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## **Beginner to Advanced Hypnotherapy and NLP**

**The understanding of human psychology**

### **Home Study Course**

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I am dedicating this course to my clients, in appreciation. Thank you, as without you I would never have had the experience, and therefore the knowledge, to write this book."

David Ward Holland 



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Head Office, 24 Penswick Road, Hindley Green, Wigan, Lancashire. WN2 4GA

Tel: Local rate 01942 526 200 / 07973 481 786

## **Beginner to Advanced Hypnotherapy & NLP Home Study Course**

### **The understanding of human psychology**

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## **Introduction**

I am David Ward Holland a professional hypnotherapist NLP practitioner and trainer of many years. I have written this book to pass on my knowledge of hypnotherapy and Neuro Linguistic Programming (NLP). Everybody and anybody can study this Hypnotherapy & NLP home study training course; it is laid out in layman's terms so those with no previous knowledge of hypnosis can still learn how to use the power of your own mind to enrich your life. Even if you do not want to be a professional hypnotherapist, you can still study this course to understand yourself more, break negative habits and have unlimited confidence with the techniques being taught. You will also learn how to hypnotise your friends and family and the beneficial power of self hypnosis.

The skills I am going to teach you can be used in general life, for yourself and others, or by those wishing a new profession in Hypnotherapy or as a NLP practitioner.

Keep an open mind to new possibilities. How you have thought, communicated, and acted throughout life, may need to change for positive effect.

Once you have read and fully understood this book, for many people it is a life changing experience. My philosophy on Hypnotherapy is this. Hypnotherapy is the art of understanding the psychology of people. Anyone on earth, if able bodied can drive, or learn to drive a car, however that does not mean you will ever be a professional rally, or formula one racing car driver. In order to be the formula one ace of the Hypnotherapy world, you have to have that special something. You cannot think, act, or communicate as the general public do. In general life, what you think is rude, morally wrong, or what you would not dream of saying to a fellow human being, those same rules do not apply in the therapy room, as the client is paying you for a highly skilled service. You must never allow your own personality to effect what needs to be done to help the client. Hypnotherapy is not about you or your beliefs; it is about what is best for the client, even if you have to be cruel to be kind and go outside of your comforts zone. You may have thought that hypnotherapy was about counselling, comforting and simply relaxing a person, however it is far more complex. You are not there to comfort a client; you are there to save them by telling them the truth and educating them. You will understand this more by the end of this book.

I have met many students that have all the knowledge they require to be great Hypnotherapist, but yet they lack intuition. This is a skill that you either already have, or you have not, without it, success in Hypnotherapy will be limited. Of course I have also met many students that have no confidence what so ever, and I watch them grow and develop into great therapist.

I have a very modern approach to Hypnotherapy for today's generation, as I am sure you will come to realise as we continue. Once you have absorbed all the knowledge I am about to teach you, you will know more than most hypnotherapist that have been in the profession for many years. This book contains valuable information on becoming a professional hypnotherapist. I will, in the greatest of detail educate you in all aspects of NLP and Hypnotherapy from beginner to advanced. Some aspects of the book are repeated in different chapters due to the importance of explaining certain topics, however they are explained slightly differently throughout in relation to different aspects of Hypnotherapy.

Once studied, you will be able to set up in business as a professional Hypnotherapist, however I still advise all students to practise on family and friends before your first paying client.

Hypnotherapy is an extremely complex and skilful job, only one in thousand people that study this book or any other course will have the gift. After reading this book, and gaining some practical skills, if you do not feel you have the ability to do the skills that I will teach you, then please do not continue in this profession as you will be doing us and your clients an injustice. Prepare yourself for a truly amazing experience, enjoy as you learn and I guarantee at times you will be thinking, WOW! My recommendation is to read this book twice to fully understand the link between each skill being taught.

## **A Hypnosis history lesson**

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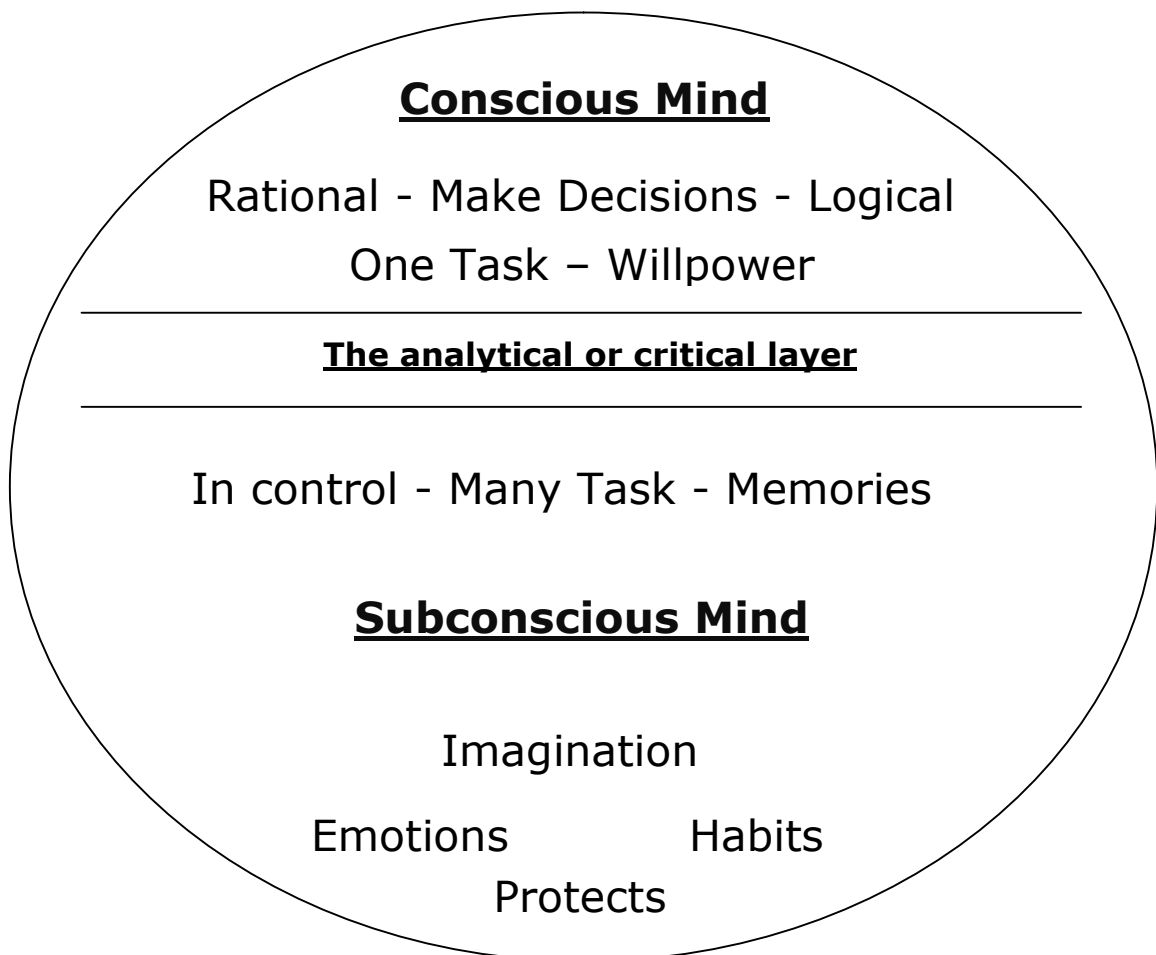
## **The workings of the mind**

The human mind is made up of three sections:

- 1) The conscious mind or the will.
- 2) The subconscious or imagination.
- 3) The analytical or critical layer.

All three sections make the whole of the human mind and each section has different functions as shown in the diagram below.

### **The conscious and the subconscious mind**



The four main points of the subconscious mind to remember are (A) The subconscious mind does not know the difference between what is real or imagined. (B) It also does not know the difference between good habits, or bad habits, a habit is a habit regardless. (C) It has no concept of time, past, present or future. (D) It also works via associated links.

All this will be explained in detail; however, to fully understand the mind, you need to have read this full book. I will start by explaining the following:

Some people call the "subconscious mind" the "unconscious mind". Please allow me to give my opinion; the "unconscious mind" is the "conscious mind" being knocked unconscious. For example, some kind of trauma to the head in an accident so you are unconscious, so this has nothing to do with the subconscious mind. For this reason throughout this book I will refer to the part of the mind utilised in hypnosis with what I believe is the correct term "subconscious mind".

Dear student, on a day to day basis of what you do which part of your mind is in control? Is it your conscious mind your conscious will? You make a conscious decision then carry it out. Or is it your subconscious mind your imagination? Think about that question before reading on.

You may have thought that you were consciously in control of what you do day to day, however as we continue you will realise that the subconscious is the powerful part of the mind, it is the part that is in control.

It controls our oxygen required levels automatically, along with blood circulation, making your heart beat, and the subconscious is the autopilot for the body, it is running the body twenty four hours a day, seven days a week, three hundred and sixty five days of the year.

This part of the mind can do many things at any given time, and whilst it is running the body it is also taking in two million pieces of information every second, passing on what it thinks is important to the conscious mind via the analytical area, so that you are consciously aware of the new information, and you disregard what you think is not important.

When we have choices, for example of going left or right, the conscious mind thinks of what is logically best in any given situation, however the conscious part of your mind is weak and can only do or think of one thought or idea at once. Due to this weakness within the conscious mind, even though it may be logical to go left in a situation, if the subconscious mind plays a different movie within your subconscious imagination of going right instead of left then you will consciously go right even though it was not the logical way to go.

You consciously thought left was the logical way to go but you went right, why? This is my example:

You logically consciously think you need to go left but your subconscious imagination plays the movie within your mind of getting lost down that road and therefore associates negativity to going left even though it was the correct way to go. (Subconscious point (D) "It also works via associated links.") Due to this negative imagined thought you now feel it best to turn right even though it is the wrong way to go. In this example your conscious logical thought was easily over powered by your imagination created within your subconscious and you consciously acted upon the imagined suggestion. This proves how weak the conscious mind is and the fact of how easy the subconscious mind overpowered your conscious will. There is no logical reason to think you would get lost going left but the negative imagined suggestion was seen as fact within your mind due to (A) "The subconscious mind does not know the difference between what is real or imagined." This prevented you from going left and this is why as humans we do not always carry out the logical best decision as we allow a subconscious imagined thought to control our decisions.

Dear student, you must learn to control the subconscious mind to prevent an imagined thought from overpowering a more logical decision as you will learn to do later within this book.

The subconscious not knowing the difference between what is real or imagined will also be explained in more detail as we continue throughout this book, I am simply keeping things basic for now as it is best to slowly learn from basics then to move on to more advanced.

The conscious mind helps us sort out what we decide to do each day and throughout the day; however it does not determine whether we carry out the action of our conscious will.

It is the subconscious (the imagination) that forces us to act one way or another, regardless of the conscious thought as explained in my left or right example previously.



Another example, you make a conscious decision to go to the gym, but then you imagine a negative thought of it being cold outside and raining, even though it is not. This negative imagined thought overpowers your conscious will, and you don't go to the gym. What stopped you? Your subconscious mind, as it is always the imagination that wins when in conflict with the "will" (conscious mind) because what you imagined is seen as fact as the subconscious does not know the difference between what is real or imagined.

Everything we have ever done in life was first imagined before it could be consciously carried out. It is impossible to consciously do anything, unless the subconscious approves it. Even going to the toilet, you first imagined going, be it only for a tenth of a second, to then consciously go. However our conscious mind is so weak that when consciously walking towards the a toilet area, if our conscious mind was distracted, for example you are stopped in conversation with a fellow human, and asked to go do another task. Then the conscious mind is distracted from the original thought of going to the toilet and it may be several hours later that you realise you had not been. The fact is you did not need to go in the first place but a dripping tap or the sound of rain effects you on a subconscious level, this got your imagination working that then sent you the thought of wanting to go to the toilet, you consciously then tried to go but then you was distracted and your mind then focused on another stimulus.

All our memories are stored on file within the subconscious. Once there they are filed away forever and when needed can be reopened at any given time. All our emotions, habits, imagined thoughts are all controlled by the subconscious including our intelligence. We have got memories stored in our subconscious going all the way back to childhood, however, we cannot always consciously recall them, but then a song may come on the radio and all of a sudden you can remember a memory that you have associated to that song, who you were with, what you were doing, even what you were wearing in that past time. You then feel the same emotions as if you where back at the time when you first created the associated link between the song and the memory.

You see the human mind works by association, when we experience two things together for a little while, one will automatically remind us of the other in the future.

This is also proof that the subconscious mind has no concept of time. Remember my subconscious mind main point (C) "It has no concept of time, past, present or future." That associated link will be the same age twenty years from now, as it is from the day you created it, so you will still feel those same emotions that you have associated to the song as if you where back in that time the day you created the linked emotion.

This is due to the subconscious mind not realising that twenty years have gone by, it is as if it were yesterday. Your physical body has aged but that associated link is the same age as the day it was formed. Of course you consciously know past, present and future but that is not where the associated link is stored. A memory or associated link is stored within the subconscious and the emotions from that memory are the same throughout life unless you change it, therefore the subconscious mind has no concept of time as you will fully understand as we continue.

This associated link is also the reason why people think they have predicted the future. Picture the scene; you are sitting at home chatting with friends, so your conscious mind is occupied, the song that you have associated a memory or emotion to then plays in the back ground. Remember the conscious mind can only do one thing at a time, so due to your conscious mind being distracted by the stimulus of conversation, you cannot conscious hear the song. However your subconscious mind can, this then triggers off the emotion associated to it, within you. You are then consciously aware of the emotion and you then remember the song that you had previously associated to the emotion. This makes you think of the song before you consciously hear it even though it was already playing. Due to thinking about it, you then consciously hear the song with the wrong belief that you had predicted it would come on.

It was a simple case of a reawakening of an associated trigger, so you did not predict the song at all, as you first heard it on a subconscious level, which opened the associated emotion, then that forced you to think about the song and then, lastly, you were consciously aware of it.

Dear student, I am going to share with you what a client once said to me, he is a good example of a person that lacks knowledge and understanding of his own mind. In the pre talk section of the session he suddenly said with a smile on his face "I can predict the future". Knowing this was nonsense I asked him "Have you ever predicted an unusual future event, then wrote it down in detail and then later it has happened" he said "No" I replied "So what makes you think that an event that has happened was predicted by you in the past if you have no written reference to having previously predicting it?" he replied "I just know I have" he started to tell me that his mates grandma had died one Monday in the morning and that he knew days beforehand that it would happen on that day and time of 10.30am, however he didn't find out until four weeks later. He told me that his mate had phoned him four weeks after his Gran had died and told him of her death. My client had asked his mate over the phone "Did she die on a Monday about 10.30am?" "Yes, how did you know?" his mate replied. This secured my clients belief that he had predicted it when in fact he had not.

As a hypnotherapist and having knowledge of the mind I knew that this client had seen his situation differently to how it really was.

This is what really happened, he had created a false memory due to the information about the Gran's predicted day of death being previously given to him on a subconscious level, this was unknown to the client on a conscious level and therefore he was not fully aware of it. Some three days before the ladies death, my client was in a bar with his mate watching football on the TV so his conscious mind was occupied by the football due to concentrating on it, which left his subconscious vulnerable to suggestion. His mate then said "My Gran is very ill the doctors think she will die within the next three days". Because he didn't get a response it was not mentioned again and they continued to watch the football. My client had not consciously heard what his mate had said due to his consciousness being occupied and therefore had not responded to it, however his subconscious had taken in the information and had associated it to his mates voice.

Some four weeks later on receiving a phone call from his mate and hearing of his Gran's death, this triggered the associated link of hearing of her predicted death some weeks previously, but my client thinks that the past memory he is now thinking was a prediction he had made.

However the client has no conscious recollection of the information he had received in the bar so he thinks he has predicted it as the subconscious reminds him of the link but not the memory of where it came from. He had said to his mate on the phone "Did she die on a Monday about 10.30am?" and "Yes, how did you know?" was the reply, but he had previously been told she would die within three days making it a Monday. Also when a person dies we receive that call telling us either in the morning or evening, giving a fifty percent chance of guessing the correct time of either between 12.01am to 12.01pm or 12.01pm to 12am. So he had guessed the morning, giving him twelve hours of a morning, so by saying "Did she die on a Monday about 10.30am?" about being the key word here because there is no way his mate knew the correct time she had died, he only knew it was in the morning and therefore had said "Yes" to my client, so no mystical prediction had been made at all. The information about the predicted day of death had come from the doctors that was passed onto my clients mate and then onto my client, they had said she would be dead by Monday with their three day window. Dear student, do you agree with my explanation of the given situation? You see there is always an explanation to everything; it doesn't have to be mystical just because a person has no knowledge of the real situation.

Another example, this time a student lacking understanding of his own mind, he said to me that he had a dream about playing football and a dog barking at him then being chased home by the dog. He had this dream for many years and played football with his mates every weekend. It was inevitable that at some point a stray dog would walk by due to the number of times he played football, laws of probability.

Stand in one place long enough over many hours each week for many years and of course a dog will walk by at some point. Once he had seen the dog whilst playing football as he had seen previously in a dream, he made the dream a reality. He ran after getting the dogs attention so of course the dog ran after him as it wanted to play with the ball. He then ran home and of course the dog followed as it was playing. This student thought he had predicted the future as his dream came true but of course it did as he made it so.

It is like a so called psychic saying that you are going to meet someone called Dave in the future who will become your therapist. The person then subconsciously looks for a therapist called Dave. This is exactly what happened to a client of mine and she said that she knew I was the right therapist for her as my name was Dave. Of course I did not shatter her illusion as it helped her to get help but it certainly was not a prediction from a so called psychic, the client simply acted upon the suggested thought of finding a therapist named Dave.

We have all knowingly, or unknowingly done this, when we are confronted with a depressing situation, for example a break up of a relationship, we try to distract the conscious mind by doing puzzles or some other activity like washing the car. That then occupies the conscious mind to distract us off the thought that was worrying us. You may even talk or make noises to yourself to distract your mind from the negative emotion.

The conscious is so easy to bypass as it is not that powerful when compared with the subconscious. In hypnosis we need to bypass the conscious mind to utilise the power of the subconscious. This will be explained in detail later, I am simple covering the basic points right now.

We can only concentrate on doing one task at a time when doing it consciously. However we can do many tasks, but only one is conscious, and the others are subconscious, in the form of a habit, be it good or bad.

The conscious mind is a very slow part of the mind. And this is why we get stressed out, we try to do too many things at the same time consciously and our mind cannot do it. You know what happens, the phone rings, someone wants your attention and you are trying to cook the evening meal, you are stressed out as you try to do all three things at once. Take a step back, realise what is happening and do one task at a time. Doing one task does not get us stressed; trying to do two tasks consciously starts the stress ball rolling.

It is like a snowball rolling down a hill, the more tasks you try to do at once the more the stress builds up and once we get stressed out, we are now not able to do any of the tasks we are trying to do. Stop, take a step back in your mind and realise what is happening, why you are stressed and do something about it by doing one task at a time.

In the subconscious are all your emotions. For example, you do not think, I have been in a good mood for the last seven days; I am going to make a conscious decision to wake up in a bad mood tomorrow. All your emotions are controlled by the subconscious, so you may at times, feel phobic, anxiety or low confidence. Subconsciously, once that negative emotional associated trigger has been pushed. This stress build-up makes your problem even worse once confronted by the same situation that triggers off the associated link to fear, where you had a negative response or low confidence previously. Then, over-time, several negative or low confidence feelings later, the subconscious part of the mind said, "I can do that job for you", and it took your problem on as a habit to free up your conscious mind's burden. The subconscious part of the mind knows that you can only consciously concentrate on doing one task at a time, so the more jobs the subconscious can do on your behalf the better, as far as it is concerned it is doing you a favour.

Because all a habit is, is something you do consciously a number of times and then the subconscious takes it on as a habit. Remember my subconscious point (B) "It also does not know the difference between good habits, or bad habits, a habit is a habit regardless." Of course you consciously know the difference between the habit of taking drugs and the habit of going to the gym, however your subconscious mind does not because a habit is a habit regardless through repetition.

It is protecting the habit of your phobia, anxiety or low confidence because it does not know the difference between a good or bad habit; a habit is a habit as far as the subconscious is concerned. The conscious mind knows why you want to overcome your problem but the subconscious is still rerunning the old reasons you started the problem in the first place. It is still running the memory of something it thinks you want to do, so you are fighting between the two parts of your mind and the subconscious always wins.

As a child when you first learned to count you did it consciously, then through repetition, counting is taken on as a habit within the subconscious mind to free up your conscious mind's burden, so counting becomes a subconscious act.

This frees up your conscious mind to think of other things and this is the same with all new knowledge that is repeated, you first consciously do it, then it is taken on as a habit. For example walking, driving a car, brushing your hair or teeth.

Let us look at this example; learning to drive or ride a bike is first a conscious ability, even though you had to imagine it to then consciously start this new challenge of learning. When being instructed for the first time to drive, we have to consciously think, mirror, signal, brake etc so it was impossible to have a conversation or think about anything else as your conscious mind can only do one thing at a time. Then through repetition of learning and improving, this new ability is taken on as a habit and filed forever and protected within the subconscious mind. You then drive as if on auto pilot without any conscious thought. So counting is also a subconscious act that was once a conscious one as you learned, again the same is for all new abilities. Again once mastered, you go into auto pilot when counting anything. These habits are protected within the subconscious as your mind does not want you to forget them, if you forgot the habit of driving when driving then you could be in potential danger; this is why the ability becomes a stored habit in order to protect you from danger. However because the subconscious mind does not know the difference between a good or bad habit, for example taking drugs or swimming then it protects both habits, as far as the subconscious mind is concerned to forget a habit is dangerous so it protects both good and bad not knowing the difference, hence why people keep the habit of drugs or self harming etc your mind believes it is doing you a favour and of course it is where swimming or driving is concerned but the protection of bad habits has a negative effect but the subconscious does not know that even though we consciously know. To change a habit or stop doing one must be done on a subconscious level as that is where it is stored as I will explain much later

Our subconscious mind is so powerful, that it can prolong life when terminally ill, kill us, or save our life. This is because the mind does not know the difference between what is real or imagined. When in a life or death situation, imagine positive thoughts and your likelihood of survival is improved or prolonged.

I can remember a man from the UK that was at death's door; he was confined to his bed and could not move. He should have died days before, however he kept telling his family and friends that he wanted to see his daughter's face one last time. Unfortunately she lived in Canada and could not get to the UK for at least four days. The doctors told the terminally ill man's family, that there was no way he would survive that long to be able to see his daughter. However this man was determined, all he could think of within his imagination was his daughter's face, as she was the person he wanted to see the most.

He astounded the doctors by holding onto life for the full four days of waiting. Once he saw his daughters face, he smiled the most emotional smile of pleasure. What was keeping him hanging on to life had been fulfilled and his mind knew this, this then gave his body permission to die and within minutes of smiling at his daughter, he passed away.

Dear student, if at this point you are feeling emotional, then that is proof that our imagined thoughts control our emotional state. I will be honest with you, simply writing this paragraph has got me emotional, felt good didn't it?

Another example, I was watching a reconstruction on TV of three boys that had walked down a non-tourist part of the Grand Canyon, without a sensible supply of water. They lost their way and ended up walking for half a day to then be confronted with a dead end, and a thousand meter drop. Heat stroke and dehydration set in which made it impossible to walk back the long way they had come. They sat down and waited to die, and then two of the boys started to talk about family and getting home. They were imagining themselves surviving this bad situation and this made them feel positive. The third boy kept saying "We are going to die", he was imagining a negative outcome.

By climbing down the thousand meter vertical drop, they would have been just ten minutes walk from the life giving water of the Colorado River. However the climb down would take several hours due to the dangerous nature of the task. The two positive boys started the dangerous decline and the negative third boy followed. All three safely and successfully climbed to the bottom, and were just ten minutes from survival. The three boys' minds when climbing down were occupied including the negative boys, so his mind was distracted from the previous negative thoughts of death, however once at the bottom those negative thoughts came back and his mind acted upon them, at this point the third boy passed out and died. The other two survived such is the power of a positive thought.

Due to the subconscious mind being the most powerful, this is the part that we need to utilise within hypnosis.

What you implant into a clients mind under hypnosis, if done wrong could have a detrimental effect on their life. How you, the therapist communicate is of the most importance. How to communicate correctly will be revealed later.

### **The analytical or critical layer**

The conscious mind is used in making decisions even though it is, as you now know the subconscious that determines the outcome of the conscious decision. Our willpower, speech, and logical thoughts are all controlled by the conscious. The subconscious deals with almost, everything else.

Verbal speech when heard is automatically analysed by the analytical layer of the mind. Your mind needs to determine on whether the new verbal information is fact or fiction. This happens without any conscious thought, and once determined, is then filed away within the subconscious mind. The analytical or critical layer is the conduit or connection between the conscious and the subconscious mind making it whole as one mind with the different layers. All, or any inaccuracies with this new information, is analysed within the analytical layer and is reasoned with to determine on whether it is real or false. Once assorted through, it is then passed onto the subconscious mind and filed away. Of course all this is analysed and stored in a nanosecond, and other times slightly longer.

For example, if I was to tell you now, in an awakened state (conscious state) "Your clothes are pink"; when in fact they are brown. You may for a second be confused, however you would rightly say "You are wrong, they are brown".

This is what would have occurred within your mind, the analytical layer reasoned with my false observation of the colour of your clothes.

It opened up the file that store different colour shade within your subconscious memory. It then reasoned that I was wrong as you have a file that knows what pink and brown looks like as you have seen and stored this file in the past.

This information is then past between the subconscious and conscious mind via the analytical layer which acts as the conduit between the two. You can then tell me that I was wrong, again a nanosecond to complete.

However, if you where hypnotised, then told that your clothes were pink. The analytical layer would be closed down due to your relaxed state of mind, and your conscious mind would have been bypassed as the conduit to the subconscious is closed down. You would not be able to reason with this information as fiction, and therefore the idea of the colour pink goes directly into your subconscious mind as factual, and you then believe your clothes are pink. At this point, the conscious mind may want to think differently to the subconscious, that of your clothes being the true colour brown. However, we know the subconscious is the more powerful and therefore wins and so you continue to believe that your clothes are pink.

Simply put, the conscious mind has been bypassed due to hypnosis so the defensives are down. Once down whatever you, the hypnotherapist suggests to your client, will be taken on as fact.

Dear student, can you now see, once hypnotised, how easy it is to convince a person that they are a non-smoker or that they will lose weight, and so do? This becomes their reality as fact even after they have awoken.

### **What is reality?**

Dear student, what is reality? Think about that question before reading on.

Most people would answer the question of what reality is by saying, "It is the here and now, it is what we see, hear, touch, taste or smell. It is what is real"

Maybe you were thinking the same thing; if so then you would be wrong, very wrong in fact, allow me to explain.

We have all done this, misplaced your keys or some other item which you need urgently. You start to search the last place where you think you had the item, but you cannot see it, so you continue to look in other places.

After some searching the logical part of your mind (conscious mind) realises that the item must be in the last place you remember having it, even though you have already looked there and could not see it. You look again and then find it, it was under your nose all along, so why could you not see it there the first time you looked?

You start to think that someone or something must have moved it then put it back but you are the only person there so there has to be another explanation.

This is what really happens.

You need the item now but it is not in its normal place and due to being in a rush, for example rushing to get to the airport for a holiday, you become all flustered. You remember where you last had it so you go and look there. Your eyes scan the area and you may even move a few objects in your search but because you are in a rush to find it, your mind becomes confused, distracted and focuses on why you are in a rush and does not focus on seeing the object.

Remember you can only do one thing at once consciously so if your conscious mind is occupied by the distraction of why you are in a rush then your eyes scan past the object so you are not consciously aware that it is there. As far as your mind is concerned you are at the airport checking your bags in as that is what your mind is focused on, so that is what you are seeing even though you are not there. Remember the mind does not know the difference between what is real or imagined both are your reality.

You then convince yourself that the item is not there and because your subconscious mind is so powerful it has overridden what your eyes actually see. You do not see the item even though it is there in front of you, so you look in other places.

In that instance you have put yourself in a different reality within your mind, so reality cannot be something our eyes see. Reality starts within the mind of an individual, it is how we perceive what we see, hear, touch, taste or smell. So, each individual is in a different reality unless they occupy and communicate in agreement within the same space as another individual for a length of time, they would then have a common reality. By doing so they become in tune with one another, on the same wave length and therefore in a common reality. However, no two people are ever in the same reality as we do not share the same mind.

After some time of looking for the item you take time out, even if only for a matter of seconds and you calm down. The logical part of your mind (conscious mind) then realises that the item must be in the last place you remember having it, which was also the first place you looked. So you look again and now see it due to changing the focus of attention within the mind.

On the London underground, a hundred people could be on the tube train. Do you think they are all in a common reality as they are in the same space? Of course not as several are thinking about sex, others about what movie they have just watch or what they want to do later. Others are thinking about what they need to do at work or a holiday they are looking forward to. All one hundred people are in a different reality and that is where they are within the mind, that is what they are seeing and feeling. They forget they are on a train and therefore have placed themselves into hypnotic light trance.

Let us take two people arguing, these people are not in tune with one another and therefore are in two different realities created by their own mind. They are either both not seeing the real picture or one is and the other is not, for example.

I was sitting with several friends having lunch when my friend at the left side of me stood up, then when walking past me he jokingly grabbed my head and tilted it to one side. At the same time my friend to my right said "If I get bored, I'm getting the train home".

A stranger sitting directly across from me wrongly interpreted this as me giving him a dirty look by tilting my head, and saying to him "You bore me, why don't you get the train home". He suddenly stood up, ran towards me, grabbed me and started to assault me.

There is a huge difference in what really happened to how this man interpreted it so he had obviously imagined what I had said and done, therefore he was in a different reality created by his own mind. It was real to him and so he acted upon it.

Another example, again two people arguing, one is arguing about "this" whatever this may be. The second person thinks, well if they think "this" then they must mean "that", so the second person starts to argue about "that", so a misinterpretation of the first persons argument has taken place.

One is arguing about "this" and the other about "that", but the "that" part is imagined by the second person. The argument then escalates as the first person is confused about what the second person is arguing about and vice-versa. At this point, 50% of the argument was imagined so what are they really arguing about? They have both started to argue about two totally different things so it is pointless continuing.

It gets to the point that both are so confused because the first person does what the second person did but in reverse, the "this" argument became the "that" in the second person's mind and now the "that" becomes a different "this" in the first persons mind, by doing so they have replaced the original argument with another that was created by their imaginations.

These two people are in totally different realities and this is what ends many friendships, one does not know what is going on in the other persons imagination and because they are not communicating well, they both argue as if arguing about fact when in fact, at this stage 100% of the argument has been imagined, and so the matter gets worse.

All they needed to do was to sit down and communicate as adults, they could then agree to disagree in a friendly way or agree to resolve the factual matter and ignore the imagined one, and this then places them in a common reality.

We have all watched talent shows where the auditionee starts to sing and the judges tell them that they are the worst singer ever. The judge and the person auditioning are in two different realities, meaning they are not even a common reality. The singer truly believes that they sound like Whitney Houston or Tom Jones as that is who they hear in their mind, hence the shock and disbelief when they are told the truth.

Their imagination has overpowered what they should be hearing because that is what they wanted to hear. Remember that the subconscious (imagination) always wins when in conflict with the conscious. Some people, even when told the truth still want to remain in the reality they have created for them self, they will say "The backing track was too loud" or "I am not used to this microphone, it's the way it's muffled my voice" or "You have a problem with your sound system". These are obviously excuses and you will find as this course develops that people with negative habits and ways of thinking do the same.

Reality is relative to an individual person's interpretation of it through their mind and not what a person sees, hears, touches, taste or smells. So your mind affects your perception of reality, rather than one true reality. The term reality, in its widest sense, includes everything that is, whether or not it is real or imagined.

I will give a few more examples; I was watching a news report on TV about a man who was gardening. He suddenly saw a large tree branch in the middle of his garden and so he went to pick it up to remove it. His mind at that moment had convinced him that it was a branch when in fact it was an eight foot python snake that someone had abandoned.

His mind had never considered that a snake could be in his garden and therefore his mind interpreted the snake to be a large branch, as far as he was concerned it could not have been anything else as he was surrounded by trees. Once again his imagination had overridden what he was actually looking at. It was not until he had picked it up that he saw the true picture.

Let us say that you and I are now standing on a beach looking out to sea. In the distance on the sea horizon, some fifty miles or so away we can both see a black object. Now I have been to this beach before, whereas you have not, so I know what the black object is. However at this point all you can see is a black unknown object. You ask me what it is, and I tell you that it is a ship, this then gives your subconscious mind permission to see a ship as your mind pulls out the file in your memory banks of what a ship looks like, this then fills in the blanks of what you can not actually fully see. You then see a ship when in fact I had tricked you as I know that it is an oil rig. Once I tell you the truth, you then change the image from a ship to what is real, the oil rig. In this example you would have been in three different realities in a very short space of time.

The first reality you saw a black unknown object, the second you saw a ship and the third reality an oil rig, they cannot all be real but your mind did not know that at the time of being in each different reality, all three realities were real to you at the time of being in each one.

Do you see how the mind can make you see things that are not as they really are? For instance if a person imagines a ghost, then that is what they will see when in fact it was just some mist floating by.



I was in an "L" shaped room with a class of students. Another person and I were the only ones in smaller part of the "L" and the other students in the other part so we could not see them and they could not see us due to the ninety degree angle of the room. In other words they were around the corner in the next part of the "L" shaped room.

Where I was standing I could see the full length of the part of the room I was in, but obviously not around the corner. The man I was talking to could only see me and the wall as he had his back to the full view of our part of the room. Suddenly a student from the other part of the room walked slowly towards us from behind the man I was talking to. As he walked back away from us he then ran and vanished out of our view back into his part of the room. The man I was with, having his back to the room could obviously not see the full picture of what the student had done, walked slowly and then ran, so this man saw from the corner of his right eye a blurred image of a man moving slowly. By the time he had turned his head to take a better look; the student had run out of view. The man I was with then went white as snow and started to shake with fear. He stuttered the words "That was a ghost, I saw it then it just vanished". This man was truly terrified as his mind in this confused state had not come to the conclusion that the image of a man vanishing was simply a student running out of view around the corner, so it was not a ghost at all.

If I had left him in that state of mind he would have started to believe in ghosts, he would have told others so convincingly that they too would have started to believe in them, such is the power of the mind.

A friend of mine had a dog for seventeen years that died. Days after the loss of her dog, she went to open the back door and in walked her dog. How could this be considering the dog had died some days before? She was convinced she had seen the ghost of her dead dog; however, this is what was really going on in her mind. For seventeen years she had opened the back door, to either let the dog in or out, so her mind had associated the opening of this door to seeing her dog. To open it without the dog being there would not have been normal and due to this associated link being so powerful, even after the dogs passing, she still for some days later saw her dog, but only when opening that door. Once the mind realised the dog has gone and it is fine to open the door without seeing the dog, then the associated link is broken.

It could also be said that her mind made her see this imagined dog as a way of protected her from her loss, it was a sort of comfort to her, but it was not a ghost as it was simply generated by her powerful mind as she was the only person that could see this dog.

In stage hypnosis, the subject eats an onion but is convinced that was an apple due to the suggestion as the imagination takes over. So again reality is not what the real taste is, it is what the person perceives it to be within the mind, that of an apple.

Dear student, why am I telling you all this? Simply because you need to know that your client, on arriving to your therapy room, is in a different reality to you, in fact everyone is, even your friends. If they stay in the negative reality that they have placed themselves in then their problem will never be solved, and as you now know, a large percentage of the client's problems are imagined, but it is their reality even though it is not real.

In order to solve their problem regardless of what it is, you have to first enter their reality by listening to them in order to understand them. Then bring them out of it into your common reality by communication as shown later.

## **Important mind rules**

### **One: Ideas or thoughts result in physical reactions**

Thoughts processes can and do affect the reactions of your whole body. Negative thoughts of any kind can develop into negative physical changes within the body. This can then develop into organic changes as explained in mind rule three.

Thoughts that release powerful emotions, whether real or imagined will, without fail seep into subconscious mind. Physical reactions then occur, due to the subconscious accepting the negative thoughts as fact. This is due to the mind not knowing the difference between what is real or imagined. With the use of hypnosis, the effect from the cause can be changed.

Of course happy thoughts affect the body as well and have a positive effect on the body unlike negative thoughts.

### **Two: The mind delivers what we focus on**

If we focus our minds on a negative, then a negative result is what will be achieved, the same can be said for a positive thought. When ill, negative thoughts delay the healing process. When positive with uplifting thoughts, we tend to recover faster. This is the mind and body connection. We are often asked, "Who are you?" the simple answer is to tell the questioner your name. However, that does not really tell them who you are; the real answer is "I am what I focus my mind on".

### **Three: Negative thoughts result in organic change over-time**

A large percentage of human illnesses are functional as opposed to organic, however continued negative focused thought results in organic change. The term used is "psychosomatic" (Illness caused by the mind), so, mind rule one and two develops into mind rule three if the person continues the negative thoughts. People that cause illness through the mind can be classed as neurotic. Even though some people have genuine diseases, negative thoughts will still result in further organic change over-time.

### **Four: Imagination overpowers knowledge within in the mind**

A smoker has the conscious knowledge that smoking is killing them but yet they have not imagined the negative effects and therefore do not change. In order to do anything in life you have to first imagine doing it, hence why imagination is more powerful than knowledge in the mind.

This is why people fail, they have made a conscious decision for change and then tried to consciously succeed but it is impossible to consciously stop smoking, lose weight, overcome phobias etc., due to mind rule number five and six.

### **Five: Fixed thoughts can only be replaced by another via the subconscious**

If every morning at 7am I got up and consciously made the decision to tap my head three times with my hand, the subconscious eventually takes it on as a habit, and it is incorporated into my morning ritual. This habit would then be protected by the subconscious, so, to get up one morning and not do it, would result in an overwhelming urge to do so as the subconscious reminds me of the habit, as there is a subconscious resistance to change.

It is simply an associated links between getting up in the morning and tapping my head that became a habit. In other words, repetition that has become a habit through an associated link. Changing them subconsciously will bring about permanent results.

For example imaging myself getting up in the morning and doing press-ups, this would occupy my hands so as not to tap my head, and over-time the press-up become a new more positive habit. This is why a smoker always wants a cigarette first thing in the morning due to the association of walking up and smoking, they have never imagined doing something else.

### **Six: Opposing ideas cannot be held at the same time**

This means that once the subconscious has accepted an idea, then any opposing ideas will always be rejected. This is true unless you change them on a subconscious level. The subconscious, always conflicts against an opposing idea from the conscious mind. As you know the subconscious is the stronger part of the mind and therefore, overpowers the conscious idea or thought.

For example you consciously think "I want to stop smoking" but your subconscious is protecting the habit and associated links of smoking due to you not showing it any differently, remember mind rule four "Imagination overpowers knowledge within in the mind". This of course has a detrimental effect on a person's life and that is why, in order to change it has to be done subconsciously first to then be a conscious act.

### **Seven: Conscious effort alone, results in opposite subconscious success**

Conscious effort alone, results in opposite subconscious success, means that, if you only consciously attempt to achieve your goal, you will fail every time. For example:

A weight loss client consciously thinks "I don't want that chocolate bar because I don't need it". They have by doing so implanted in the subconscious mind an image of them wanting it and eating it, the exact opposite of the conscious thought. So the client then eats the chocolate due to the powerful suggestion of the image in their subconscious mind. This is why conscious effort alone will never work to overcome a problem as you now know the subconscious is more powerful than the conscious and it overpowers the conscious will every time. This is why hypnotherapy is so successful in helping people overcome any problem; exactly how will be explained in detail later. If you say to yourself consciously "Don't think of a black cat" then subconsciously you have thought of one, the opposite of what you wanted to achieve.

This then goes back to the other mind rules:

- 1) Ideas or thoughts result in physical reactions
- 2) The mind delivers what we focus on
- 3) Negative thoughts result in organic change over-time
- 4) Imagination overpowers knowledge within in the mind
- 5) Fixed thoughts can only be replaced by another via the subconscious
- 6) Opposing ideas cannot be held at the same time
- 7) Conscious effort alone, results in opposite subconscious success

### **Negative states of mind**

Dear student, I am adding this chapter, not to explain all negative states of mind as that would be a book in its self. I simple want to cover the more serious negative states of mind, as you will come across clients with these problems. It is best to spot them quickly as they are not suitable for hypnotherapy treatments.

### **Neurosis and Psychosis are distinct**

With a neurotic, only a part of the personality is affected. The person is aware that a worry has turned into an illness. Examples of neuroses are phobias, obsessions, anxieties.

These types of clients respond very well to hypnotherapy, however with a psychotic, the whole personality is affected and the person is not aware, so best to refer these people to their doctors for mental assessment.

An example of psychosis is schizophrenia.

### **Schizophrenia**

Removed from sample course

### **Psychopathic personality disorder**

Removed from sample course

## **Public liability insurance**

Considering hypnosis is completely safe, you would not think that as hypnotherapist we needed insurance. However because we are dealing with the human mind, if a client says, for example that they crashed their car as a direct result of hypnosis with you, it would be very costly and hard to prove otherwise in court without insurance to cover the cost.

Of course if this were to occur we know that it has nothing to do with hypnosis, but some try to obtain money never the less.

A person, whose identity I shall not reveal, asked me "are you insured?" of course I am, so he then started to claim that his right arm had been, and was continuing to hurt him. This was due to a suggestibility test I had done on him that creates negativity in the right arm and positivity in the left as will be explained in chapter "Suggestibility test". Once again of course this is ridiculous as I knew nothing was wrong with him.

It is always better to be insured in the rare event of a claim against you

If you intend to practice in therapy only, the insurance premiums are easily obtainable and cost around £75.00 per annum. I have taken the liberty of added, in the CD provided to those that are doing a hypnotherapy diploma, an insurance document for you to print, fill out and post.

## **Definition of Hypnosis**

Hypnosis is a totally natural state of mind, it is the daydream state. The daydream state is where we tend to get all our best ideas, as when in this state we have accelerated learning processes.

When under hypnosis we feel very relaxed, just like that wonderful feeling when you were lying on a beach, and you are so overcome with comfort that you wish the moment could last forever. Some clients tell me that they have not been so relaxed since they were last on a beach or in hospital under anesthetic.

When under hypnosis, the clients safe guards are bypassed as they are so relaxed. This does not mean they have no control; they are still fully in control as you cannot turn the sense of touch, smell, taste or hearing off. You can't even turn your eyes off; you have simply placed a lid over them. I reassure all clients by telling them this, as it reassures them that they are still in control and the reasons why. This is why I define hypnosis as an "Altered state of awareness", awareness being the important word.

The best way of describing hypnosis is that, it is the art of communication and the avoidance of conflict.

Hypnosis is derived from the Greek word "Hypnos" which simply means sleep. The English Dictionary defines hypnosis as:

"A form of communication where suggestions can be given most effectively by one person to then be carried out by the receiver of those suggestions".

I had a student that had previously been doing hypnosis on his family and friends for many years, without any training.

Once I taught him he said to me "I thought I had a power, but now I know that I never had". As you can imagine this came as a surprise to me, as hypnosis is not a power at all, it is a skill that may give you a sense of power over people. However, if people want to think it is a power, then this is of benefit to them as they believe this power is going to cure them, and because they believe, after the session they are cured of, for example their past phobia.

It comes as a surprise to most people, that everyone at some point each day experiences a hypnotic state. This is due to hypnosis being a totally natural state of mind.

It is the transitional state between sleep and awake. When we start to drift from waking state to sleep, it may only last a few short moments, this is the transitional state. With hypnosis when used in therapy, we take this transitional state and expand it into the length of the hypnosis part of the hypnotherapy session. Of course other parts include the pre talk and suggestion test as will be explained later.

At no point is the client asleep, although some will snore, they are simply in this transitional state, due to this some client's feel they have not been hypnotised, when in fact they have. After the session, some, on very rare occasion, say "I wasn't asleep". I then have to explain that I did not want them to go to sleep. They may then ask "Well why did you keep saying, sleep?" This client is showing that they have a misconception of what hypnosis is.

The reason I use the word "sleep" in my hypnotic inductions is because it seeps into the subconscious, and then is acted upon as a light sleep not full sleep, as I control the level of trance through my observations of the client. However I ever use the word "Sleep" on its own, I say "Sleeplike" to avoid any disappointment or misunderstand of them not being asleep.

To prove to them that they were indeed hypnotised, previous to the hypnotic induction I get the client to look at the time and then remove their watch. After the session I ask "How long have your eyes been closed? Without looking at your watch", they nearly all say ten minutes. They then look at their watch and see that they have been relaxed for forty five minutes to an hour, this of course amazing them and enough proof has been given.

Some clients at this point may believe that it has not worked, they may even ring up in a week's time, still believing it hasn't worked. This is because success is achieved on a subconscious level and the client is still not consciously aware of it.

I was fuelling up at a petrol station, when a woman at the next petrol pump started to stare at me. She said "I know you, where do I know you from?" I did not recognise her so I replied "Sorry I don't know", she then said "I know, you are that hypnotherapist that I came to", "what did you come for" I asked, "weight loss" she said, so, knowing the answer, I asked "was it successful for you?", and the surprising reply was "No!". I then, without giving her a second to think, asked "How much weight, have you lost?" she said "A stone (fourteen pounds)".

This is an example of a person that feels she has not succeeded until put in a situation where she had to think about her past problem, and therefore now see's the positive result.

A young man with low confidence and a weight problem had a session with me. He had fallen out with his dad years before hand, and they had not been in touch with one another for years. This depressed him, and he had gained weight through comfort eating as a result. Years previously, they had, had a good relationship.

Six months after the session, he rang me again feeling depressed and telling me that it had not worked. I booked him in for another appointment were it emerged that he had lost over two stone (Twenty eight pounds), and was going on holiday with his dad in a few weeks time.

Until the second session with me, he was not aware of his achievements as they had happened from the subconscious suggestions I had given him in the first session, without any conscious thought.

Even though some clients wrongly believe that hypnotherapy has not worked for them, most know that their success was due to the session with me.

However some clients, and this can be frustrating at times, think they have achieved success on their own without any intervention from me. I phone all clients up a week after seeing me to assess their success, I can remember one that was chewing whilst on the phone, and I asked "What are you chewing?", I already knew the answer but I asked anyway, and she was chewing grapes.

I then asked "Have you got a glass of water at the side of you?" she sounded surprised and said "Yes, how did you know?" The fact is I had under hypnosis the week before implanted a post hypnotic suggestion to buy grapes and chew them whilst on the phone, with a glass of water. The reason I had done this was because she had previously associated being on the phone to having several cigarettes, therefore I simply changed the associated link to being on the phone with a glass of water and grapes.

Until I told this client, she believed that she had succeeded on her own and that it was her decision to buy and then, chew grapes when in fact she had not bought grapes for years previously. Post hypnotic suggestion will be explained later.

This is my theory (however I feel that it is correct) on why hypnosis in hypnotherapy is so successful at making positive change in people. As babies we learned from imagery, as we cannot understand speech or what sounds are unless we associate a sound to an image of what it looks like.

Due to first learning about the world through image, I feel that when a client is hypnotised, the suggestions I give are so powerful that the client relearns through the suggested images the same way as they did as a baby.

I have effectively reprogrammed their mind through imagery via a suggestion under the influence of hypnosis. Hypnosis generates many different emotions within a client as a result of the suggestions given, once these suggestions are accepted by the client as fact, success is achieved.

Hypnosis can be categorised as a trance state. Trance is an altered state of consciousness which individuals can enter through a variety of techniques, including hypnotism, drugs, sound (particularly music, percussive drumming etc.), sensory deprivation, physical hardships (e.g. flagellation, starvation, exhaustion), vigorous exercise (particularly dance), reading a book, watching television, or at the cinema etc, it is a measure of brain wave changes that take place.

Trance state is commonplace throughout our everyday lives, so much so, that we cannot say, at the time of being in a trance whether we are in it or not. It is only after being in this state that we know in hindsight that we have been. The transition was so smooth, that we drift in and out of trance without even knowing at times.

Some examples of situations that you have been in natural trance, and not drug induced are reading, watching television, doing your job and driving.

Reading is a subconscious activity as it have been taken on has a habit, therefore the conscious mind is not being utilised when reading. This causes your imagination to be enhanced, and as far as your mind is concerned you are in the situation that you are reading. So when reading you have not only put yourself into a trance state, you are in a different reality.

This is hypnosis in its simplest form.

To prove that you are still in control, as your clients will be, if you hear a loud noise, your mind automatically changes your focus of attention to the new stimulus from the trance state. This is exactly the same trance state that your clients will experience.

When at the cinema, you may be sitting with a hundred other people, watching the same movie. Over a period of time you slip into trance and forget about all the other people. You then no longer see the cinema screen, as far as you are concerned you are in the situation that is on film. You will slip out of trance at times, even if only for a brief moment, you are then aware of where you really are, but then slip back into trance, back into the movie situation and your emotions are effected from your mind thinking you are in that situation.

A good driver, when driving, places themselves into a trance state due to the habit of driving. You do not have to consciously think how to drive as you did when you first learned. How many times have you driven home from work, and before you know it you are home with no conscious recollection of the journey. You know the journey you have taken as you take it everyday, however you cannot remember coming out of that junction that you know you must have. The name we give to this situation is "highway hypnosis". Some people think that it must be dangerous in this trance state driving, however it is safer than consciously trying to drive. As I have already said, you cannot turn your senses off; in fact they are more alert as your senses are heightened in trance.

If when driving in this trance state, you are confronted with a bad fellow driver, then you first automatically act subconsciously to avoid the collision and are then conscious aware of what just occurred. You brought yourself out of trance as you are in control at all times even if it feels that you are not at the times.

I have given you these examples to prove to you that you are already aware of trance state and the feelings associated to it. You now know that you are in control at all times, and that it is a very safe state to be in. Whilst you are reading this book you have placed yourself into a light trance. Now that I have made you aware of this, you can break this trance state as you are in control.

However trance state, via hypnosis in therapy does differ a little, as in general life they happen without us being fully aware. This is due to us not making a conscious decision to allow it to happen. It happens naturally without us knowing, whereas in therapy, even though still natural, the client has made a conscious thought that it is going to happen. They have put their trust in the abilities of you, the hypnotherapist, by allowing control of their mind to be passed on in trust to you.

### **Brain wave states, Beta, Alpha, Theta and Delta**

Removed from sample course

#### **Beta 15 - 40 cycles per second**

Removed from sample course

#### **Alpha 9 -14 cycles per second**

Removed from sample course

#### **Theta 4 - 7 cycles per second**

Removed from sample course

### **Delta 1/5 - 4 cycles per second**

Removed from sample course

## **Different ways of conducting therapy**

### **Authoritarian**

Removed from sample course

### **Permissive**

Removed from sample course

### **Direct**

Removed from sample course

### **Indirect**

Removed from sample course

## **The skills required as a Hypnotherapist or NLP Practitioner**

As I have already mentioned in the introduction of this book, intuition is an important skill to all genuine hypnotherapist, and you have either, already got this or you have not.

One hundred percent self believe in your ability is needed to the point, that some may feel you have an over inflated ego of yourself. This however is not ego; it is the confidence in being proud of your many skills and successes.

You need to be able to lead by controlling people's emotions for the greater good.

I will mention this a few times throughout this book as it is so important. You need to have the ability and skill of shutting off your own personality when conducting therapy. The type of person that is aggressive will never be able to be a hypnotherapist as they lack self control. When in the therapy room you cannot think, act, or communicate the same as you would in general life. In general life, what you think is rude, morally wrong, or what you would not dream of saying to a fellow human being, those same rules do not apply in the therapy room, as the client is paying you for a highly skilled service. You must never allow your own personality to effect what needs to be done to help the client. Hypnotherapy is not about you or your beliefs; it is about what is best for the client even if you have to be cruel to be kind and go outside of your comforts zone.

As a hypnotherapist, we are not relying on our computer skills the same as a secretary does, or our tool kit as a plumber. The only things we have are the skills within ourselves to fall back on, in any given situation with the client. Tone of voice is of the upmost importance, learn from my teachings how to use these skills as we continue. I am now going to give you some pointers to remember, some of which I have already covered and some I am yet to teach you.

- 1) When a client is hypnotised, this is self hypnosis that was achieved through your instructions, the hypnotherapist. Until you instructed them, they did not know they could relax to that extent.



- 2) Due to your professionalism and skills, your confidence as a hypnotherapist projects trust from your abilities within the client's minds. Success with the client is then achieved, however if you are nervous then the client will pick up on this and failure will be yours. There is no point in saying to the client "I am good at what I do", they must believe it from your projected confidants and given knowledge.
- 3) If you are overweight, then do not take on weight loss clients as the trust in your ability to help them is zero. The same can be said if you are a smoker, avoid clients that wish to stop, because if you didn't they would smell the smoke on you and this will result in failure.
- 4) If you have negative problems, then seek help yourself before taking on clients.
- 5) Leadership skills are required to get the client to cooperation with your instructions and suggestions.
- 6) Mirroring and matching to build rapport is a very powerful skill; this must be made to look subconscious to the client, when in fact you will be consciously aware of what you are doing, however in time through repetition your skills will be taken on by the subconscious mind as a new habit, you will then subconsciously mirror and match to build rapport without any conscious thought.
- 7) When the client is correct, agree with them, however if they are wrong, confrontation must be avoided at all cost, never contradict the client. However never back down as you know your subject matter more than they do, so you have the advantage. This requires patience, if a client is wrong on a topic, simply continue educating them, or move on to another topic until they contradict themselves, then go back to the incorrect points they made earlier. Note taking, good listener and memory are required here.
- 8) Repetition of a subject matter is needed to instil into the client new ways of thinking. If you easily get bored of repetition then becoming a hypnotherapist is not for you. Repetition is the mother of success, so repeat again and again.
- 9) Verbal skills and tone of voice, from slow monotone to commanding, are part of the skills required in our profession. Be prepared to change the way you communicate in the therapy room, to how you have been doing your whole life. This takes time and conscious effort as will be explained later.
- 10) When inducing the hypnotic trance state, a low monotone voice is needed. Counting down in number with suggestions of a sleeplike state, relaxation, drifting down etc.
- 11) When bringing the client out of trance at the end of the session, a more uplifting, even excitable tone of voice is required. You would also be counting from one upwards to ten.
- 12) When hypnotising, you cannot turn the client's senses off and therefore they are still in control. However you are in control of where you are leading the client via your suggestions, so it could be argued that the client has a delusional sense of control. Of course this is not told to them.
- 13) Focusing the conscious mind on a distraction, opens up the subconscious to suggestion without conflict as this closes down the analytical layer, and your conscious mind would have been bypassed as the conduit to the subconscious is closed down, this is hypnosis.

Whatever is then suggested is taken on as fact and is stored for use in the future, for example "I am a non-smoker".

- 14) Trust from your abilities, building rapport, focus of attention, suggestion of sleep, the feedback loop effect from observation, Hypnosis via leadership is achieved from these stages. This will be explained in the next chapters.
- 15) In order to do anything in life, you have first got to imagine doing it, as conscious thought alone will have a subconscious conflict to it, unless told otherwise. The subconscious mind is more powerful and therefore always wins.
- 16) You yourself have to imagine success as a hypnotherapist for it to become your reality.
- 17) When giving suggestion, make them so they cannot be misinterpreted by the client. You have to paint the full picture of what you want the client to experience under hypnosis. Examples are given within this book of suggestions given correctly and some where the therapist has got it very wrong, this can be very dangerous.
- 18) Have a set plan to each type of session, that way you will never be stuck for anything to say. Of course you personalise the session to suit the individual as well. However having a set plan to fall back on is very important. This has been done for you in the scripts within this book.
- 19) Positivity and enthusiasm in your work is of most importance. If you have had a bad day, then push it to one side once the client arrives. In a sense a hypnotherapist has to be a good actor at times. Beam enthusiasm at all times, even if acted, your mind won't know you are acting and therefore you will be enthusiastic. For the record I have never acted as I love my job.

### **The stages to hypnotherapy client success**

These next chapters have nothing to do with what is fully said to the client in pre talk, the induction, or suggestibility test as they will be explained in later chapters.

These chapters are about the stages required, in order to make your client comfortable so that you can lead them towards the hypnotic induction.

The client must believe and therefore expect your treatment to work on them, this is very important for hypnosis to work. Therefore, as a hypnotherapist, you need to build different stages for success with each individual client to build rapport, to obtain the hypnotic trance and success as a whole. To do that you need to follow a set rule plan. I am going to explain this plan in detail, as I build up your new knowledge slowly, I will take you through each stage separately.

The set rules for each stage towards hypnotherapy client relaxation success are:

- 1) Trust from your abilities
- 2) Building and securing rapport
- 3) Focus of attention
- 4) Suggestion of sleep
- 5) The feedback loop effect from observation
- 6) Hypnosis via leadership is achieved from these stages

## **Trust from your abilities**

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## **Building and securing rapport**

The English dictionary defines rapport as:

“A relationship of mutual understanding or trust and agreement between people”

A Medical Dictionary defines rapport as:

- 1) Relation characterised by harmony, conformity, accord, or affinity.
- 2) Confidence of a subject in the operator (as in hypnotism, psychotherapy, or mental testing) with willingness to cooperate (the first step in treatment is establishment of a firm rapport)

Rapport is one of the most important features or characteristics of subconscious human interaction. Rapport is the quality of harmonious connection between people, recognition and mutual acceptance that exists between people when they are at ease with one another and where communication is occurring easily. It is having things in common with others, being in sync, being on the same wavelength, in tune with the person with whom you are talking, it is sameness.

There are a number of techniques that are beneficial in building rapport such as, subtly matching non-verbal communication, or mirroring your body language, posture, gesture, maintaining eye contact and matching breathing rhythm. Especially voice patterns and eye contact patterns and by developing a genuine interest in the other person and in their model of the world.

Those of us that have many friends are already experts at building rapport, either knowingly or unknowingly. We naturally experience rapport with close friends or in the company of those with whom we share an intense common interest.

By simply observing strangers around town, you know which groups of people are in rapport, and those that are clearly not.

People kissing in the park, or holding hands are in rapport with one another, and friends laughing at each other's jokes.

We have all seen people walking together around town, wearing the same colour of clothes, or even the same make of top. Owners of dogs tend to buy one that resembles themselves; the reason is they felt a rapport with the animal through sameness. These are simple examples of which we have already observed rapport, so we are all already experts at it.

That does not mean that you are an expert at building rapport, but simply observing it and knowing whether or not people are in it.

The ability to create rapport is a skill that can be learned and which can be used to grow our relationships with anybody, in any setting, and even with those with whom we profoundly disagree.

In general, we tend to gravitate towards other fellow humans, or animals, that we consider similar to us in some way, even if we are not consciously aware of what the sameness is. This is because, people like people who are like themselves, like, likes like. In rapport the common ground or similarities are emphasised and the differences are minimised.

Rapport is an essential basis for successful communication, if there is no rapport there is no, real communication.

We have all seen people arguing, fighting, or giving one another dirty looks. We have all been rejected at some time in our lives by people that felt they were not in rapport with us, there was not a positive connect between you both for one reason or another. These are example of not being in rapport.

You concluded on whether strangers were in rapport or not by simple observing their body language, or listening to their tone of voice.

The main points in building rapport are:

- 1) Non-verbal rapport using the sound of your voice and your eye contact pattern is the quickest and most useful way to begin, this is sometimes called "pacing". Do as little as is necessary to achieve rapport, since it must be very subtle and out of the other person's conscious awareness.
- 2) Lead by making a small non-matching change in your own non-verbal behaviour. If they follow (typically 20-60 seconds later) with a similar shift then you have rapport. If not go back to mirroring tone of voice or movements.
- 3) Show a genuine interest in the other person's model of the world.

I will now give you examples of building rapport that I have used in general life. I like to play with the general public on a subconscious level, some feel that this is unethical just because I am a hypnotherapist, but that is ridiculous because people are doing it all day long either knowing or unknowingly. Sales people are experts at building rapport, business people are the same. The reason one person is a millionaire and the other is not, it not just because they have better business skills, it is due to them having people skills and knowing the art of rapport building.

I was at a music concert, and where I was standing I had to turn slightly to my left to watch the concert, as did everyone else around me. We were all in an arena setting so people were sitting and standing below me and above me and side by side. The woman to my left could see me from the corner of her right eye as we were standing side by side, at an angle. She was a stranger to me, with her male friend and it was clear to me that they were not in rapport with one another. I thought I would have a little fun, so I started to subtly mirror her tone and speed of clapping to the music. When she sat down I would wait a few seconds and then sit down myself, the same when she stood up. I continued mirroring and matched her over a period of a few different songs, this can be classed as pacing on the build-up to leading. To test on whether this had built up rapport I started to lead, in other words I changed my clapping tone and speed from hers.

This woman then followed my lead and started to mirror me. Of course she had no conscious awareness of this. The rapport became so strong that she started to turn her head my way, smiling on several occasions. I then thought I would do the same with everyone around me, and as predicted, once I started to lead again, everyone around me followed my lead throughout the rest of the concert, even when I changed my clapping style several times. Once the concert had ended, the man with the woman to my left held her hand and started to walk away. However, the rapport I had build with her towards me was so strong that she was looking back at me the whole time and smiling whilst trying to walk forward. This is not because she fancied me, although I am rather dashing, it was due to the rapport I had built between us.

People often think why is that ugly guy with that stunning woman? If the woman has no morals then it is because the man is wealthy, however it is more likely that they are in strong rapport and looks are secondary within the woman's mind.

All successful business people do this, so please don't feel that this is unethical as it is done in business everyday. I owed a company £70.00 plus Vat. I didn't want to pay this as I felt it was too expensive for the service I had received. There is no point in being confrontational with this company as that fails every time.

So, I rang their secretary at 3.30pm, I chose this time purposely because I know that through repetition, she would by this time be subconsciously doing her job. This means that she would have already been in a light trance. If I had phoned first thing in the morning, then she would have been fully alert on a conscious level, and so, what I was about to do would not have worked. Once she answered the phone, I matched her tone of voice to keep her in the trance state that I knew she would have been in. If I had spoken in a loud tone then this would have broken her trance state and again I would have failed. I continued to match her tone, and I told her who I was, my reference number and I asked her "How much do I owe?" She then looked me up on the computer and said "Seventy pounds plus Vat".

Due to me matching her, she stayed in this trance state, and so I can now take advantage of this. Whatever I now suggest will go directly into her subconscious mind and then it will be acted upon. I started to say "Forty one pounds, that's what it was last time, forty one pounds and that is what it is now, forty one pounds and in the future". I then asked "Are you going to send me an invoice for payment? Forty one pound" and she replied "Yes". One week later I received an invoice for forty one pounds.

I am giving you these examples to prove to you how powerful this skill is.

I had received the worst garage service you could possibly imagine. Even though I have a very calm character, on this occasion I was very angry, and they knew I would be even though I was not at the garage at the time. Remember one of the skills a hypnotherapist must have is self control, any idiot can lose their temper but this achieves nothing.

I went round to the garage to complain and to get the service to the standard that I wanted. With them knowing I was coming and how angry I would be, due to a bad service, once I arrived at the garage several men were standing waiting to back one another up. That's seven to one; however with the skills I have, I knew that I could control this situation. One man walked towards me and the other six stood back watching me intensely, they were waiting to see if their friend needed backup if it developed into a fight. I stood and mirrored the man that came my way, I then quickly led him, smiling as if happy and he mirrored me. This sent a signal to the six men that everything was OK so no need to walk towards me. In this situation I was controlling all seven men through body language. The conversation with the man I was standing with was heated, as I complained, however my body language showed a different signal to the six men, and due to the man I was with mirroring me, they thought everything was fine. I was in a sense lying with misleading facial and body language expressions. Again this is how powerful mirroring is when leading. The result was I got the quality service in which I intended to get.

I was watching a suited business man with a younger apprentice. The man leaned on a wall in a certain way and the apprentice mirrored him exactly. Neither of the men were consciously aware of this.

The apprentice had mirrored naturally in admiration for his boss, he was showing that he respected his boss and that he wanted what he had. These two people were in rapport.

These building rapport skills that I continue to teach you, I would advise that you test them out on the general public, in order to build your confidence in your newly acquired, growing skills. Spend time practising just one form of mirroring until you can use this easily and without thinking about it. Then add another element, then another, and so on. That's all there is to it, keen observation and practice.

With consistent practice you will be able to effortlessly create rapport with total strangers in just a few minutes, whether or not you like them, and whether or not you have areas of common interest.

And remember, engaging in rapport must be subtle. If the process intrudes into the other person's conscious awareness they may respond unfavourably or become uncomfortable. Copying, or mimicking is not building rapport, this is very different to mirroring and matching. Mirroring means, if the client had their left hand on their right leg, then you do a mirror image of placing your right arm on your left leg.

70% or more of our everyday communication is body language, so to understand this, and develop this skill is very beneficial to us, both in general life and in the therapy room. Again as babies this is how we learned as we had no verbal skills, so we are all experts at it on a subconscious level, however to do it consciously and make it look subconscious is a skill that you need to develop.

Rapport puts people at ease; you can now see why a skilful hypnotherapist uses this skill. When your client arrives, communicate with them at their intelligent level, sameness then builds rapport.

Have eye contact as there is nothing more unnerving than someone that won't look at you. If the client has a negative nervous habit, then of course you would not mirror that and the same can be said if they were moving their hands, due to nervous tension. Remember that you are mirroring and not mimicking the client, also if the client consciously makes a movement, then again, do not mirror as it becomes obvious and unnerving to the client.

Only mirror their subconscious actions consciously, in other words you will be doing them consciously but make it look like a subconscious natural act. This takes practice but it is very important as the client will notice any unnatural movements that will be discomforting to them, which goes against what you want to achieve. Once you develop this skill, through repetition, you will then subconsciously mirror people as it is taken on as a habit.

When your client naturally moves in a positive way, mirror them a few moments later.

Dear student, I am now going to give you, your first rapport test so please don't cheat by reading forward into the next paragraph, as you will only be cheating yourself. Question, "Can you build rapport, through a negative mirror?" Think about it before reading on.

It is a misconception to think that rapport can only be built through a positive; this is why you will never go on a course where they teach you the following, unless they acquired it from me.

The answer to the question, "Can you build rapport, through a negative mirror? Is yes! now that has got you confused hasn't it because I wrote "If the client has a negative nervous habit, then of course you would not mirror that and the same can be said if they were moving their hands, due to nervous tension". Well this is true; however you can still mirror a negative to your advantage. In fact you will build a stronger rapport through a negative rather than a positive and this is why.

I have some clients that are very nervous, they sit at the edge of their seat with their arms folded all crunched up and uncomfortable.

There is no point in me saying "Sit back and relax as you look uncomfortable" this just makes them feel even more uncomfortable as they now know, that I know they are nervous. This makes them feel silly, and that would not build on rapport.

However, in this situation I leave the client in the uncomfortable position for a few minutes purposely. I do this because I know that at any time I can take control and get them to relax.

The longer they are in the uncomfortable position the more relief they will feel, once given permission from me to relax, however do not leave them to long in a tense state, common sense of timing is needed here. Once they relax this positive relief is then associated towards me, it is this that builds a very strong instant rapport, it also creates transference as will be described later. It also put the client into a light trance as the relief turns into relaxation. This is a very clever technique in which I developed from my experience. This is what I do, after a few minutes I match the negative position for a brief few seconds that the client is in, this is pacing. I then .....

(Dear student, as this is a free introductory version of the course I have removed this section as I feel most of my secrets are worth investing in, this is one of them and therefore should not be given for free. I will only do this on one other chapter within the book)

All this is achieved without me making the client uneasy by verbally pointing out to them that they are tense and uncomfortable.

Dear student, now you can see why, you will build a stronger rapport through a negative rather than a positive, as the negative (Edited due to this being a free version).

I am now going to set you a second rapport test, Question to you, "Once rapport has been established and therefore the client is relaxed in your presence. After half an hour of a pre talk (I am yet to teach you what to say in pre talk), would the following question, if said to a weight loss client break the rapport you built up, or would it cement it further?"

Question to weight loss client:

"Why can you visually see all the fat around your chin and body? It is because your body wants to survive, so it is pushing all the fat to the outer edges of your body. If it had not automatically done this then your heart and major organs would be surrounded by fat and you would now already be dead".

Now that you have read the question to the client, let us go back to the question I asked you "Once rapport has been established and therefore the client is relaxed in your presence. After half an hour of a pre talk, would the question to the weight loss client break the rapport you built up, or would it cement it further?"

Give this some thought before reading on.

At this stage the client is relaxed in light trance and comfortable, even though not yet fully hypnotised, and rapport has been firmly established. They realise that you know your subject matter very well (as you will once I teach you the pre talks), and this heightens their trust from your abilities, then in (Edited due to this being a free version).

There is however a difference in the two negative examples I have given you. The first was through mirroring body position from a negative to (Edited due to this being a free version); this can be done early in the session to build rapport.

The second example with a weight loss client could only be done once rapport has already been established, to then cement it via (Edited due to this being a free version). If you were to do the second example early in the session then it would back fire on you as rapport had not been previously established. To talk to them about fat and death early on in the session would be to shocking for the client so it would have alienated them and failure in gaining rapport would have resulted, however you have built up rapport previously so (Edited due to this being a free version).

Dear student, at this stage of the book you already know more about the subject matter that you have just read, than some established hypnotherapist. So be confident as we move forward.

If you, the hypnotherapist (that you will be) were in a session with a client now, at this point you would finish the pre talk and then do a suggestibility test (explained later), the client realises that you know your subject matter very well, and this continues to heighten their trust from your abilities, therefore they are happy to continue into hypnosis.

### **Focus of attention**

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### **Suggestion of sleep**

Removed from sample course

### **The feedback loop effect from observation**

Now that the client is happy in your presence, and is now focusing their attention on a fixed point, your suggestions of sleep will be working. We can now move on to the next stage, which is the feedback loop effect from observation.

Hypnosis works as a feedback loop effect between the hypnotherapist and person in therapy.

You previously suggested to the client:

"Focus your attention on a fixed point on the ceiling".

As you do, continue suggestion of sleep, and say:

"Take in a deep breath, hold it and release it slowly, (pause) feeling your warm breath releasing from your body".

They then carry out your commands and may sink down as they breathe out, when relaxing. We know that the client's breath is warm due to them holding it, within their warm body, hence why I say "feeling your warm breath releasing from your body". The client then knows that I fully understand them and this reassures them.

This is where the feedback loop effect is used. You can clearly see that the client has sunken down and so you feed this back as a further suggestion of "And as you sink down due to this relaxed state, you will become more aware of how relaxed you are becoming".

The client may then close their eyes due to the strain of focusing on a fixed point. You then feed this back and say "And as your eyes close they feel so tired, it is so much easier to just let go".

What I am doing is what I call a feedback loop; I am observing the client and then feeding my observations back at them as further suggestions as the induction continues.

Within this book I have written a full hypnotic induction that you can use, however from your observations always personalise the induction to the client. It is nice to have the written induction as a backup as you learn this new skill so that you are not lost for things to say.

Let us look at this sentence that is said to our client:

"As we continue to relax, you take a deep breath in, hold it and then let us release it, your head may move to one side as you relax even more here today.

Simply relax all the muscles in your legs now, and let it go. All the past tensions simply fading away, just like a cloud on a summers day".

Now, let me explain the reasons why I have used certain words, with what I have said to this client. Firstly I have underlined the words "we", "here" and "us", this was to point out to you that I am continuing to build and prolong the rapport between the client and I. The use of the words "we, here" and "us", means that the client and I are together in the same experience.



If I had said "you and there" at that point then I would have mentally pushed the client away from me and we would not have been as one. This is a simple use of verbal skills that I will explain, in detail, in a later chapter. Another important point is that, when I said "You take a deep breath in, hold it and then release it", I can also match the clients breathing tone to continue the rapport by noticeable breathing in and out to match with my words and the clients actions, creating sameness.

Also notice my observations, the clients head moved to the side so I said "Your head may move to one side as you relax", I was using the feedback loop. My second observation was that the client's legs looked uncomfortable, so I said "Simply relax all the muscles in your legs now, and let it go. All the past tensions simply fading away, just like a cloud on a summers day".

Instead of me saying, "Simply relax all the muscles in your legs now, and let it go." As an alternative, why didn't I just say? "Your legs looks really stiff, just relax them".

Simply because it would not have the same relaxing affect that I want to achieve with the client.

Because they now feel uncomfortable as they now know I'm looking at them, and that I know there legs are stiff, and yes, the client gets so relaxed that they forget you are their even though they can hear your voice. When done right they do not know they are being observed and this is very important for relaxation, as we all hate being stared at.

At this stage, if not sooner the client may start to feel that you are reading their mind. This is due to you feeding back the clients movements. They know that certain parts of their body are tense, however they do not know how obvious this is to a skilled hypnotherapist, or as I have mentioned, they forget that you are observing them. They may start to wonder, how could you, possible know, because as far as the client is concerned, any tensed body part is just a thought in their mind. By saying "Simply relax all the muscles in your legs now, and let it go." I am, as far as the client is concerned, feeding back a thought process from their mind as if reading their mind. This all adds to the trust in my abilities.

### **Hypnosis via leadership is achieved from these stages**

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### **Fright, fight, or flight responses**

Dear student, what is the reason we, the hypnotherapist go through all the stages as just described in the last chapters? It is simply to eliminate any tension within the client, for a successful outcome to the whole session. This effect must be eliminated which is the fight or flight effect.

Allow me to explain what it is.

When we are confronted by a significant threat to us, be it real or imagined, then our bodies get ready to either fight to the death or a desperate flight from certain defeat, as far as the person is concerned with this condition.

Fight or flight effects include, our senses sharpening, pupils dilate in order to see more clearly, even in the dark. Our hairs stand on end, making us more sensitive to our environment, this also making us appear larger, hopefully intimidating our opponent. Of course we have less hair than our primitive ancestors; however we still have the same effects as they had.

The cardiovascular system leaps into action with the heart rate pumping faster and faster within seconds. Our arteries constricting to maximize pressure around the system whilst the veins open out to ease return of blood to the heart.

The respiratory system joining in as the lungs, throat and nostrils open up and breathing speeds up to get more oxygen into the system, so the increased blood flow can be re-oxygenated. The blood carries oxygen to the muscles allowing them to work harder. Deeper breathing also helps us to scream more loudly, shouting for help if needed. Fat from fatty cells and glucose from the liver are being metabolised to create instant energy. Blood vessels to the kidney and digestive system being constricted, effectively shutting down systems that are not essential to survive this perceived or real attack. Part of this effect is reduction of saliva in the mouth. The bowels and bladder may also open out to reduce the need for other internal actions; this might also dissuade our attackers.

This is the reason, when a person has an anxiety they vomit, as there is no need for a digestive system in order to survive an attack so the food is rejected to allow the energy that would have been used for digestion to now be used in other areas of the body like strength in order to survive the attack, the client needs educating on this.

Blood vessels to the skin being constricted reducing any potential blood loss. Sweat glands also open, providing an external cooling liquid to our over-worked system. This makes the skin look pale and clammy, and that is why the person looks ill.

Endorphins, which are the body's natural pain killers, are released, this is because when you are fighting, you do not want to be bothered with pain, that can be put off until later.

Some of the natural workings of the body, that are not needed to survive this perceived threat slow down and more primitive responses take over, this is a time for action rather than deep thought or a digestive system.

Let us look at our primitive ancestor.

Back in the time of Neanderthal man, they would be gathering fruits or sitting by the fire. suddenly, if an attacker jumped out and ambushed them, be it an enemy from another cave or a deadly animal, the responses of fight or flight fire up within the body. They then have a decision to make, either defend themselves (fight) or run (flight).

Some also call this the "Fright, fight or flight response" essentially creating three types of people, the ones that sit there in fear and die, the ones that fight in the hope of survival and the ones that run for their lives. Our ancient ancestors didn't fear (fright) if they had we would not be here.

Unfortunately for us in modern times, our bodily systems and minds have not evolved to a more appropriate use of dealing with this fight or flight response. Many of life's stresses trigger this response with alarming efficiency of speed. The surprises and shocks of modern living leave us in a permanent state of arousal that takes its toll on our bodies and minds.

Instead of being attacked by an aggressor as primitive man was, we are now attacked by money worries, stress of our jobs, relationship worries or going for therapy, the list is endless, however the body and mind responses are the same. It would not be expectable to fight or flight in everyday, normal situation in this modern time, and therefore the stress builds up due to not being able to release it, this creates frustration and a build up of anxiety.

We are then in a situation where we cannot fight or flight but yet we still have to cope with this pumped up adrenaline that was useful for our primitive ancestors.

The fight or flight response is no longer needed as a survival mechanism in most situations, even though the mind and body sees it as such, it is now a stress builder that must be controlled. Of course if you were really being attacked then it would be useful to build energy. The biochemical changes in our brain make us aggressive, depressed, anxious etc. Because of this you need to watch your clients for angry red faces, cold and clammy skin, and signs of a dry mouth, increased breathing rates and jitteriness from activated muscles. Also watch out for

the various forms of coping that can be dysfunctional and contrary to behaviour you are seeking to create.

Once this primitive response is triggered, if it is not dealt with then it becomes a habit as it is taken on by the subconscious mind. Once that happens the person tries to deal with it on a conscious level and you now know that is impossible, so the condition worsens and organic change occurs. This goes back to the mind rules again.

- |   |  |
|---|--|
| 1) Ideas or thoughts result in physical reactions       | 5) Fixed thoughts can only be replaced by another via the subconscious |
| 2) The mind delivers what we focus on                   | 6) Opposing ideas cannot be held at the same time                      |
| 3) Negative thoughts result in organic change over-time | 7) Conscious effort alone, results in opposite subconscious success    |
| 4) Imagination overpowers knowledge within in the mind  |  |

Biochemical imbalances in the brain continue to erupt and the result, in extreme cases, is a mental break down that could go on for many years, unless previously changed on a subconscious level.

Once it gets to this extreme it is very difficult, in fact impossible to function in general everyday normal activities. However this can be rectified, and one hypnotherapy session is enough to give the client the entire tools to recover. It is then up to them on whether they work with what you have done for them, as will be explained in the scripts.

Clients that suffer from anxiety, low confidence, phobias and other related stresses, all suffer the flight and fight responses. They will, to some degree feel this effect by simply booking an appointment with you; this may develop further on their arrival for therapy, if you do not control the situation. It would be impossible to hypnotise anyone when the mind is in a defensive mode.

Hence the set rule plans of:

- |                                  |  |
|----------------------------------|--|
| 1) Trust from your abilities     | 5) The feedback loop effect from observation             |
| 2) Building and securing rapport | 6) Hypnosis via leadership is achieved from these stages |
| 3) Focus of attention            |  |
| 4) Suggestion of sleep           |  |

Stick to this plan and you will have success every time. You can now see how important this plan is. The only time you will fail to hypnotise is if the client has a bad cough, mental condition, or is drugged.

Dear student, you now have a better understanding of how powerful the mind is, and as we continue, you will learn more. You now know that the mind affects the body; however did you know that the body can also affect the mind? When I am with a depressed client, I get them to sit slouched down with their head towards their knees, and their arms folded. I would also like you to do that now for two minutes. Yes stop reading please, carry out the suggested stance and then move onto the next paragraph.

How did that make you feel? Low, depressed, not a good position to be in is it, if you want to feel happy, is it? Now, I would like you to do the following, sit up straight, shoulders back, head up (once you have stopped reading) and smile! Wait a few moments and then start to act, as if laughing. Then place your arms in the air as if you are celebrating a victory and say "Yes, I feel great". Please do that now before reading on.

Felt good didn't it? Your body has just affected your mind in a positive way. Remember the mind does not know the difference in what is real or imagined, both are your reality. So, your mind did not know that you were acting when laughing, it did not know that you had nothing real to celebrate, however your mind responded as if you had and it made you feel good, didn't it? Yes.

You see depression most of the time is self inflicted, and all confidence is an act until taken on by the subconscious as a positive habit.

I have had students from the medical profession, which told me "Doctors use medical knowledge in order to control systems, but may not promote change the way a hypnotherapist does. This is because they allegedly get paid by the drug companies to sell their products". Well it is true that all they seem to do is control depression with drugs as I have had many clients on them. The fact is that a large percentage of illnesses are psychosomatic (caused by the mind), they were never real in the first place, and because of this, a drug will never cure the perceived illness, even if organic change does occur from the negative thought. Sufferers of psychosomatic illnesses experience pain, nausea, or other physically felt symptoms, but with no physical cause that can be diagnosed, so a drug will never help or cure the symptoms, in fact the side effects of the drug make the person worse. When we run our selves down, the natural bodies immune system slows down, this makes the common cold a related illness to depression and stress.

I had a client who had recovered from breast and stomach cancer. At the time of having it, she only told her husband and daughter who she lived with. Due to the chemotherapy, she started to gain weight and people could see this, she also lost all her hair and wore the most amazing unnoticeable wig. She was such a positive uplifting person. She kept herself occupied daily, and even organised a birthday party for her sister, and still no one knew she had cancer. Out of the three people in her home, she was the only one that did not get severe flu. Her husband and daughter did, due to them being negative as they were very worried that she would die. This is a very good example of how a negative thought and positive can affect a person. Of all the clients I have had, this one will remain with me forever as she was really amazing and uplifting, I wish her well. Positive suggestions bread positive results.

### **Coping response to stress**

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### **Two main types of stress from two sources**

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### **Stress Warning Signs and Symptoms**

Removed from sample course

### **Setting a schedule to overcome stress**

Removed from sample course

### **The connection between Stress and weight gain**

Removed from sample course

### **Exercise reduces stress**

Removed from sample course

### **Techniques to reduce the build-up of stress, self hypnosis**

Removed from sample course

### **Verbal psychology**

Verbal suggestions can be categorised into two different groups. The first are positive suggestions and the second negative suggestions, both are used in therapy as you will come to realise throughout this book. I will now give you many examples from general life.

I was at a friend's BBQ when his children started to do cartwheels and walk on their hands with their legs in the air, all was going well until their dad shouted "Be careful or you will break your neck".

At that point the child's arms gave way and he fell on his head. The negative suggestion was "Be careful or you will break your neck" it acts as a subliminal message within the subconscious and then is acted upon.

Parents have good intentions but they have no idea about the power of the human mind and how it subconsciously reacts to verbal tone and hidden messages. In this true example, until the child was told the negative suggestion, he was more than happy and confident in what he was doing.

Another example, when friends are ill most people will say "I hope you get better soon". Hope is a very negative word because if you are just hoping for something then it will never happen. You might as well have said "There is little or no hope of your recovery" or "We are hoping against hope for a change in your condition" because "hope" means that things could turn out bad. I call this way of verbalising "Conflicting statements"; the speaker means well but unknowingly has a negative effect on the listener.

It would make more sense to have said "I trust that you will get better very soon" or "I trust you will recover soon" or "I trust (or I believe) that there will be positive change in your condition".

It would be even better to have said "I will see you tomorrow when you are feeling much better" this implies that you will see them again and they will get better, all very positive for the person's mind that is ill, this will help in their recovery.

When talking about work people say "I hope that my work will be satisfactory". "Hope" is the twin sister of "Try" both words imply difficulty and therefore has a negative effect on the subconscious with a negative result.

Regards to work it would be better to say "I trust that my work is satisfactory". So by simply changing the word "Hope" for "Trust" the sentence has a more positive effect on the mind and therefore the person.

Also most people, when they have done a good job will say "It's not bad" much better to have said "Fantastic job, I like that".

Let us imagine this situation; it is an example of another negative suggestion. A young boy climbs up a tree in his garden at home. The father, from the house sees his son playing up the tree and is concerned. He walks outside and in a concerned raised tone says "Get down, before you fall, you are going to hurt yourself". The boy's confidence level is dramatically dropped due to the negative suggestion, he then either needs help getting out of the tree or he falls, as once again the subliminal message of "Down, fall and hurt" was acted upon. Before the father said anything, the child could have more than confidently climbed down by himself.

When people are depressed, friends with good intentions say "Don't worry, tomorrow won't be as bad as today".

Let us look at that sentence again "Don't worry, tomorrow won't be as bad as today". So the subliminal message that mind acts upon is "Worry tomorrow as bad as today". It would have been better to have said "Tomorrow is a new day it's going to be fantastic".

People that are overweight, they go on a diet and everyone around them say "You can eat all you want as long as it's in moderation" the mind only picks up on the "You can eat all you want" so the overweight person eats the same or more than ever. Think of that damage that would have been done if you had said it to a weight loss client.

These are all "Conflicting statements" due to the hidden negative message, or what some call a negative embedded command.

Before I continue with the serious stuff, I will now give you some fun examples of embedded commands, to get people to change what they are doing for what you want, you could say: "When would now be a good time to change to do something different?" or you could say: "Would you like to stop doing that and do something else?"

When you want to confuse someone, or make them forget what just happened, or what has been said, you could say:

"While you remember to forget, you forget to remember what isn't important"

This causes a "Trans-derivational search (TDS)" within the mind of the listeners, why and what TDS is will be explained later. Due to the TDS the listeners forgets what you have previously said or done.

We will now continue. In life use speech in a positive way from now on and throughout life.

Lives are ruined by others through negative statements. I had a client who loved horse riding and entering show jumping competitions, however she had not entered any for two years as her confidence level had dropped, even though at the time she did not know why.

The reason emerged that her mum would say "Get someone else to ride your horse as you are going to fall off and hurt yourself"

The fact is she had never fallen off and always came top of her events in competitions. The negative suggestions from her mum over-time had the negative affect on a subconscious level within my clients mind as it got her to imagination to play a negative outcome to being in an event and falling.

Even advertising affects us on a daily basis, whether it be heard from verbal speech or read. A famous fast food chain has the slogan "I'm loving it". When we read this small sentence it is as if we are saying it to ourselves, so we start to believe that we truly do love the company's food. Read it again, "I'm loving it", the mind does not know that you are reading it so it believes that you are saying it to yourself as fact.

This is a very clever but simple use of linguistics. If it was written "You are loving it" then it would not have the same positive effect on you for two reasons.

First it is as if you are being dictated to by the use of the word "You" and no one likes to be told how to think. Second it is as if you are saying it to someone else and not yourself "You are loving it". By the use of the word "You", when reading it you are pushing the thought of loving the food onto a second person so you will not start to believe that you love the food as in "I'm loving it".

No matter how you rearrange those simple three words, it still has a positive effect on you to buy their products, so it cannot be misinterpreted in any way.

The above example has been very cleverly thought out; however some companies get it very wrong and the reason I am adding this paragraph on verbal psychology in adverts, is due to wanting to share with you an advertisement that I read on the side of a car that was promoting a local car garage servicing centre. It read as follows:

"You wouldn't trust your car with anyone else"

Dear student before I explain, can you see how very wrong that sentence is? Take a moment to read it again and think of reasons why it is so wrong before you continue to read.

I will now explain and see if you had worked it out as I have. Let us look at the sentence again "You wouldn't trust your car with anyone else" the hidden message is "You wouldn't trust your car with anyone else". The use of the word "You" is very aggressive in this case and it is telling you not to trust the company so straight away you repel from it in a negative way.

There are other negative messages in this same advertisement so let us look at it again "You wouldn't trust your car with anyone else". Would you trust your car with anyone? Of course not. Also "You wouldn't trust your car with anyone else" they might as well be telling you not to trust your own car once they have serviced it.

I know that what I have just written has been a real eye opening experience for you as you will never look at an advertisement or verbal speech the same way again.

When my client arrives for therapy, I instantly take control without the need of telling them, "I am the leader, I am the one in control", as that would be uncomfortable to the client. When they enter the therapy room I introduce myself and show my confidence with eye contact and a shake of the hand, then say in a commanding way, "Please sit down". They have a choice of seats and the nervous clients will always sit furthest away from me. To send them a sign that I am in charge, I say "Please, move and sit there". The suggestion is acted upon and therefore the client now knows that I expect all other suggestions to be carried out as well. I have lead the client with simple use of voice tone and verbal skills. This would not have been as effective if I had said "Where would you like to sit?" if I had done that then the client would have been leading me due to the question and not as previous written, a command. Also the command could not be misinterpreted in the clients mind, I spoke clearly and direct to the point.

The client must never be allowed to lead the therapist; if this were to happen then you will have failed as the client would not have learned anything.

It is very important that you do not mistake this for bullying as it is not; you use a friendly tone when first meeting. Your tone of voice and body language must project confidence within the clients mind.

At no point can you ever say, "Erm, well, (pause) let's see, Erm" this shows that you are uncertain of what to say. You must never seem indecisive as this creates nervous tension within the client. For this reason I have a set plan of what I want to say to each type of client and I know it like the back of my hand, so, learn, repeat, and repeat again the scripts until known word for word. Of course I personalise to session to the client as well.

In general, everyday life we constantly give negative thoughts, even when meaning to be positive, for example people always say:

"Not a problem" or "Don't worry about it".

Another example is, when people want you to remember a time, date or something you need to do they say:

"Don't forget (whatever it may be)" this implants the suggestion to forget and the subconscious picks up on this and therefore you forget. It would have been so much better to have said:

"Remember, you have to (whatever it may be) at one o'clock".

Why do people ask? "How old are you?" this is so negative, they should have asked "How young are you?" because the fact is we are all the youngest we are ever going to be from this moment forward.

In the introduction of this book, I wrote:

"How you have thought, communicated, and acted throughout life, may need to change for positive effect, once you have fully read and understood this book. Once read and understood, for many people this book is a life changing experience".

You will now understand why I wrote that, because you as a hypnotherapist must use positive words when working with clients. These words must not have hidden meaning or that can be misinterpreted in any way when wanting to provoke pleasure within people.

The use of your voice, as a tool for change within the client is a skill that will take some time to develop. Experiment with people around town, listen and take note of stranger's emotional state by their tone of voice. A person may say one thing but their tone and hidden meaning says another. For example, a person could say "I'm OK, I might see you later for a drink" their tone was low, slow, and almost monotone. You now know that they are not OK and it is clear that they won't be seeing you later due to the word "might", Might is just as negative as the word "hope" or "try", if you might be doing something later then you have not made a commitment to do it. What this person said was effectively a lie. Your clients will lie and contradict themselves regular, however they won't be aware of it, as it is a habit to them and they won't know how skilful you are in spotting those lies.

They will however be very impressed when you point them out. This will happen mostly with clients with bad habits as they lie to justify their actions of abusing themselves, this will be explained in the scripts.

At times I will want to provoke a negative emotion within a client that I can then use for added benefit for them. For this chapter, I want to point out that an emotion can be built more effectively and intensely by pausing and saying nothing at all between sentences. For example, to a weight loss client, once strong rapport has been built, I would say:

"Your body wants to survive so it is pushing all the fat to the outer edges of your body. If it had not automatically done this then your heart and major organs would be surrounded by fat (slight pause) and you would now already be dead (Pause)".

When I say this, I push my hands forward as if pushing the fat, so that the client can observe in their imagination the fat (nonverbal communication), so that the thought of overeating becomes a negative act.

I then pause, and pretend that I am writing down a note, the reason for this is because the interruption in the flow of language, both verbal and nonverbal, offers us the best opportunities for emotional communication. The pause gave the client time to digest what I had said; it allowed their imaginations to see what they had been doing to themselves all these years of abusive eating.

Tone of voice is of the utmost importance here as well, if I was to talk about fat to the client in an excitable tone of voice, it would not provoke sadness and guilt towards the bad habit. Most of the sentence shown is spoken in slower than normal speech, I will now show the sentence again and the underlined the part that is said in a more commanding tone to enforce it for greater impact before the second pause.

"Your body wants to survive so it is pushing all the fat to the outer edges of your body. If it had not automatically done this then your heart and major organs would be surrounded by fat (slight pause) and you would now already be dead" (Second pause).

Tonal emotional communication is extremely important for managing and avoiding conflict. Tone is a great influence over controlling the client's emotional state.

Depending on your level of skill of tone, verbal skills and knowing when to pause and for how long will depend on your ability to manage stress levels within the client. How I use this emotion will be explained later in detail.



Dear student, this is an example of bad verbal skills effecting the mind of another. I was watching a news report of a woman that had died in tragic circumstances in her flat. Her boyfriend who had lived with her was so distraught that he could not enter the flat and he didn't know many other people in that area, so the dead woman's mother offered him a room at her house. At this stage this was helpful for the grieving process in both the mother and boyfriend. However the mother then in a television interview, when speaking about the boyfriend said "How could I throw him out? My daughter loved him, I could never throw him out, and so he is living with me" This woman's intentions are good but her verbal skills are very poor and she spoke in a pitiful tone.

Let us look at that sentence again "How could I throw him out? My daughter loved him, I could never throw him out, so he is living with me". She had said "Throw him out" twice in a short sentence plus her tone was wrong. The whole sentence and how she delivered it has the feeling of the only reason he is living with her is because she feels sorry for him, but she doesn't really want him there. This implants a negative image in the boyfriend's mind of being thrown out and all alone, he had turned to his deceased girlfriend's mother for comfort but this small sentence showed what was really going on in the mothers mind, that of not really wanting him there. The boyfriend left the house that day and later killed himself. What the mother had said, in my opinion had a factor in his death as it lowered even further his emotional level. If she had said "My daughter loved (His name) and as a family we all love him also, he is living with us now and he is more than welcome to do so".

Do you see the difference in what she had said and my example of what she should have said? It would have had a more uplifting feel in the depressed boyfriends mind and maybe, just maybe would have prevented him from running away to kill himself.

This is an example of one of my clients with me getting the verbal speech right. I had a male adult client who had extreme low self-esteem, due to his father verbally abusing him as a child. As a child he would ask a simple question wanting to learn and his father would shout that he was thick and so forth, constantly putting him down in front of others. This client thought he was in the wrong and that he deserved this abuse, of course he didn't but he had been lead to believe it from years of negative conditioning from his abusive father.

It would have been wrong in saying to this client "You was not the one in the wrong, your father was" even though this was true. This is because the hidden message would have been "You the one in the wrong" and that would have had a negative effect on this client on a subconscious level. What I did say was:

"You were a very young small innocent child, still developing and learning about the world, it is, and was totally normal to want to know the answers to things, it is how we learn, develop and grow. As children we look up to our parents for guidance, they are our role models, but this abusive father was a sick sadistic man that got pleasure from the abuse he inflicted on others, this was due to his own insecurities in life and his failures. Be proud that you are strong enough to seek help and be the person that you are by knowing he was wrong and you are right to want to learn".

Dear student, note the words I have used and the reasons why, first I said "You were" when talking about his origins of his problem making whatever I say next past tense and therefore the problem is in the past. Good for the subconscious mind. I then mentioned what was obvious to us but not to this abused client, I said "a very young small innocent child" I was making him realise that as a child he was innocent and therefore not in the wrong without saying the word "Wrong" as that could have been wrongly interpreted as negative in the clients mind. I continued and said "still developing and learning about the world, it is, and was totally normal to want to know the answers to things"

I wanted him to know that it is normal to want to develop and learn in the present tense and in the past by saying "it is, and was totally normal". This client needed to know that he was normal as he had been conditioned to think otherwise, so the use of the word "Normal" in relation to this client was very important.

I then said "it is how we learn, develop and grow." Note the word "We", used so that he knows he is not alone and it builds the rapport between the client and me.

"As children we look up to our parents for guidance, they are our role models" again used to build rapport and assure the client that he is not alone without having to tell him "You are not alone" as that would not have been as uplifting. I continued and said:

"but this abusive father was a sick sadistic man that got pleasure from the abuse he inflicted on others, this was due to his own insecurities in life and his failures."

Note that I distanced the client from this man by saying "This abusive father" and not "Your abusive father" this was to send the client a message that the father is not attached to the client and therefore can no longer affect him. In fact his father was dead but he was still having a negative effect on my client's life previous to meeting me. I then said:

"Be proud that you are strong enough to seek help and be the person that you are by knowing he was wrong and you are right to want to learn".

This was to ego boost the client in order to make him feel good because the fact he hadn't turned into his father was a great achievement. In short, where his father was concerned I spoke negative and with regards to my client everything was positive so that no misinterpretation or misunderstanding of my use of language could have taken place.

Dear student, you will at this point start to see that verbal skills as a hypnotherapist are so important; you need to be aware of hidden messages that you may be doing in general life and those bad verbal habits cannot be brought into the therapy room. And if that wasn't hard enough, you also need to retrain your tone of voice, and nonverbal communication, as will be explained as we continue. Through your voice and body language you need to at all times control the client's state of mind.

When inducing a hypnotic trance, you will always need to use a slow, monotone, drawn-out tone of voice, with words of "Relax, sleep, feeling heavier and heavier, drifting down" and other types of words with suggestions of sleep, whilst counting down from ten to one.

When bringing the hypnotherapy session to an end, your tone of voice must be of an excitable, higher, uplifting one so that the client awakens on a positive high. Whilst counting upwards, use positive words in the line of "On one, congratulations on achieving your goal, here today, and on two, your whole body full of positivity for the future and now".

Let us now delve deeper into the induction. This is said to the client at the start of the induction:

"We are now going to, focus attention on a spot on the ceiling as we continue to relax, you take a deep breath in, hold it and then let us release it, your head may move to one side as you relax even more here today. Simply relax all the muscles in your legs now, and let it go. All the past tensions simply fading away, just like a cloud on a summers day".

In chapter "The feedback loop effect from observation" I explained why I used the words "We", "Here" and "Us"; it is sameness, having the same experience to build rapport. Of course sometimes the use of the words "You" and "Your" cannot be avoided as it is not my head as well, however where possible keep your wording in the sense of togetherness.

Always use words that a layman can comprehend, because if the client cannot understand you then the hypnotic induction won't work. The key is to keep it simple and be aware of what you are going to say before you say it.

In a later chapter "Aversion therapy" I will show, an example of where a hypnotherapist got it very wrong with his client under hypnosis, as his verbal skills were very poor.

I will share with you a different example here, this was in the pre talk with a woman that had, miscarried seven times and lost a one year old child.

Obviously this woman needs a session were she is helped to cope and relax with positive thoughts. However the therapist, when hearing of her many losses said "That's terrible, so terrible, isn't that terrible, you poor woman, you must have gone through a terrible time" This was on a television show to promote the use of therapy. I was horrified by this. The unprofessional therapist actually said "terrible" four times in his pre talk within seconds. The inevitable happened and the woman broke down, she already knows how terrible her situation has been, she does not need reminding of this. It would have been so much better to have said:

"The past is the past, and it is now time to move forwards with your life, we cannot change the past, however we can change our futures". Note the words I have used, it is sameness again so that she know she is not alone in her grief without the need of teller her "you are not alone", it would not have the same effect would it? Because the hidden message is "You are alone".

Some hypnotherapist use reverse psychology in the induction, this is not a technique that I use as I feel it, is unnecessary. However as part of your training, I have included it here. For example you could say:

"Your eye lids are getting, heavier and heavier, and no matter how hard you try you can-not open them".

The negative word of "hard" meaning it would be an effort to open them so best to remain having the eye lids closed. Also the word "try", if you are only trying to do something then it won't be done, and finally when saying "can-not" the word "not" is said in a slightly higher tone after a pause, the clients subconscious then hears "not open them" as the word "can" is said in a lower tone. This becomes a hidden subliminal message in a spoken sentence by simply changing the tone of your voice.

Subliminal messages are often used throughout the in hypnotic inductions and in suggestibility test. Suggestibility test will be explained in detail later.

When inducing the trance state, hidden messages are simple to add, and the client is not consciously aware of them. In the example I will shown here, I have underlined the words that are spoken in a slightly different tone from monotone, this higher tone after a pause changes that part of the sentence into a subliminal message. The following is said:

"As we continue to relax, you take a deep breath in, hold it and then let us release it. Simply relax all the muscles in your legs now, and let it go. All the past tensions simply fading away, just like a cloud on a summer's day, as you (pause) now drift into trance".

As this is being said you are continuing to grow the rapport between you and the client, matching their tone of breath when suggesting to the client, "Take a deep breath in, hold it and then let us release it" the feedback loop effect is always being used through your observations of the client. All these new skills are being used one after the other, and some at the same time.

This subliminal message of "Now drift into trance" is acted upon, on a subconscious level, because by this stage the analytical layer has closed down, so the conscious mind is being bypassed and therefore the subconscious mind is taking in the suggestion as fact. The client then drifts into trance. If your tone was not changed then the client sees it as a normal sentence, so tone of voice is very important.

You could also say, using hidden messages:

"You drift deeper into a sleep-like state now" the subconscious act upon "sleep now" due to the higher tone when speaking those words.

Remember that the conscious mind is always distracted by the relaxing music, and you may want to get the client to count back in their mind from twenty to one slowly, because counting backwards takes conscious effort and therefore the conscious mind is occupied which opens up the subconscious to suggestion from my voice and the subliminal messages in the music of sleep-like suggestions. This makes it so easy to hypnotise anyone. Note that counting forwards is a subconscious act as it was taken on as a habit due to repletion, counting backwards takes conscious effort of concentration as it is something we are not use to in our daily lives.

The whole point of the induction is to relax the client by bypassing the conscious mind, then any suggestion that I now give will be taken on as fact. At this stage, if a loud vehicle where to drive by the therapy room, simple factor it into the session by saying:

"The vehicle you can hear has come to take all that past tension away, and as you drift deeper you can hear it drive off into the distance as you drift down".

Note that the feedback loop effect is not just fed by what the client is doing; it is also fed by the surrounding sounds.

The induction process will be shown later in detail as part of this book. Of course once the client is hypnotised, you would then start the therapy appropriate to the client. Different therapy techniques that are used in hypnotherapy will also be explained later in detail.

At the end of a session, on rare occasions some clients may say, "I hope it works" or "I'll try my best".

These clients are simply telling me there confused conscious thoughts, brought on by the overload of new information I have given them, and they have yet no idea how powerful the session has been, as it happened on a subconscious level. I know they have succeeded, however due to their verbal bad habit of speaking; they use the negative words of "Hope" and "Try" I need to but this negative though to one side.

Dear student, it took me a long time to develop an idea that I could use to change this confused negative thought at the end of a session, there was no use simply telling the client, I had to come up with something that would stick in their mind for life. This is what I developed, and remember this is after the session on awakening.

I light a candle and say (Edited due to this being a free version).

This sticks in the clients mind and is very powerful, they now know that it is up to them to change as I have now given them all the tools for change, I can do no more. Notice the use of the word (Edited due to this being a free version).

### **Creating affirmations for positive change**

Removed from sample course

#### **Words of truth and fact**

Removed from sample course

#### **Words of awareness**

Removed from sample course

#### **Focus of time**

Removed from sample course

### **Assumed to exist**

Removed from sample course

### **Commands**

Removed from sample course

### **Positive thinking affirmations about yourself**

- I love myself
- I am talented
- I am a good listener
- I believe in myself
- I am creative
- I grow stronger every day
- Life is a wonderful gifts
- I can achieve what I want
- People feel relaxed around me
- I am a calm person
- My body is healthy and at ease
- I am able to relax at any time
- I am at peace
- I am loved at all times
- I have the confidence to handle any situation
- I am trustworthy
- I face every day with a kind spirit
- I am caring
- I have infinite possibilities
- I am self-assured
- I inspire others with my actions
- I make the most out of my opportunities
- I acknowledge there are good people around me
- My mind is clear
- I am my best friend
- I take the time to enjoy spending time with the people I love and that love me
- I am intelligent
- I care for myself
- I am flexible
- I love change and I grow with it

### **I am affirmations**

- I am competent
- I am energetic
- I am strong
- I am enthusiastic
- I am intelligent
- I am relaxed
- I am beautiful
- I am joyful
- I am a good person
- I am trusting
- I am caring
- I am generous
- I am loving
- I am courageous
- I am smart
- I am forgiving
- I am creative
- I am open
- I am talented
- I am sharing

### **Weight loss affirmations**

- I am on the road to fitness
- I am feeling thinner today
- I am losing weight now
- I look and feel lighter today
- I am enjoying how I'm feeling now
- I love the feeling of making progress
- I love the food that makes me slim
- Losing weight is easy
- I am going to fit into the next size smaller any minute

- I enjoy being healthy
- I am making things easy for myself now
- My body is getting stronger, slimmer, and healthier every day
- I feel so thin inside, my outer is just about to catch up
- I am filled with energy and vitality
- Every cell in my body is filled with energy
- I am fully nourished by the foods I eat
- I am receiving energy at all times, in all ways

Removed from sample course

### **Psychology of nonverbal communication**

In the chapter "Building and securing rapport" I wrote. "70% or more of our everyday communication is body language, so to understand this, and develop this skill is very beneficial to us, both in general life and in the therapy room. Again as babies this is how we learned as we had no verbal skills, so we are all experts at it on a subconscious level, however to do it consciously and make it look subconscious is a skill that you need to develop".

I will now delve deeper into the subject of nonverbal communication.

Nonverbal communication can be explained as the process of communication through sending or receiving "wordless" messages. I say "wordless messages" because tone of voice is nonverbal speech, for example a gasp, pitch, pace or a sigh. I have already touched on this in chapter "Verbal psychology" with this example of a friend saying "I'm OK, I might see you later for a drink" in a tone that was low, slow, and almost monotone. Tone and pitch tells you a different meaning to what a person is really saying.

Nonverbal communication is categorised as gesture, body language or posture, facial expressions, eye contact and tone of voice, it tells us if people are feeling contempt, sad, happy, fearful, disgusted, angry or surprised. Our clothes also communicates to others how successful we are at being a hypnotherapist, therefore expensive clothing of a clean appearance is very important, this also includes the appearance of the therapy room.

We transmit our emotions through nonverbal communication be it good or bad, for instance, not to have eye contact transmits to the client that you lack confidence. You can and will be able to control people through your body transmitted signals; this is a skill in which you must master in general life and the therapy room in order to influence others. Have you ever been in a room and someone has yawned? It is infectious isn't it?

You cannot help but yawn yourself as this is the power of nonverbal suggestion. Even when someone scratches their head, you match their movements and do the same. So if you transmit negative nervousness then your client will pick up on this and acts accordingly, always look confident and sure of yourself even if acted until you gain more experience.

In the pre talk with a client, I explain, as I have with you, that the mind works via associated links, and use the example of an associated link with music to a memory of a person or place that generates an emotion. The client will for a tenth of a second, facially make a micro signal, this is also known as a micro expression, they either look sad or happy. This tells me what emotion they have associated with the song they have thought about. I then say to the client: "That song you have in mind is from a happy time in your life isn't it?" or I say "sad time" depending on the non-conscious signal they have given me. In agreement they then say "yes". Due to this agreement with me, this continues the building of rapport. This was a "Yes set" question as will be explained later in chapter "Yes set and reverse yes set questions". What I have also done here is tell the client what is on their mind, either a sad or happy association, this impresses them as they had not verbal told me. This also continues to build trust in my abilities.

So I have covered a lot of skills in a very short time by simply observing this micro expression from the client. Out of interest this is how all psychics work, or so called mind readers as they are masters at picking up on nonverbal communication from others.

When a person genuinely smiles, they use completely different muscles than if they had faked a smile. Smile now and you will see that it is impossible to make a fake smile look genuine. Because of this, it is easy to spot on whether a person is honest, or if they are uneasy in the situation they are in. When a person smiles, from just one side of the mouth even if only for a brief second, this is not a smile at all, they are showing signs of contempt. Contempt is an intense feeling or attitude of regarding someone or something as inferior, base, or worthless. Contempt is also defined as the state of being despised or dishonoured; disgrace, and an open disrespect or wilful disobedience of the authority, for example towards a court of law or legislative body.

Clients with bad habits, once the habit is explained to them and the negative results from it, they may have a facial expression of contempt. This is where one side of the mouth rises as if doing half a smile. This contempt is not towards you the hypnotherapist, it is towards them self as they feel guilty and disgusted with themselves for the bad habit they have had. At this point I know I have changed their habit from associations of pleasure to pain and therefore the negative habit will stop. This pleasure to pain will be explained later.

A smoker dissociates themselves from the fact, due to their own selfish reasons they consider that silly little white stick more important to them than their own children. This is due to poisoning their loved ones with it, as the poisons are in the smoke and on the smoker's clothes and they have contaminated the whole house. It must be more important to them, or they would not have smoked it. The children want a holiday but yet the smoker spends thousands a year on poisoning themselves and others. This of course is very selfish because they have never once considered their loved ones. Once a client has been told this fact, on very rare occasions they show nonverbal signs of anger, however they all show signs of guilt. You need to understand and be aware of their body language. How to deal with this situation is also very important, for example:

I had a young male client, who once told the facts started to turn red faced and breathed long breathes out. He made a fist as he was angry at being told how selfish he had been towards his daughter.

I was creating neurological pain towards the cigarette which makes it impossible to smoke. I continued to push this client's anger as I was in control.

He had no conscious thought of the signals his body was giving me, that of anger.

Through observing his nonverbal signals, I knew how far I could push this neurological pain; this requires intuition on your part, the hypnotherapist. Once I have associated this anger towards the cigarette, as will be shown in the scripts. I then defuse this anger in the session by saying:

"You are not here today to be told that everything is going to be alright, I am not here to comfort you, because you know what? If you continue as you were, then life for you is going to be devastating. I am telling you all this to save your life, I am giving you a reality check as it is what you need".

By saying this I have also compounded the rapport between the client and I, as the client begins to realise that what I have said is for their own good and so I must care, this builds transference (transference is explained later) towards me, the hypnotherapist, and so the client will agree and is now comfortable.

Again many skills are being worked all at once, from verbal skills, observing and understanding nonverbal signals, building rapport and trust towards me and therefore transference. I am also placing this client into light trance as he was tense with anger then relaxed by letting go of this anger and therefore light trance is achieved.

Dear student, remember what I wrote in the introduction of this book about having to come out of your comforts zone?

Telling a total stranger how selfish they are were their smoking is concerned is not something you would normally do in general life, so the first few times of doing this you will have to come out of your comforts zone for the greater good of the client.

In general life I never use my hands to communicate my verbal meaning, however in the therapy room I do, this way there can be no misunderstanding between the client and I in the pre talk.

For instance if I want the client to imagine lighting a cigarette, then I lift my left hand up at my face level and hold an imaginary cigarette, with my right hand close, I flick my thumb as if using a lighter. The more visual I make the pre talk session, the more the client understands. In this instant I am using both verbal and nonverbal communication at the same time. I gave a fantastic example of this with showing what I do with weight loss clients in the "Verbal psychology" chapter, when pushing my hands forwards as if pushing the fat to the outer edges of their body.

After the pre talk, in the build up to the hypnotic induction, all clients are asked:

"Are you happy to continue?" this gives the client a sense of control and this makes them feel even more comfortable, even though it is a delusional sense of control. Because, of course I know they will continue as the rapport by this stage is so strong and they know who is really in charge. Once a weight loss client gets into a relaxed position, they all put their hands over their stomachs. This nonverbal signal communicates to me that they subconsciously, in the form of a habit always cover up to hide their weight. If they continue to hide from the world like this then they won't have a reason to change as they will always use the delusional excuse that no one can see them anyway. This must be pointed out to the client, I would say: "There is no point hiding your weight, by covering your stomach with your hands as that is the reason you are here. I already know that you are overweight and so do you, by covering up you are subconsciously using it as an excuse not to change. If you continue to hide then that will have a negative effect on you. It is time to except that you are overweight and now is time for positive change"

They then except this and place their arms by their side, they will be grateful that you have been honest with them.

Dear student, many clients will attempt to conceal their emotions, however their subconscious gives it away through micro-signals, you can use this emotion for positive effect as will be shown throughout different chapters in this book. If you did not fully understand facial, body and tonal expressions, then as a hypnotherapist you would misunderstand and miscommunicate with the client.

In the introduction of this book I wrote "I have met many students that have all the knowledge they require to be great Hypnotherapist, but yet they lack intuition.

This is a skill that you either already have, or you have not, without it, success in Hypnotherapy will be limited".



This makes more sense now doesn't it? Because without intuition you won't be able to judge how to control each emotion from the signals you are receiving from the client. Micro-expressions represent the most extreme expressions human beings can make in a very fast period of time and usually involve the entire face and body. Subtle expressions are easily overlooked because they involve minor movement in parts of the face. For example, raised eyelids signal the beginnings of fear or surprise, or the upward angled inner eyebrows signal the beginnings of sadness.

Some clients will place their hand over part of their face and mouth, this client has things to say but they are holding the information back, hence the hand over the mouth to stop themselves. I tend to point this out to the client, and once the hand is moved they then have no physical barrier to stop them from communicating their verbal thoughts to me. As I say, some clients will attempt to conceal their emotions but the micro signal gives it away or their body language as a whole.

However some clients are experts at concealing emotions or so they think. This type of client has still given me information about themselves via nonverbal communication by showing me no signs of emotion, when I am encouraging a negative emotion towards a bad habit so that I can anchor that emotion to the habit so that they won't do it again. They have put a brave front on to suppress the emotion. It is not normal to show no emotion towards self abuse from a negative habit of smoking or overeating, it takes conscious effort to hide this emotion, and therefore I know the client is hiding their true thoughts but they are not aware of how easy it is for a skilled therapist to read the signal they are giving off. What follows is a true example of what I did when with a client that suppressed her emotions. The client showed no emotion when I was talking about her children with regards to her poisoning them with cigarettes. I waited a while and then said "Throughout life you put a brave front on to others to hide your true emotions, then when you get home and you are on your own you cry to yourself, you do this on occasions when you get home from work" she looked totally stunned and asked "How on earth do you know that?" I replied "Since the moment you entered this room you have been butting a brave act on, if you continue to lie to yourself with this act then you will never change and you will continue to abuse yourself and others where cigarettes are concerned because this act gives you a sense of denial to the abuse you are doing. It is normal to show emotions, you are only kidding yourself and it is having a negative effect on you and your loved ones so it is now time to change". At this point the client did show emotions as I had broken down her barriers, she could not hide any longer and therefore the healthy emotions flowed. I do not want the client to feel foolish so I say "Congratulations because that emotion is about to save your life and that of your loved ones starting from now".

When working with a client I make my eye contact just right, but not too intensive throughout the session as they have my full attention, this shows my confidence and interest in them. Visual my eyes also show dominant over the client, however once again, this is not bullying. You must never fidget with your hands as it shows lack self control, therefore how are you ever going to control another? Never cross or fold your arms as this is defensive. When standing, stand proud and upright and when sitting look relaxed.

Your posture includes, pose, stance and the way you sit, slouch, stand, lean, bend, hold and move your body in space-affects the way people perceive you.

Does your body look stiff and immobile, or relaxed? Are your shoulders tense and raised, or slightly sloped? Is your abdomen tight, or is there a little roundness to your belly that indicates your breathing is relaxed?

When you want to provoke excitement into the client, for example the excitement of a better healthier life of being slim then have an excitable tone.

The opposite can be said when you lead the client to feel a negative emotion, have a tone of sadness and also show this nonverbally.

You need to have the ability to control and be a good listener, however do not allow the client to lead you by changing the subject to what their uncle Bob has done. If you did they would talk for hours about their whole family, so lead and keep the conversation relevant to the session.

To assess a client's state of mind, you simply need to look at the given situation in context to their body language, tone and emotional state as a whole.

If they have reacted to your verbal and nonverbal commands then you know that this client will make a good hypnotic subject, as they have responded well to your suggestions, success is then made easy. Practical experience helps as you will come to realise that the same types of clients will have the same patterns of body language, example smokers are similar to one another, phobics are different but as a type of client show the same signs as other phobics.

.....

Dear student, this has been a free introductory version into a vast subject and course, I can assure you that even though what you have read has given you much information, you have simply scratched the surface of NLP and Hypnotherapy. The rest of this vast book has been removed from this free version.

After reading this version I trust that you will want to invest in the full amazing course. I look forward to teaching you more, much more soon either from home study or in person.

Please note that I can accommodate you by doing the following four options:

- 1) You can study this Hypnotherapy NLP Diploma course over a series of weekends. Dates arranged subject to enough people showing interest in weekend study.
- 2) Study one on one privately with me at additional cost.
- 3) **You may also study the whole course from the comfort of your own home as a home study course.**
- 4) You can also study over 5 day fast track hands on course having done 5 days home study previously.

The theoretical parts of the 5 day fast track hands on course are studied from your own home and the rest over five days with a member of the training team. This course structure is show with the home study part first.

Below is the schedule for the five day fast track Hypnotherapy course.

### **Fast Track Five Day Hypnotherapy Diploma NLP Course Schedule**

Everybody and anybody can study this Hypnotherapy Diploma / NLP study training course; it is laid out in layman terms from beginner to advanced, so those with no previous knowledge of hypnosis can still learn how to use the power of your own mind to enrich your life.

Even if you don't want to be a professional hypnotherapist, you should still take this course to understand the psychology of yourself and others, break negative habits and have unlimited confidence with the techniques being taught. You will also learn how to hypnotise your friends and family and the beneficial power of self hypnosis.

This is a five day fast track course in the week or weekends.

## **Disclaimer, legal warning and notice**

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Induce trance - Tensed muscular progressive relaxation induction  
Deepening trance via staircase  
Continue via image of a bed deepener  
Continue via body parts deepener  
Boosting confidence within the client  
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**Continue onto next page to see how the five day course is scheduled**

## **Day One**

**Introduction** of staff, and a chance to get to know one another.

Every student is given the course in written book format to work through as this saves time on taking notes, then more study, discussion and demonstrations can be achieved to further your knowledge of NLP and hypnotherapy.

The course book was written by a member of the inspired Hypnotherapy team.

- A) Live Demonstrations** - Excellent hands on training - Supervised practice sessions.
- B) DVD filmed live demonstrations** from several famous hypnotherapists as well as the opportunity to see recent educational thought provoking Mind and body films.
- C) As part of this course we teach all psychology NLP skills.** We do this because they are a great reference to use to show you how powerful the techniques are and how you can use them in the therapy room and in general life.
- D) Question and answer time,** a chance to review what you have learned in the course each day.

**Practical skills on Suggestibility test.**

**Video Clips as examples of Rapport, Observation, Recognition & Leadership.**

**Psychology NLP skills are shown and explained.**

**Hypnotic induction demonstration with good feeling finger and thumb anchor.**

**Phobias explained in detail, the causes and the effects from open spaces to fear of death giving examples of clients. We work as a team which includes the whole class, discussing throughout.**

**Detailed session structuring of the successful cure of phobias working as a team once again with the example scripts provided written by David Ward Holland. Detailed structure of phobia and fear sessions using:**

- Suggestion Therapy
- Creative visualisation
- Analytical Therapy
- Free Association
- Timeline therapy

**Question and answer time.**

**Thought provoking video watched with discussion.**

Day one ends.....

## **Day Two**

**Continuation from day one putting into practise what you have learned so far.**

**Overcoming low confidence, jealousy, anxiety and anger, the causes and the effects to the cure giving examples of clients. We work as a team which includes the whole class, discussing throughout.**

**Detailed structuring of these sessions, working as a team once again with the example scripts provided written by David Ward Holland. Detailed session structure using:**

- Suggestion Therapy
- Creative visualisation
- Analytical Therapy
- Timeline therapy
- Aversion therapy (sometimes used)

**Question and answer time.**  
**More Psychology NLP skills are shown and explained**  
**Practical skills on Suggestibility test and hypnotic inductions.**

Day two ends.....

**Day Three**

**Weight loss explained in detail, the causes and the effects giving examples of clients. We work as a team which includes the whole class, discussing throughout.**

**Detailed structuring of a successful weight loss session, working as a team once again with the example scripts provided written by David Ward Holland. Detailed weight loss session structure using:**

- Suggestion Therapy
- Creative visualisation
- Analytical Therapy
- Timeline therapy
- Aversion therapy

**Video on weight loss – 45 min**

**Practical skills on Suggestibility test and hypnotic inductions.**  
**More Psychology NLP skills are shown and explained.**  
**Thought provoking video watched with discussion.**

Day three ends.....

**Day four**

**Weight loss continued discussion**  
**Practical skills on Suggestibility test and hypnotic inductions.**

**Video on weight loss session, paused and discussed throughout.**  
**Read the example script on weight loss provided to perfect tone.**  
**Psychology NLP skills shown and discussed (great example of your new skills)**  
**Question and answer time.**

Day four ends.....

**Day five**

**Stop smoking explained in detail, the causes and the effects giving examples of clients. We work as a team which includes the whole class, discussing throughout.**

**Detailed structuring of a successful stop smoking session, working as a team once again with the example scripts provided written by David Ward Holland. Detailed stop smoking session structure using:**

- Suggestion Therapy
- Creative visualisation
- Analytical Therapy
- Timeline therapy
- Aversion therapy

**Practical skills on Suggestibility test and hypnotic inductions.**  
**Psychology NLP skills shown and discussed (great example of your new skills)**  
**Question and answer time – one hour**

- **Hypnotherapy at an advanced level**
- Improving memory
- Sexual problems in both the male and female
- Stress management and motivation training
- Sports peak performance
- Pain control

- Illness and disease
- **Introduction into other areas of hypnosis**
- Forensic hypnosis regression
- U.F.O. investigative hypnosis
- Past life regression

**Summing up your new knowledge and your final lesson**

Misdirection technique or pattern break

**Psychology NLP skills are shown and explained.**

**Exam and an opportunity to work through any point of the course that the students feel they would like to go through again.**

**Practical skills on structuring any type of session that the students feel they need to work on more in teams of two with the example scripts provided.**

**Question and answer time.**

**Public liability insurance details given.**

**All students are given all scripts, written and audio course to look back on and keep. Also students receive hypnotherapy CD's with free copyright to sell or give to clients.**

**Certificates are given to those that have passed the exam and practical skills.**

Day five ends .....

**All members are given a FREE help line after the courses have finished ensuring all therapists have continual ongoing support.** Please view our web site for future course dates or invest in this course as a home study course.



[British-Association-Hypnotherapy-NLP.co.uk](http://British-Association-Hypnotherapy-NLP.co.uk)

David Ward Holland accredited hypnotherapist and trainer by:-

British Association Hypnotherapy NLP (BAHN)

**01942 526 200 or 07973 481 786**

**Email: [Info@hypnotherapistmanchester.com](mailto:Info@hypnotherapistmanchester.com)**

If you have a NLP Hypnotherapy web site, then I am more than happy to exchange links with you, please get in touch.

Add URL Instructions

These links pages have a high rating on Google and other search engines This means a link from anyone of these pages will help your site on search engine rankings.

To be added to these growing successful link pages is very easy.



1. Add a link to [nlp-hypnotherapy-training-courses-manchester.co.uk](http://nlp-hypnotherapy-training-courses-manchester.co.uk) from any page on your site . You can do this easily using the following text:

Title: [nlp-hypnotherapy-training-courses-manchester.co.uk](http://nlp-hypnotherapy-training-courses-manchester.co.uk)

URL: <http://nlp-hypnotherapy-training-courses-manchester.co.uk/>

Description: Free NLP Hypnotherapy Home Study Course sent Worldwide. All types of hypnotherapy sessions carried out.

2. When the link is in place, send me an email with the following information:

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Title:

Description:

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