Alpha Male who is in charge, represent charge. Alpha is the first letter of the Greek alphabet. Alpha also means first in the Bible and Alpha is the first. Similarly, these Alpha Patterns make you the first.

They give you that alpha male energy, whether you are a male or a female. Even if you are a woman, you can make the world yours with these Alpha Power Patterns. It's not a man's world – It's whoever world wants it. If you are woman, you can make it your world. Let's

take a look at the Alpha Power Patterns which I have divided up into five sets of words. We are going to look at them in detail. First, we will look at direct power patterns, then consequential power patterns before moving onto expansive power patterns which are the words that cause people's thinking to be expansive. We will next look at sequential power patterns which have to do with the order of things and lastly, we will look at the experiential power patterns or the words which have to do with your experience.

Let's take a look at the direct power patterns which is the first Alpha Power Pattern that we will examine. These patterns are all used within sentences and the key words in each power pattern determine where the pattern is going. The key words in direct power pattern as 'yes', 'now' and 'stop'. Think about those words for a moment. They are at the top of the Alpha Power Patterns which you can imagine as a pyramid. The most powerful words are at the top. They are direct, at the very apex of the pyramid. These words are the

words that you want to use if you cannot think of any other words to use in any given moment.

You would not use the words together. Rather, if you are talking with someone and you want to take direct control of the situation, you want to use these words. If they ask you a question, the strongest word that you can use is yes. Why is yes the most powerful word in English? In Spanish it would be 'Si'. The word affirms everything and yes makes everything possible. That is why 'yes' is the ultimate word. If you say 'yes' to someone, that says a few things. First, you did not say anything else, you just said yes. That is so powerful because you did not explain why you said something. In other words, it did not need a modifier. It just needed to be delivered. Think about people getting married.

“Do you take this woman to be your lawfully wedded wife to love and to hold till death do you part?” If the answer is yes, that created a marriage which will

hopefully last a lifetime. It created something and sealed a deal. If you are trying to negotiate with someone and they say yes, the negotiations are done. Yes, therefore, is the most powerful word and you should use it when you can to control the situation. Just deliver it and drop the 'yes' bomb. Only use it when you, of course, agree with what is going on. Use it by itself and let it stand alone as it is the word which appears at the top of the pyramid. IT is a direct power pattern word and the key word in that category.

Another key word is 'now'. "When would you like to do that?" "Now." These words do not always have to be used alone and you can use them in conjunction with other words. I am telling you that, if they stand alone, they have more power. For example, "When would you like to sign this agreement?" "Now" is very powerful. These people who always seem to be in charge, have you noticed something about them? They give short answers and do not need to divulge a lot of information to back up what they are saying. They just give the information now.



The words are “Now” and “Yes” so get used to them and try them now. The first time you use this in an interaction, you will feel like saying what you normally say and the disclaimers. An example is “I’d like to do it now but it does not have to be done now...” and the rest. How weak was that? That person could have said, “Now”. I recommend delivering those words in a very authoritarian manner. Doctors, for example just tell you like it is. They tell you, to the best of their knowledge, what is going on. A lot of my friends are doctors and tell me that, when they speak with patients, they speak very directly. I’ve worked with a lot of patience myself and I speak very directly with them as well as people do not respect people who water things down and use excessive words.

Another word which you want to learn to use is “Stop”. Think of a stop sign or a red octagon. Police in the United States used this as a very powerful and commanding sign. It’s in our subconscious minds.

The Stop sign carries with it full force of the law. If you violate what those four letters are telling you, you could go to jail, cause an accident, break the law.

Those words, while seen every day, are so powerful. When driving, we do not always think of the power of those four letters that compose just a single word. What if someone is doing something that you do not want them to do? “Stop.”

You can also use those words as part of a complete sentence. As long as you are not being excessive. For example, “Yes, I understand that you would like to sign the contract now.” “Stop living the life that you previously did.” Those words indicate that I have got definite power. In my practice, I have a 98% success rate in stopping smokers. When I lived in L.A., I was invited to join the North American chapter of the Lung Association and be on their Board of Directors because of my success rate in stopping smokers. I was able to help people as all they wanted was that one command: Yes, I can help you stop now. I used all three of those words as they are so powerful.

While these words can be used in a sentence, be careful when you are using them and make sure that the sentences are short as you sprinkle those words. I want you to start using them effectively and to understand the power that these words carry. This power will suddenly have you appear to the point. People like that, so get used to being powerful by using these Alpha Power Patterns and more specifically direct power patterns.

Consequential power patterns imply that there is a consequence. Just like direct power patterns, tell someone what to do, no bones about it. Consequential power patterns tell us that there is a consequence associated with that. The only key word that I want you to know from that is 'because'. You can think of other words to use but they will not be as effective. The word 'because' cuts right to the chase. Because the sun came up, it became light and bright outside.

Because Bill stayed outside all today and without sunscreen, he got burned today.

Notice that I have used ‘and’ as a consequential modifier. This can be stacked with a bunch of ends. Because you are laid we lost the account and they do not want to talk to us any longer. Because you chose to not do what I say, this is going to happen, the other thing is going to happen and one more thing is going to happen – All represent the consequential power patterns. Now, those are all negative examples of the same. We want to avoid them whenever possible. In my years, I have tried this out many times, with many different people and in many situations just to evaluate the results. As a doctoral student, I like to document the information and find out what works or does not work. If it does no work, I like to know why.

My findings were that, if you are going to use any of these patterns in the negative way, they may obey you however they will not feel good because you are either mean or you are not giving them anything. In

negotiations, as you must remember, there must be a give and take. Let me give you an example before we get back to the matter. Because I teach you how to feel powerful in Ultimate Conversational Hypnosis, you are going to feel powerful and you will get the results. That is an example of a positive consequential power pattern. It does not need to be a laundry list of things which will happen. In fact, if you make the list too long, you are going to take away from your message.

“Because you had decided to go with my company, this is going to happen and that is going to happen and you are going to have great results.” A lesser version of that would be ‘since’ and some people go with ‘since’. I am telling you that word because, from time to time, you will be tempted to use that word which is not as powerful as because. You must trust me with this one. The way you use it in a business situation and they are unsure whether or not they would use your service. You may be selling car washes for a fleet of postal service vans. They are not sure if they want to use

your service and you could come up with a sentence similar to the one that follows. “Because you are going to use our services, you will find that your vans are cleaner than they have ever been before and your employees are happier and more productive because they feel good about themselves.” What a powerful sentence. How brazen of me to talk to someone like that as they do not even know if they would still use my services. I have told them ‘because you are going to, this is going to happen and that is going to happen’ in a very suggestive way that remains in their mind.

Initially, when they hear that word, they may think, “Wait a minute, I have not decided anything.”

Eventually, sharing with them the positive consequences is showing them how to fin. Enjoy that as consequential power patterns rank number two, right below the direct power patterns. The key word is ‘because’ with its modifier ‘and’.

Let’s look at the expansive power patterns which have two key words. Those words are ‘beyond’ and

‘expand’. Expansive power patterns help people see beyond of what is going on right now and help them understand the possibilities. Possibilities are limitless. If that is not being conveyed in your sales presentation, you are not going to open their mind to the possibilities that you have to offer. In that context, these words are going to help achieve that in your sentences. Here is an example of using each one of them: “I see that each acne company sees beyond tomorrow. You can see how, with my product, you are going to expand your sales force and dominate the world.”

You see how it works. When you start talking like that, you also begin to feel like that. These alpha power patterns really make you feel powerful and expansive. These words are what make powerful speeches, as I have heard many of them. I have noticed these powerful patterns from them. They come about from people thinking as the Presidents have speech writers and their speeches are designed to persuade, control and manipulate for ‘good’ or ‘bad’. It is all mind

control and why not learn something – Not from the politicians but from the speech writers who are the wizards of oz. You will not pick up on them if you are just watching. These speeches, you are going to see what is really going on.

Expansive power patterns get you and the person with whom you speak motivated. Suddenly, it is not about here and now, sign this or believe me – It is about the exciting, amazing and wonderful future and the possibilities that are being created. I would hope that you can see beyond having to listen to me talk through all these modules and understand how you are going to expand your social network, the power and influence that you have and your money making potential.

Because, as you continue to learn and grow, you are going to prosper, you will be happy. Now is the time to stop your old patterns of thinking and say to yourself, “Yes, I can do it.” I have now used all the words in the pattern pyramid.



Does that sound like a motivational speech? Of course, as I used all three starting with expansive power patterns, consequential power patterns and working up to direct power patterns. Notice how my words became a little more simple as I went and as I was gaining power.

Fourth category of sequential power patterns has to do with the concept that things are happening in a certain order. When we talk about sequence, we have three choices. We have before something happened, while something is happening and after something is happening. These are important words. Before you learned about conversational hypnosis, you did not have to tools to which you are availing yourself as you listen to this program and after you finish the program, you will be even more powerful. Do you see how I did the sequential power pattern before, while and after? You are taking them onto a journey and on the hero's journey. Whenever I hear a great person speak, I always hear a hero's journey.

“Oh, Goodness, I was down and out. This happened to me and that happened to me. Now, I am on top of the world and tomorrow, I will be on top of the moon.”

The concept of sequential power pattern is very powerful in building the momentum. Take them on a journey. Another example is, “Before you heard about the acne problem, you were thinking, “How am I going to solve that problem? While you listen to me speak and describe its benefits, you can start seeing these possibilities. After you start using them, you are going to feel that the solution is finally here.”

Let’s take a look at the base of the pyramid now and the experiential power patterns. This is the bottom because experiences are what we all have and the opposite of direct which implies telling someone what to do. Beyond a shadow of a doubt, here is what I want you to do. Experiential power patterns are still very helpful but very basic as they have to do with experience. You are reiterating what someone already knows and drawing their attention to the obvious. You

want to use these probably sparingly which in turn implies that the higher up you go, you want to find excuses to use these patterns.

Let's look at experiential power patterns with its two key words which are 'realize' and 'aware'. The idea is that they are going to realize and be aware of what is going on. You are focusing their attention on it. In the room where you are now, there are probably things going on of which you may not be aware. For example, if you try to think of everything in your area which has a label or a name that starts with 's', you can start to notice things. Screen, Steve, stapler are things around you in an office area. You will become aware of them and realize them once someone points them out. They are already there but someone is shedding light on them.

It is kind of like shining the flashlight on only those things. You already were aware of them, just not consciously, so you are bringing extra attention to

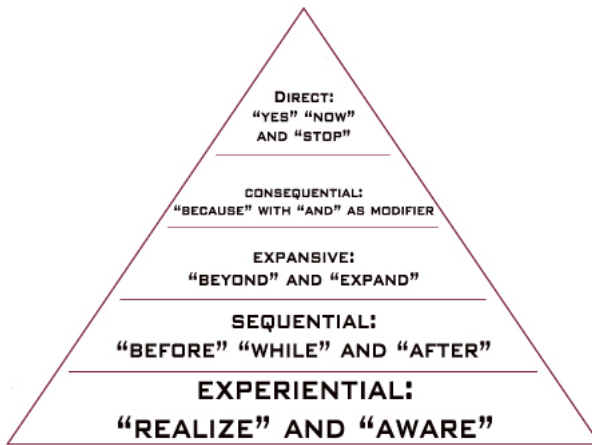
them. Here is how it works. “I am certain that you realize the benefits of the program of which you are part and you now are aware that you will be more powerful after using them.” Another generic sales example is “I am certain that you realize that the acne widgets are the best in the world and you are aware of the potential that this company has for growth.” Guess what? They may have been thinking about it as it is difficult to argue against factual things. However, you are taking something that is not necessarily factual and making it factual.

Experiential power patterns draw on the fact that you can create someone’s experience. They are probably not aware that the acne widgets may contribute to the success of the company. When you are saying, “I am sure that you realize that and that you are aware of that,” you are painting that experience in their mind which really is not their experience. That is at the bottom of the different power patterns which forms the base of the pyramid, as it is something obvious. As I pointed out, it is not always obvious and you are

making it obvious and part of their experience. I hope that this has helped you.

Remember, at the top you have direct power patterns with ‘yes, now, stop’. You use these very directly. Then, you have consequential power patterns which imply that, “Because of this you have that and that.” You also have expansive power patterns with ‘beyond’ and ‘expand’. Number four, you have sequential power patterns which deal with ‘before, while and after’. At the base of the pyramid are the experiential power patterns using which you point out to someone’s experience as you are creating this experience in their mind. The key words there are ‘realize’ and ‘aware’. Enjoy these words and start using them like salad dressing on a salad. Sprinkle them into your conversation and have fun with them. Beyond having fun, you will see that these words because people do to what you want them to do as they give you the power you need to make things happen.

Steve G. Jones, M.Ed.



## **ALPHA POWER PATTERNS**

Steve G. Jones, M.Ed.  
Clinical Hypnotherapist

I want to talk to you now about my metaphor technique. Metaphors are used commonly in hypnotic therapy. Dr. Milton Ericsson used metaphors extensively when working with patients. He was the original hypnotherapist. People say that the therapy has been around for 1500 years; however, I do not think that it really took off until Dr. Milton Ericsson came along and made the hypnotherapy a more subtle tool. He made it almost surgical and the way he did it

is by using powerful metaphors. They mean that you are telling the story which is a parallel to what you want the person to do.

For example, metaphor would be if I want you to go to a restaurant. I would tell you a story about a person who went to a place to get food. I have not specified an exact restaurant so I would tell you a story about a person who was very hungry and who looked a lot like you. I would describe basically what you look like in taking the essence of your appearance. I would then say that this person was very increasingly hungry and had to get something to eat. They travel across the desert on their horse and reach what they thought was an oasis. It turned out that it was an inn that served food. They were so happy because they were so hungry for long. They ate and the food tasted so good.

If you wonder what this may do, the story is something that you will see as something that you can relate to. In other words, it is a parallel to your own experience.

Whether you were hungry or not, you can possibly become hungry as I have described someone who is like you in terms of appearance. You will then start thinking that you are a little hungry also knowing that this person was happy and satisfied when they ate. They traveled to get to that food and you may travel to get to a restaurant. A metaphor can be very powerful and I have worked with a lot of patients to help them lose weight using this method. I have told them about stories running across fields to help them last longer.

People come to me with sexual problems of being a little premature and I also tell them a story about the horses running across the field for a long time before it reaches its destination. This is a story that is parallel to what is going on. This gentleman sees himself as a stallion. Now, he is running across the field as the story parallels what is actually going on. You are giving them a command in a story.

Have you ever noticed how someone, when they are about to give a speech, first has a story to tell. I was



with toastmasters, a course which I highly recommend. They are an international organization which usually meets once a week in the evening where they have a dinner. You learn how to give a speech. They will train you how to speak appropriately and how to have a funny story when you first start a story. Good speech writers will also write a funny story and something that grips the audience. You walk out; these people may have heard of you however they do not know who you really are or the real you. They want to get to know you. IF you just walk into a room to give a presentation, what good is that?

They might as well just have read the transcript of your words or watched a video from years gone by about the facts or read a book. If you are just giving facts, you are not connecting with people. A story is a great way to start out and a humorous story is even a better way to start out. A metaphorical story is the best way to start out. You need to establish rapport and taking the edge off with a funny story is a great way. Why not

hide a command in a story and make your story into a metaphor. For example, you walk into a presentation room and are trying to seal ACME widgets to a group of people. You must tell them who you are and your story conveys that as well as a sense of humor along with a hidden command. Let's create this metaphor now.

What is it that we want to accomplish? We want to share a bit of ourselves, show a sense of humor to get them laughing, break the ice and to command them as we control their minds secretly. To make this revealing about ourselves, we can tell them a story about how we go ready this morning. I am going to make up a fictitious character to represent you but I want you to add some details to it. You will tell a story about something happened to you as you traveled there, kind of like when a comedian delivers a material although you know it did not really happen to them. You suspend your disbelief; however and just go along for the ride.

If you need to pause occasionally, that is okay. Add in there details and share intimate details. You will tell them a story about traveling from your home to your office which is the story of them traveling from their disbelief in ACME widgets to believing in your company enough to sign a contract to purchase 1000 units. That is your goal. What in that story can we tell to be a direct parallel to their journey? When you woke up this morning, perhaps you could not believe what time it was. You may add in the details of what you were wearing and share but not too much. You just could not believe what you were hearing – The alarm clock was going off. Then, you got ready and perhaps fumbled out of the bed, got up, got out of the shower and started to become aware of what was going on.

Your audience now is becoming aware as you lead them down the path. Your story is parallel of what you want them to do. Any funny things that you have ever seen as you were traveling are a fair game of what you can add to your story. Once they are laughing and you

have that rapport, you point them to a metaphor. As you drove, you felt better and better as you drove to the ACME office. You are heading there and you finally arrive. While you are sitting at your desk, a shipment arrived for 5000 anything and you had to sign for it. Fill it in with your product. Tell them that, after you signed, you felt so good and revolutionized the office. What is going on is that you are telling this humorous story which you are using as a metaphor to bring them in. When they sign, they are going to feel good and that is the power of metaphor disguised as a humorous ice breaking story.

Let's look at other examples of metaphors. They can be used to get anyone to get to do anything. They are hiding the command and it does not have to be humorous at all, in fact. It can be done by email, texting, written letter, typed letter, over the phone or in person. You know, the other day, I was out on my boat and such and such happened. People tell stories out of the blue as a normal course of conversation. Your story should have a purpose. Not only are you trying to

disarm the person but you are also commanding them as you make them take action. What if you are having lunch with someone?

As far as the other person knows, it's just having lunch and not necessarily having a business lunch. You decide to tell a story and to start talking about being on a golf course, playing nine holes. I don't play golf regularly, however, I know the psychology of it as I know the rules and work with many golfers. It is basically a game of doing your personal best. Let's say, in this conversation with your person, you are trying to get them to do their personal best. If they are an employee of yours, they may not be doing their best. As their boss, you may need to motivate them with your story. At first, things were not going quiet right. Eventually, throughout the day, you have built the momentum. You were shocked as you were making hole in one consistently. How likely it that?

This person will be amazed. If you do not want to make it so powerful and shocking to make them question you, you may also say that you were well under par which means that you were doing better than an average person or the others were doing. You were doing exceptionally well and increasingly better as the day went on. Finally, at the end, you made a hole in one. You can work with the story any way you want, but make sure to describe situations which are similar to the situation in which your conversation partner is. This person is not feeling very good about his possibilities. That is how you felt at the beginning of your game.

They need motivation because you have seen them do well before. Half way through the game, you can say, “I started to remember that I did better than this before. In fact, last September, I did better than this.” Perhaps that was the last time they did better? I tapped into that power. “Suddenly, it kicked in and I was unstoppable. Everyone was applauding me and I felt great as if I were Tiger Woods back in the day.”

Have fun with it, create your own metaphors, use them and realize how powerful they are. Also, how much ground they can gain you in terms of commanding, persuading and controlling someone without them even knowing anything. The metaphor I like to use is a ship going across the water and encountering stormy seas. It is pushing through the wind because the captain, who happens to look a lot like my conversation partner, decided to stick with it and make it. You make the person similar in terms of the clothing they wore and the mannerism. Those are motivational type metaphors which you can use. Any metaphors you can use and put together is fine.

I will give you the homework first. I want you to create a metaphor to get someone to do something. Then, deliver the metaphor to that person. I also want you to have fun with my Alpha Power Patterns and use one of the five types which I mentioned. That said, I

think it is time for a quiz to test your knowledge in a fun way.

Question #1: Tell me the most powerful word in the world? It can be translated into any language.

Question #2: If I am using the words before, while and after, what type of a power pattern is this? Go back and review if you need to.

Question #3: This is the question on metaphors. Should the people in your story look exactly like the people in reality?

Answer #1: Yes is the most powerful word in the world. If you did not already know, get people saying yes and ask them questions to which they may answer yes. Does the sun exist? Yes. Is the sky blue? Yes. Would you like to buy? Guess what the answer is most likely to be? Yes. Get them accustomed to saying yes before asking the real question to which you want them to say yes.



Answer #2: Before, while and after is a sequence which represents the sequential power pattern.

Answer #3: When using a metaphor to control someone's mind, do you want there to be an exact parallel between the metaphorical story and the people in reality in terms of an exact match? The answer is no, as you want there to be an approximate match in terms of ages, hair style and so forth. In metaphors, you can even use animals to represent people as I mentioned in the example with horse. IF the person feels that they are like that, that is a great metaphor to use.

Have fun with this as I want you to go out there and practice. Enjoy and come back to join me in the next module where we will have even more fun. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding day.

*Steve G. Jones, M.Ed.*

## **Module 17: Review**

Welcome back as you are almost done with the program. This is Module 17 where I am going to give you some specific examples for using this technology. I am Steve G. Jones, clinical hypnotherapist and I want to congratulate you for having the perseverance for making it this far – 17 modules. You are a trooper and you are almost done.

Keep in mind that, even after you are done with this program, you can always review it, use it as reference material for anchoring, suggestibility tests, dating or negotiating alike – You can learn about it by refreshing yourself and using these modules as a powerful reference library. Although you are almost done with the program, remember you can always go back and review the whole thing again or the individual modules which can remind you of the powerful techniques.

Let's look at some specific examples of using this technology. What about specific examples of using representational systems? We remember that's the visual, auditory and the kinesthetic representational system. What you want to do is determine which system the person is using. You will find that pretty much everyone uses every system. There may be some person on the planet that does not use one of the systems for whatever reason and that is okay. You will find that it is a bit of a challenge to find out which one they predominantly use. Most people will discuss things that can be heard, seen and felt.

Most people on the plant will discuss things in each of the systems. You may wonder how in the world are we going to find the modality, which is synonymous with the representational system. The way you are going to do this is by paying attention to what they are saying. Which one do they use the most? One of them is going to be more predominant than the other two. Once you determine that, then you have a lot that you can do and

once you know their representational systems, you have a lot of actions that you can take.

There is a lot of information there that is available to you. All you have to do is go back and listen to the representational systems module. You will remember that, if someone is visual, you will start talking in visual terms. You will start talking about the things that you can see yourself in that car, the road that is ahead of you and you can see yourself five years from now in that car. A car salesman or a woman is going to use the auditory words if they are dealing with the auditory person. You can hear your friends say, “Hey, nice car.” You can also hear the wind blowing past you if you are riding in your car.

You can hear yourself saying, “Wow, what a great buy I made.” If they are kinesthetic and more touchy feely, if they are using the tactile senses and interested in feeling both physically and emotionally, it means that they are also into emotion. You can feel the speed of

the car, the engine humming. You can feel it in your legs, back and in your body. You can also feel that good feeling of driving that car and that command of the good power. That is how you would work with someone who is kinesthetic.

As we look through what we learned and we remember it, we will also find that we spoke about pacing and mirroring. Mirroring is a type of non-verbal pacing. Pacing means doing what someone is doing and saying what someone is saying. At least, it means doing it in the similar way. Mirroring is that part of it which is like a mime. IT does not talk, just does. Remember, if they raise their right hand to scratch their head, you raise your left hand.

That is how a mirror looks. A mirror image is the opposite and keep that in mind. When you are mirroring someone, does that mean that you will raise your hand immediately as they move theirs? No. You will have a subtle delay and how much of a delay is too much or not enough, you find out by doing your

homework. If you have not done your homework for any particular module, now is your chance to repent and do it. If you did it and do not remember, do it again. Homework is going to gain you a lot of mileage in terms of your ability to use this information.

What else can you mirror or imitate someone without even talking? Remember over 70% of our communication is non-verbal without talking involved. You can, however, mirror their syntax, their breathing in terms of pace, their posture, voice tone and tempo, their expressions and how they move their mouth and eyes or even how often they blink. People tell me many times that I don't blink very often. I am not doing that on purpose, I just don't blink very often and it could be because of my hypnotic stare. If you are dealing with someone like me and you find out that they do not blink very often, your eyes may get a little dry.

It may be a little difficult to keep up with them and you do not have to do that. Mirroring can be any number of activities and it does not need to be a replica of the person. Cross over mirroring means that you are mimicking something about them in a different way. For example, if their voice has a certain tempo, I can tap my foot to that tempo. What is the point of any mirroring though? The point is that you are going to feel to be the same as someone who is not the same as you. Pacing and its part of mirroring all has to do with establishing rapport. If you get someone to think that you are just like them and that the two of you are in synchrony, they will be inclined to follow your commands and to please you. You are after control and you can establish it by pacing them.

We also looked at embedded commands as we used them in analog marking. I want to talk about a specific example of embedded commands that has to do with getting out of a ticket. How can you get out of a ticket? Hopefully, if you are pulled over by a police officer, you begin pacing him immediately by mimicking them



and doing things the way they do them, talking in the same rhythm and replicating eye blinks unless they are wearing shades, breathing rate and anything you can pace. You also have to be very respectful. How can you get out of a ticket?

One of the ways to do that is by giving the officer an embedded command. Conversation happens and you can say whatever you like as you have the right to say whatever you like as long as you are maintaining a respectful conversation. What are some words that you can use in your conversation to cause that police officer to not write you a ticket. Think about what is your goal. Your goal is to get out of the ticket and it's always best to word things positively, rather than saying do not write the ticket.

Your challenge, which I suggest you to ponder upon before you get pulled over, is to come up with a positive way of saying that. How about, "Let me go." You may want to play with this or you may want to

come up with another phrase that you feel may be more appropriate. You can make that your homework for after the course. Let me go with let me go now and see how that works. Let me go can be easily hidden in the words that you can use.

For example, you can start out by saying, “I LET my wife have my car yesterday and she told ME that the insurance papers were here. Here you GO.” You are saying that of course as you are finding them. You can come up with your own three word command for the police officer but remember that you’ve paced him or her, delivered your command in a very clever way. You can say it by saying those three words more loudly or by having a part of your body turned differently on each of those words. Another way to get out of a ticket using conversational hypnosis is to use the authority. I do not mean to challenge the authority of the police officer, rather to use the concept of authority. A lot of times police officers have authority issues and have become police officers because they want to be in charge of something.

By the way, I became hypnotherapist because I want to be in charge of helping people. I want to do conversational hypnosis because I want to tell people what to do and get my way. That's fine as, obviously, you and I have the same interest. To say that cops want to have authority over someone does not make them good or bad. It just happens to be the case sometime. That said, let's look at how we can use the authority issue with an officer who has an authority issue. I refer to one of those officers who just want to write the tickets because they can and because they want to dominate others. IF you are dealing the situation with that, then here is a situation for you: "Officer, I understand that even if you had the authority to override this, you probably would not."

What I have done is that I have thrown down a challenge. It sounds like I am saying not to override it, but I am really not. If you have got an officer who has authority issues, you have thrown down a challenge.

What you are saying is that he does not have the authority to override this. In a very clever way, you are not asking them to overturn the ticket, even though you secretly are. You are just stating the obvious – That they would not do it. At first when they hear that, they hear the same. When they start picking it apart, they think that they do in fact have the authority which is why they pulled you over in the first place.

They want to show their power and override this ticket in letting this person go. Again, the phrase is “Officer, I understand that even if you had the authority to override this, you probably would not.” You can say override this speeding ticket or this felony charge - No, I am just kidding. You can use it to get out of tickets and I would hope that eventually you would change your ways and stop running red lights and whatever you are doing.

I am not saying that every officer is the same, however, in many cases you will run into the authority issue as you meet someone. How can you deal with them?

Now you have a technique as you have used the pacing, your embedded command and you can also fire off your anchor for confidence. You have something that you have told yourself in terms of a phrased which you have matched with a motion. You fire them off and you are reminding yourself of how confident you are.

You also want to anchor that officer to you being a good person. Say something such as this, “Officer, I appreciate you serving the good people of this city.” Keep in mind that you do not want to overdo it. If you have a high amount of cheesiness in what you are saying it will not work. As you are saying the good people, you would be touching your chest area or ladies can be playing with their necklace or adjusting their blouse. Regardless, you are touching the area right around your solar plexus. You want to have the officer anchored to you as being a good person. Let’s move on now and get you out of being pulled over for whatever you did. Hopefully, you will never be pulled over for the rest of your life. If you have committed a

felony, I do believe that you need to be taken to downtown and booked. If you find yourself making a minor infraction, you will have some fun.

Let's look at the next topic of eye accessing cues.

They are very helpful especially in the realm of figuring out if someone is telling the truth or not. It can be fun and it can undo relationships as you find out that someone is not opening up. It can also be rewarding to find out that they are telling the truth. Remember, we looked into that in detail in the module on eye accessing cues. If a person is normally oriented meaning that you are facing them, you are going to see them looking certain ways. That will give away certain cues.

Up and to their right means visually created. If you find out that they are normally oriented and ask them what they saw at the concert last night, if they look up and to their left that is good because that is visually remembered.

If they are looking up to their right, they are creating a story. The way to test this is to ask a simple question to which you know the answer. Make sure you know the person with whom you are dealing. You can then ask what their first car looked like. If they are normally oriented, they will look up and to their left to remember this. If they are oppositely oriented, they will look up and to their right. Some people, however, look straight ahead. You will not be able to use this technique on them, which may be quite annoying.

It is because they know about the cues or perhaps it could be for another reason. For most people, it is a great tool however, what if someone looks to the left or right horizontally? It simply means that they are audio created. When you ask what the concert sounded like last night, if they look horizontally to their right and they are normally oriented, they are making it up. They are creating something auditory.

What did it feel like to be there? If they are normally oriented kinesthetic, hopefully, they are looking down to their right. It is feeling and touching something emotional or perhaps a motion. Any of those three would be down and to the left if they are oppositely oriented. Calibrate this by asking questions to which you know answers. First car, if they had a first car, should have a color. If they are normally oriented and looking up and to their left, they are remembering it. The first time they heard the Beatles, if they have heard the Beatles, it should be a memory. If they are normally oriented, they are looking horizontally to their left. The feeling of riding a bike for the first time should be down and to the right for a kinesthetic person. How did it feel to ride through the air or how did that tree feel when I smacked into it?

Then we took a look at anchoring which has a couple of different applications. First, you can create an anchor for yourself if you can remember the time in your life when you felt great, feel it at the peak state, remember all the times and sounds, smells and feelings



and make a motion and a sound that anchors those amazing powerful feelings. Next time you make that motion and that sound; you fire off that anchor and have access to those feelings. You can create an anchor for creativity, motivation or anything.

What about creating an anchor that will cause people to believe that you have certain attributes? Just like when dealing with the police officers, all you have to do is touch that area around your solar plexus while you are saying the word that you want people to believe has to be with you. I am talking about someone else and how motivated they are. When I say motivated, I am touching my chest or anchoring that person to the idea that I am motivated. It is also anchoring the concept of motivation to me in that person's mind.

Pattern interrupts and different types of pattern interrupts are another area which we looked into detail. If someone is saying something, you can interrupt them with an odd statement that catches their attention. Not

too odd because you do not want to scare them, freak them out or make them think that you are off your rocker. You do want to get their attention. If you are out at night with your date, for example, and say, “Hey, is that a shooting star?” - That commands attention. People are interested in shooting stars. Is that a UFO which would be even better and even more attention. That interrupts the pattern that they are in. They were talking about something and you interrupted the pattern at which time you can interrupt the pattern, change the conversation and give them some command to do something.

You can also put them into hypnosis by saying, “Sleep.” We did not talk a whole lot about that. What do you do with someone in hypnosis? You do things that are good and you do not cause the person to do harm to themselves that would degrade them. They are in hypnosis and the pattern interrupt has happened. You said sleep and they are in hypnosis. Now, you can hypnotize them, give them direct suggestions and tell them to do certain things. You will hopefully use your

powers for “good”. I said at the beginning of this that I don’t believe in “good” or “bad” but certain things are understood to be legal.

What else have we looked at or what else have we learned? Suggestibility tests are very helpful in determining who might be a good candidate for a pattern interrupt technique. You want to make sure that the person with whom you are working on this will accept the pattern interrupt suggestion. If you say to someone, “Hey, look at that UFO,” and then, “Sleep,” they might look at you as if you have lost your mind. What UFO and why are you saying ‘sleep’? If you do a suggestibility test beforehand, that makes your job a whole lot easier as it takes the guesswork out.

A suggestibility test can be something very simple. For example, you can say that you learned this great new trick from Steve G. Jones, clinical hypnotherapist and I want to share that with you. You can have them interlace their fingers, place the thumbs together and

you can say, “Because your thumbs are pressed so tightly together, it is impossible to pull them apart. Try as you may, you cannot pull them apart, it’s impossible.” If you find they cannot pull their thumbs apart, you can say, “When I snap my fingers, you will be able to pull your thumbs apart.” Snap your fingers and their thumbs will come apart.

That adds the extra sizzle to the whole situation as you told them their thumbs were stuck together. Then you told them that their thumbs would come apart and they did. This tells you how suggestible someone is. You may think that someone is faking it the first time they pass this test. You have to trust that a certain percentage of people are simply that suggestible, however, they are a little difficult to come by as they make up approximately 10% of the population. Most people do not fall into this category. That is why when a stage hypnotist does their show, a lot of times they have everyone raise their hands above their heads with their fingers interlaced. Some people have their fingers

stacked together. The stage hypnotist can easily find 10 people to come on the stage.

If at any time the person does not follow the stage hypnosis's commands, they are asked to leave the stage. That is how the show is done and the tasks, which the stage hypnotist wants them to do, become increasingly ridiculous and eventually you have them thinking that they are Madonna. Those shows, although you may think that the people are faking it, are usually true. The stage hypnotist can recognize those individuals who are suggestible before he has them up on the stage, at which time he does what he does. Suggestibility test can therefore be very powerful.

Let's have a look at everything else that we covered in our *Ultimate Conversational Hypnosis*. We looked at all kinds of dating techniques that you can use. I want to tell you something that I did not mention before. Telling someone to do something directly can be very

powerful. If you have someone who passed your suggestibility tests you can simply tell them what to do as you give them commands. They are going to do it. Even if you think the person is faking the suggestibility test, go ahead with it and tell them what to do. You will notice that they still did what you told them to do and so what if they were faking it?

What is the difference? They are going to do what you tell them to do and most people will not be faking this. You have all kinds of tips for dating. We looked at self-hypnosis specifically in the context where you can self-hypnotize yourself for confidence, motivation, creativity, sense of humor, adventure, to love life, being like your favorite celebrity or anything else that you can do with self hypnosis. Physical health is vitally important just like spiritual health about which we spoke. If your physical health is lacking, you need to attend to it. If you have a chronic condition, that is one thing. If you are simply overweight, a smoker or not in shape – That is another thing. Some things

perhaps you do not have control over and some things you do. You know the difference between the two.

If there is something about your physical health over which you have control, but you have not exercised that control yet, do so. Spiritual health requires that you find time for yourself, relax and meditate or focus. What you will find is that, when you do all of those things, you are going to be better prepared. Think about all the things that you can do which will be fun. What would be fun and what could you do? Meeting your challenge with your spiritual health is another one of those things which make you a whole person. They will get the sense that they are dealing with a grounded and a well rounded person. That is vitally important to your spiritual health.

We looked in detail into sales negotiations and you now have a lot of different techniques that you can use in sales negotiations. You want to make sure that you rehearse your techniques, make sure you understand

them and you know then cold. My point with all of these is to review, go over everything and make sure you have a thorough understanding of everything. In going over the summary, I want you to remember that you can add other powerful techniques of which you can think or perhaps the variations of these techniques.

In your filing system in your mind, file them according to the purpose based on where you learned them and how to apply them. Start thinking about your conversation as having many different components. As you are going through your life, make sure to apply these components. This program has an ongoing monthly module which will come to you if you subscribe for one. I will be happy to be your tour guide to help you and update you on breakthroughs.

Conversational hypnosis is constantly evolving as our society and technology change. New possibilities open up and, as an example; texting was not even possible a few years ago as it did not even exist. Who knows, by the time you are listening to this, there might be another way of communicating.



Let's look at some other techniques and examples of what you can use. At this point, I would like to offer the point of future pacing. Pacing is doing something what another person may be doing. Leading is getting them to do what you are doing. That is when you know that you are in the driver's seat. Now you are in charge. Future pacing is something in addition to those things. Future pacing means that you are putting the person with whom you are talking into the future in which they can see themselves doing something. Remember, you want to tap into their modality or their major representational system.

If they are mostly auditory, you can tell them that, in five years from now, they can imagine themselves in the home which you are trying to sell them, listening to the birds in the backyard. If you are visual and you are trying to sell them a home, they can see themselves in five years from now with the grandchildren playing in the back yard. If they are kinesthetic, they can imagine

themselves a year from now in that home, walking barefoot, hand in hand in the freshly cut grass.

Future pacing puts that individual in the future that you create for them. It's not the future that would ordinarily happen if you did not do what you say. It's the future that results from a command. Since that is their future now in their minds, they are going to do what they can to create that. Future pacing can be used in dating. An hour from now, when we are enjoying the lovely moonlight on the beach and walking hand in hand, feeling the warm soft sand on the soles of our feet, that would be great. You are obviously in a dating situation and trying to create that future for them. At that time, they will be with you on the beach. In a sales situation, create the time when they will be using your product, hearing it, seeing it and feeling it, depending on their representational system. As such, future pacing can be very powerful.

Another technique that can be very powerful is expectation. The way that I like to use expectation is

as the following example will show. You are selling the Girl Scout cookies and you say something to the nice man who answers the door. At a certain point of a conversation, you say that most people buy five boxes. Now he knows what's normal and what's expected. If you are on a traditional date and you are talking about a date ahead of time, you can say that most men enjoy taking me to a fancy restaurant. You have not said, "Take me to a fancy restaurant." You have just put a seed in their head. Think of the opposite in that most men take you to a fast food joint or you go wherever they want to go?

Why not take charge of the situation? Most people do this. That is the way you work with expectation which gives person a template of what is expected without being rude about it. You have not told them anything. You have not even told them that you expect that of them and you are just giving them some helpful information. If you go around collecting money for a cause, most people donate \$20,000.00 for a cause. This

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person could have been thinking of donating \$100.00, but now they know what most people do. Don't you think that they are a little more likely to give a little more? They would want to have a perception of being a worthy person, as people want to feel good about themselves.

In many cases, they want some guidance. As you go through your life, using ultimate conversational hypnosis will amaze you with respect to how many different situations will allow you to apply this knowledge. You are going to help you a lot of situations. Many times people get stuck and want to know what to do. They also want to know what the next move is, but are not sure what is expected nor do they know what they really want. You are going to tell them what is expected and what they want which really is what you want. In some cases it will be by directly telling them. In other cases, it will be more covert and hidden. In most cases, it will be hidden.

You will get people to an action more quickly as people want to be directed. Trust me, as a hypnotherapist who has over 20 years of experience, I know that people lack direction in their lives. They lack intimacy and the feeling of contributing to the world, as well as direction. Some people do not know what to do when they get up in the morning and they wish someone could tell them. Many of those people join the armed forces which is fine which adds structure to their lives.

People who get jobs often like to be told what to do and you may be of those people. You may relate strongly to that. As long as the person telling you what to do know what they are doing and they have your best interest in mind, it's such a basic instinct to want to be told what to do. You are going to tell people and help situations by giving direction and filling a void. People will wonder around aimlessly if you don't tell them what to do and look to others for guidance. That is why there are bosses and leaders. This is a good

situation as long as the directions given are about the right things to do.

I want you to be comfortable with the power that you have with the ultimate conversational hypnosis. You are getting things done and freeing up people's time. I hope you now have a better perspective on conversational hypnosis with this overview which hopefully you have found to be helpful. What is your homework for a review module? Your homework is to go over all those modules which I have mentioned and which seem kind of fuzzy in your mind. There is a lot of information in this program in terms of words. How many of those words do you remember? Do you remember the pyramids that we talked about? For example, the food pyramid or when using the powerful words?

There are a lot of different things in this program that you may want to review. Do that, that is your homework. I want you to ensure to have a powerful understanding of all the information which is included

in the Ultimate Conversational Hypnosis. I also want you to realize that, if you follow all the modules, you are going to have a powerful understanding of yourself from the ground up. Remember, you are like an iceberg. Most of who you are is just hidden in your mind. It is beneath the surface and in your subconscious mind. With Ultimate Conversational Hypnosis, you can rebuild all of that and the part that is your conscious mind. You are addressing your spiritual self, your physical health and all of the techniques which you will need to use. You are going to be a well rounded and a well grounded person.

Do your homework will all necessary reviews and then join me in the next module where we are going to have even more fun and even more techniques to make you amazing and more powerful. We will make you absolutely unstoppable in any situation. I am Steve G. Jones, clinical hypnotherapist, hoping you have outstanding day.

*Steve G. Jones, M.Ed.*



## **Module 18: Openers and Continuers**

Welcome back and welcome to Module 18. Initially, this program was only going to be in 16 Modules. I decided to have a couple of extra modules, namely, Module 17 as a review to tie everything together with an addition of some extra techniques and Module 18 as a bonus module, designed to give you things to say. As I create this program, many people write to me saying that they are able to go through this Ultimate Conversational Hypnosis and the problem is having anything to say. As, sometime, the conversation simply dries up; this module is going to be a great tool to you.

It will give you things to say and I will recommend that you review this module in its entirety to ensure that the words soak into your head. Later on at a party or suchlike, you will be surprised as you look at someone

one or one, play golf with your boss, have a business or a casual meeting – These things will come in handy.

When you talk to someone out of the blue or by cold contact, be it in a social or sales setting, what in the world can you say to someone in any of those situations? That is what module is about. It is a line after line of things that you can say to people in pretty much any kind of a situation. What you will find is that these sayings and things to say kind of either start the conversation or assist in moving it on nicely.

Let's get started. Where did you grow up? People love to talk about themselves. The person that you talk to has a favorite subject which is not too difficult to figure out – Themselves. They want to talk about them.

Where did you grow up and any other questions related to that person are a fair game. Here are a few others: what is your happiest memory from childhood? Do you have any brothers or sisters? Who do you think is the most intelligent person on the planet? Who was your favorite president of any country? What was the

name of your first pet or the wildest thing you ever did in high school?

When you think about the neighborhood in which you grew up, what has changed most about it? Have you ever packed your bags and ran away from home, as a kid, hopefully? Did you enjoy physical education in school? What are some of your hobbies? Where did you grow up? My all time favorite is – What's your name? If there is nothing else that comes to mind, that is the ultimate conversation opener. You are asking the question that makes sense because you do not know anything about them.

Where do you like to go on a vacation? As a child, what did you most look forward to? Tell me three things you accomplished as a child of which you are the most proud? What is your favorite book? Do you have any memories from your childhood or things that remind you of happy times? What was the most difficult thing for you while you were growing up?

Keep in mind that some of these questions are conversation openers and others are better as continuers to keep the conversation going. I think that you can easily figure out which ones are which.

What do you do now to continue learning? Are you taking classes or are you interested in hobbies? What are your hobbies? What school did you go to? Are there any famous people who graduated from the college where you went, if you did go to college? Do you know any good jokes? By the way, jokes are a great way to keep the conversation going. If you have some clean jokes that you like, I would recommend using those. That reminds me of a joke I heard which I will share with you now as something that you can use in your conversation.

A lawyer and a farmer both died and went to heaven. First it was time for St. Peter's to show the lawyer where he will be staying. He showed him his final destination with the farmer and a vehicle in heaven. As they were driving, everything started to look a lot

better. Then, gold on roads and emeralds began to look really nice. It went further from nice to nicer. Finally, they arrived in this large mansion and where the lawyer would live for eternity.

As he got dropped off there, the farmer and St. Peter drove off to a place where the farmer would spend his eternity in heaven. As they drove, the road started not to look to good, became the dirt road finally leading to a shack. St. Peter said, “We are here,” to which the farmer replied, “Here? Why isn’t this nice as the lawyer’s place?” St. Peter said, “Well, farmers here are so many while that is the first lawyer we ever had.”  
Feel free to use that joke anywhere.

Having jokes to deliver can be an excellent addition to any conversation. I recommend making sure that they are clean and to have a few jokes memorized. Clean jokes are acceptable in any situation and dirty jokes are not. They can work against you, so I recommend avoiding them even if it seems like an appropriate

crowd. I recommend keeping your reputation up and up and not sharing your dirty jokes.

Back to other things to say such as, “Where did your grandparents come from?” Most people living in the United States had their grandparents who emigrated from other countries. Do you like parties? This is an interesting one which can go in so many ways. Do you remember names of people into whom you run easily? How important is it to you that your partner has the same value system as you. In your opinion, what would a perfect party be like? If you have children, what would you like them to remember about you? What toys did you have as a kid that you would like to have now?

That can be very revealing about people – Something that they do not have but would like to have. Pay attention to what people say and to ways in which people answer these questions. What type of a grandparent do you think you would make? Where is your most favorite place to read? Do you enjoy

coloring books? What painting would you like to be a part of? As you can imagine, they can go wild with that and reveal a lot of themselves. In what way would you want to really unwind and relax? Do you sample other people's food? Are you a vegetarian? What is your favorite drink?

Are there any websites which you visit every day? Are you generally an on-time person or do you arrive fashionably late? When you are lost, do you ask for help? When you use your computer, do you use it more often for work or play? When you take a bath, do you like to read in the bathtub, do you like to stay up late and do you eat meals at the same time? Do you have a scheduled time for all your meals throughout the day? What kind of items do you carry around in your wallet? Do you work out? When you brush your teeth, how long do you brush them? Do you have some habits of which you are proud? When you button your shirt, do you button it top to bottom or bottom to top? Who's the person that you trust the most in the whole

world? When you want to avoid doing something, how do you act? Everyone has an avoidance pattern.

Are you more of a TV person or a movie person? Which do you enjoy watching more? Who was your first sweetheart? How do you prefer to settle an argument in a relationship? What drives you crazy about your love or about your parents or children? Tell me the best pick up line you've ever heard. How old were you when you got married? What was your happiest relationship or the most troublesome relationship? Pay attention to the way they answer. Tell me what your feelings are about intimacy? When was your first blind date? Tell me about the first time that you fell in love.

Do you tend to take people for granted sometimes? Tell me in what ways you do. Of course, you probably want to share with them prior in what ways you do. You are not putting someone on the stand, so careful with your delivery. Make sure that you are always willing to disclose something about yourself and ask in



a humble way and not a derogatory or an accusing way. Just sort of a fun loving way. What qualities do you look for in a partner is a very important dating question.

Similarly important is what qualities you look for in a marriage or a happy relationship. Who's your hero? If someone broke into your home, would you shoot them? Interesting questions which can really tell a lot about a person. Do you consider yourself to be a spiritual person and what is your religion? You can then get into all sorts of conversation about religion. Do you generally feel self-confident? Do you get mad at yourself for certain things? You can certainly mention a few things and see if they get mad during those things. What is your biggest regret in life?

What are the things that you would like to do before you die? Would you like to go to a nudist beach? Again, that is a little stepping over the line perhaps and you must be careful to whom you deliver such things.

If, however, you have rapport and you really want to know, that can be an interesting question. On that note, you are not saying that you are interested in a nudist beach. What legacy do you want to leave behind? What is your favorite season? Do you consider yourself to be emotional or sensitive? Have you ever done something which you perceived as a great deed and a wonderful thing, only to realize that it went wrong on you? What is your greatest strength?

How would you like to spend your golden years when you retire? If you are talking to someone who is retired, you may ask how are they spending their golden years. When you are 100 years old, who will you be, where will you be and with whom will you be? Would you like to be on television or in the movies? Describe what you would like to be like at a certain age? You may specify the age. What is the best thing about growing older? When you encounter a rule that you meet which you think is just silly, what do you do and do you follow it? What things in life are you really

thankful for? Do you believe in UFOs? Do you believe that life exists on another planet?

It is not time for another joke and please note that you do not have to use my jokes or phrases as openers of conversation. The idea is that I am exposing you to a lot of information and you would be surprised how quickly this information can come back to you in key moments when you need to have something to say. The jokes that I am presenting to you are clean and can be memorized. You may also create other jokes or learn other jokes. I suggest that you have them memorized. People who are good in conversational hypnosis understand that, in order to have a great conversation going, there has to be a conversation.

Back to the conversation openers and continuers. Do you work on the weekends? Do you like to vacation? Do you overwork? Are you a better speaker or a listener? Are you good with your hands? In five years from now, where do you see yourself? Do you ever

daydream about future and what do you think when you do think about future? How do you feel about schedules? If you could chose any other profession in the world besides what you do, what would you do? Have you ever had to work for a hamburger place? What's your biggest pet peeve or what bothers you the most? When you think about what you will do in 10 years, how do you feel the technology will affect your work?

If you won a lottery, what would you do with the money? What is your favorite kind of a car? Do you like flying and taking boats or trains? Have you ever ridden a horse or been on a motorcycle? Have you ever been on a jet ski, parasailed? Do you love what you do? Are you happy with the amount of money you make right now? What's the filthiest job that you have ever had? How many jobs did you have in the past? What's your pet's name? What was the first job that you had that actually paid your bills? Do you believe that people can change?

Do you believe in astrology? Are there any things you say to yourself on a daily basis that empower you? Do you believe in free will? How long would you like to continue to live or at what age do you think you will pass away? If you were a plant, what type of plant would you want to be? There are lots of ways to pass away – How would you like not to die? Perhaps they would say any way would bother them. Have you ever practiced meditation? Are you into yoga? What is your favorite religious place to visit? Has anyone ever made fun of you with your beliefs? Do you believe that we come from Adam and Eve? What experience have you had in your life that really makes you peaceful and happy? Do you believe in karma? How many of the 10 commandments do you know?

Have you ever had any experience that has to do with ESP and reading someone's mind? Can you read someone's mind? If the say yes, "What am I thinking right now?" How important is religion to you? Some people say, don't talk about religion or politics. I am

here to tell you that people enjoy talking about religion and politics. The only thing to avoid is starting a fight. If someone has a strong stance, make sure to acknowledge that and choose your battles wisely. Remember, you are not trying to start a fight with the person and are only trying to get them talking.

Sometime they will take that ball and run all day with it. There are plenty of conversations going on and conversation is what you need. It's kind of like riding a bike and juggling. If the bike isn't going anywhere, then you are not juggling while riding a bike. It is same with the conversation where the moving bike is the moving conversation. You juggling is the ultimate conversational hypnosis techniques. You want to make sure that the conversation is moving along and that it starts in the first place. Have you ever tried to convert someone to your religion? How would you compare your intellectual self with your spiritual self? Are you just as intellectual as you are spiritual?

Do you have any friends who really honestly preach what they practice in reality? What is your concept of God? Do you believe in witches, ghosts or past lives? What do you think happens to us when we die? Have you ever had a religious experience? Do you have a spiritual life that is active? Do you believe in energy balls or crystal balls? Do you believe in déjà-vu? Do you believe that we were created? Name a spiritual leader you would like to know personally. Do you believe in intuition and prayers?

What beliefs do you have for which you would stand up no matter what? Of all the events in the Bible or any other religious book, which would you have like to actually see? Has God ever spoken to you? Have you read the Bible, Koran or Torah? Do you believe that people really have a part in what the government does? Do you believe that people should have free access to the internet? Would you classify tobacco as a drug? Do you believe that the newscasters actually report news?

Which political party do you belong to? Name something that has been made illegal that you wish was legal? Do you believe that the United States interferes with the global development too much or too little? When we talk about borders – How can borders be patrolled properly? Do you trust the military? Do you believe in them? What are your thoughts on marriage and military? What’s the best debate that you have seen? What news have you seen recently that really had your interest? Have you ever picketed against something or protested something?

On that note, it’s time for another joke. Remember that you do not need to use my jokes but you do need to have jokes memorized and ready for use. Two snakes are talking and one says to the other, “Hey, George, are we the kind of snakes that wrap around our pray and squeeze very hard to kill them or are we the type of snakes that inject venom in them to kill them?”

George, the snake, says, “Why do you ask?” The other snake says, “Because I just bit my lip.”



Sometime cheesy jokes can actually work well. Don't think that you have to tell the best jokes that you ever heard. The idea is that you are getting people to talk and communicate. Think about karaoke. People go to karaoke not to hear the best singers of the world gathered for one show but to see people try really hard and balm out. It is entertaining and so funny. It is wonderful time. Think about jokes the same way. The important part is not that it is about the joke but that you are opening a conversation and keeping it going. Even if you are talking about how bad the joke was, there is no grade in life about jokes or how well you do karaoke.

The conversation comes from all of that and anything can be a conversation starter. That leads me to another point as to how to start or maintain the conversation. If you have someone in your home or office and you want to continue conversation, what about conversation pieces? People talk about conversation pieces in

reference to something that they do not know in depth which could be anything from an art piece to a shell at the beach. It is something that keeps the conversation going. In this scenario, you may say, “Have you ever seen my shell?” “Have you ever seen my piece of artwork from France?”

Regardless of the item, you have something to point which to point and somewhere to go. You can do this in your office and in your home. This is a good time also to introduce a topic that I would like to become intimate with. It is a concept called peacocking. The idea is that the peacock has these brilliant feathers which it will show as it relates to mating. Here are these beautiful feathers. We know from the science of the animal world that the peacock is something truly special and an amazing display. Peacocking therefore means having something about you that is unique.

To test this principle, I wore a fur coat for a while when I would go out to different places. I was wearing it to see what would happen. My friends said that they were

ridiculous which is how I knew that it was going to work. The idea is that you are dressed differently than anyone in some unique way. Whether it is a funny hat or a big fur coat when it is not cold outside or an unusual tie – There is something different about you. Guess what happens when you employ peacocking? People are going to talk to you, come up to you and make comments about it. You will start the conversations and continue them by peacocking.

This does not work well if you are in a business boardroom and trying to make a good impression. That is not the time or the place for peacocking. The time or the place is normally in a dating situation, when you are out in a club or just experimenting with this. You will find that lower levels of peacocking do work well in business situations. If you can have the shirt that is stylish yet different than everyone else's, it also sets you apart as being subconsciously superior to the other people. You have the guts to display the peacock colors. You must be in charge as you are displaying

these beautiful colors or this fascinating thing about your wardrobe.

It does not have to be flashy but different that is eye catching. Enjoy that technique as you can become a walking conversation piece with peacocking. Enjoy that, try it out and first try it among people whom you are never going to see again. You are going to find that nothing works quiet like it in terms of starting and continuing conversations. If you are on a cruise with 100 business cards that you would like to distribute, peacocking is the ticket. People will come up with you to talk to you as you are this interesting person. Perhaps they will laugh at first as you get into a conversation. Get a card in every one of their hands.

I am going to give you a few more examples of conversation starter and continuers and then I will give you a joke before I turn you loose to the world, fully armed from head to toe and with a lot to say. Do you consider yourself to be romantic? What TV show or movie would best describe your life? What character

best portrays you? Are you more right brained or left brained? What do you think about when you allow your mind to drift? What did you want to be when you grow up as a child? How many channels do you think someone should have on a television? What's your favorite movie soundtrack? What's your mother's most interesting habit? Describe your grandparents.

What does your name mean? Who named you? Were you named after someone? What's your middle name? Tell me about the town where you grew up? Then, of course, you've got the favorites in terms of color, number, name for a child, as people have a favorite for everything. What will you name your first child? Did you name your first born child? If your child was the opposite sex of what you are, what would you have named them? What name did you want to be names and did your parents argue about what to name you? If you had been the opposite sex, what would your name have been?

Are you ready for one more joke without promises that it would be a good one? I promise, however, that it will be the one that you can use and you can always blame it on me. This is a joke that I've used a lot as people seem to like it. Maybe they like to laugh at me – I do not know. How many psychologists does it take to screw on a light bulb? The answer is one, but the light bulb has to want to change. On that note, I want to tell you that you have to want to change above all. When you are using the conversational hypnosis changes and changing the ways in which you interact with people as you add on to your ability to keep the conversation going.

To meet the new people and to be a catalyst in your success when you are considering all of that, you have to want to change your life from the ground up. If you do, I encourage you to continue applying the information that you found in this program. Ultimate Conversational Hypnosis will change you from the ground up. The part of you that's the iceberg below the surface – That 90% of you that is hidden, invisible and

you subconscious mind and that 10% of you that is visible – That is important. That 10% of you is affected by the 90% of who you are which is your subconscious mind. That affects what people see.

Continue developing yourself physically, spiritually and developing your technique. Make sure your technique is precise. To do this, we practice. That is how we become experts at anything while we make corrections along the way. Practice, does not make perfect but perfect practice makes perfect. Perfect practice means that, when you find yourself doing something ineffective, make a change. Make a change and do it differently. Go out there use these techniques and continue to own yourself.

Think of your conversation like a sharp sword. Your job is to sharpen it even more every day and to keep it razor sharp. It has been a true honor and a pleasure to train you. Though I don't know you personally, I hope to some day meet you – At a seminar or somewhere

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else. I hope that you will let me know about your progress. Also, if you want continuing help with developing yourself, remember that there is a part of this program that you can sign up for in which you get an on going series of modules. You will get one module per month and I encourage you to look into that. I am Steve G. Jones, clinical hypnotherapist, hoping you have an outstanding life!

A handwritten signature in black ink that reads "Steve G. Jones". The signature is written in a cursive, flowing style.

Steve G. Jones, M.Ed.

Clinical Hypnotherapist

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