

Learn Hypnosis @ Home

Course Volume 2

Turbo-Charging  
Hypnotic  
Suggestions

*Direct Suggestion Hypnosis from A – Z*

By Keith Livingston



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## Introduction

Hello and welcome to Turbo-Charging Hypnotic Suggestions: Direct Suggestion Hypnosis from A - Z. This program has been specially designed to quickly and easily get you the learning you need to deliver powerful and effective direct suggestions. In this program you'll discover many of the most exciting and dynamic techniques in hypnosis. Hypnosis is a wonderful therapeutic modality and it's a tremendous amount of fun.

Most people think that hypnotizing someone must be very difficult. If you have my video, How to Hypnotize, Powerful, Quick & Effective Inductions, you've learned it's really quite easy to help someone enter hypnosis. But most people learning about hypnosis don't think much about suggestions. They just figure that once a person is in trance they'll do whatever you want – all you have to do is tell them to do it. Well, delivering effective direct suggestions is a skill. If you want to be a master at it, you must learn how to “speak the language” of the unconscious mind.

Suggestion (specifically post-hypnotic suggestion) is really the heart of hypnosis used for therapeutic purposes. In this program we'll explore the factors that make a direct suggestion powerful and compelling to the unconscious mind. You will learn techniques you can use to dramatically increase the power and effectiveness of the suggestions you give!

The purpose of suggestions for therapeutic purposes is quite simple. It's to achieve results in the outside world. In this program you'll discover techniques designed to tie your hypnotic suggestions to the outside world effectively and powerfully.

There are plenty of exercises here, which allow you to easily and naturally assimilate the concepts and the skills necessary to become an effective direct suggestion hypnotist. We'll give you step-by-step instructions, using proven and effective teaching methods so that you can give direct suggestions with a high level of competence.

This program contains concepts that, once you understand them, will take you far beyond the skill level of most professional hypnotherapists. This program contains many techniques when, once you work them into your hypnotic repertoire, will do wonders for the level of confidence you feel when delivering suggestions and more importantly; your subjects will get dramatically better results.

We'll start with the concepts first and then the techniques. The techniques will go from very broad and general techniques to very detailed, laser precision techniques. The more detailed, specific and tailored to the individual your

suggestions are, the better your results will be in working with a particular issue. However, the more detailed suggestions require more work on your part. I'm sure you're up to the job.

However far you choose to take this information and the skills you're building is up to you. I find it very useful for students and instructors of hypnosis alike to feel good about where they are in the process of learning. If all you do is give someone the most basic suggestion for healing or improvement – you're doing them some good! As you add skill and ability in giving your suggestions you can get into the more detailed and precise suggestions – more power to you. Remember, you're not expected to be perfect at all of these techniques overnight. You also probably will never use all of them in a single session. Use what you know, always strive to know more.

For me, one of my favorite things to do is to travel the world teaching people about hypnosis. Now, through this program, I can reach even more people and tell them about the wonders of direct suggestions hypnosis. Thanks for joining me in exploring the secrets of this fascinating phenomenon - hypnosis. Enjoy your trance experience.

Keith Livingston

A handwritten signature in cursive script, consisting of the letters 'K' and 'L' joined together.

President: Advancing Ideas LLC

# Understanding Direct Suggestion Hypnosis

## Introduction

A direct suggestion is a simple, straightforward suggestion. It's an instruction; it's asking some one to do something - directing them to do something.

When you understand hypnosis, you can begin to understand how direct suggestion hypnosis works. One famous definition of hypnosis is that hypnosis is the bypass of the critical factor of the mind and the establishment of acceptable selective thinking. Let's translate that into English.

## Critical Factor

The critical factor is the part of the mind that analyzes incoming information to determine whether or not the incoming information agrees with current beliefs, behavior patterns and attitudes. When new information disagrees with current beliefs, the new information is often ignored or rejected.

Example: If a person believes they are not attractive and someone tells them they "look good," that comment may be discounted. The rationale for rejecting the compliment might go something like this... "They're just trying to be nice, they don't really think I look good," or "They must want something from me because they can't really believe I look good."

## Critical Factor Bypass

Critical factor bypass is relaxing the analytical, reasoning, evaluating, judging part of the mind, allowing new information and ideas to more easily enter the subconscious/unconscious mind, with less emphasis on previously held beliefs. During critical factor bypass, new ideas are accepted more easily. Critical judgment is suspended or reduced.

There are many examples of critical factor bypass in everyday life.

1. When you "pretend" or "imagine" to a sufficient degree, you are bypassing your critical factor.
2. People often suspend their judgment in favor of an authority figure's judgment. That is a critical factor bypass.
3. Dictionary.com defines faith as: Belief that does not rest on logical proof or material evidence. Faith, religious or otherwise is by definition a critical factor bypass.

4. Becoming involved in the story of a book or movie is a critical factor bypass.
5. Daydreaming
6. Hypnosis

### **Selective Thinking:**

Selective thinking occurs when a person puts the full power of their mind on one idea so powerfully that it becomes their reality. It's intense concentration really.

Example: During the Dave Elman Induction, you might say to a subject "Relax your eyes and the muscles around your eyes, fully and completely. Relax them so completely, that it's as if they will not open. While you relax them that completely, try to open them and satisfy yourself that they remain closed." If the subject tries to open their eyes but they remain closed, they have achieved selective thinking. That is, they have concentrated on their eyes remaining closed and it became their reality.

Example II: Someone has heard over and over again that it is very difficult to stop smoking. Because this negative suggestion was repeated many times, often by authority figures, it achieves critical factor bypass. They concentrate on how hard it is to stop (selective thinking) and it becomes their reality. Notice that in this example, it is not *acceptable* selective thinking.

### **Why Direct Suggestion Works**

You know, people tend to realize (create) what it is they think about. When I was a kid, riding my bicycle around my family's carport, there was a tree I had to watch out for. I kept thinking about crashing into it and one time I kind of accidentally headed toward it. I kept thinking about crashing into it all the way right up to the tree. Of course, I crashed right into it!

Keep in mind, I wasn't thinking I wanted to crash into it. In fact I was thinking I didn't want to. Unfortunately, the picture in my head was of crashing and I was telling myself not to do that. Well, the picture won out – I created what I had been thinking about.

The deeper in the mind the thought resides, the more likely a person is to create it. So, someone who thought about money all the time but had a deep, unconscious feeling of not deserving any would probably create poverty for themselves.

So, there you have it. Hypnosis is critical factor bypass + selective thinking. The critical factor bypass is necessary so that new, empowering ideas can go deep into the unconscious mind unfettered by critical thinking and previously held limiting beliefs. We use selective thinking to focus and concentrate the mind on

accomplishing whatever the goal of the hypnotic session is. The suggestions lodge deep inside the mind and the mind sets out to create them as reality.

What is the simplest way to get selective thinking working for us during a session? Well, after inducing hypnosis, we get them to concentrate on their goal. How do we get them to concentrate on their goal? We tell them to! That is the essence of direct suggestion hypnosis.

In other words, if a client came to you because they overate you can suggest “eat less” (in a healthy way, of course). Most hypnotherapists work only with this level of suggestion. Using this program you’ll go far beyond that skill level.

Remember, for direct suggestion hypnosis to work effectively the subject must do what you ask them to do. If you ask them to think of themselves being exactly how they want to be, they must do so. If they are having thoughts like “that will never happen,” when they’re concentrating well, that’s a suggestion too! That’s one of the reasons having critical factor bypass is so important. It keeps that judgmental part of the mind that’s responsible for maintaining the status quo from interfering.

### **Summary**

- A direct suggestion is a simple instruction.
- The critical factor is the part of the mind that analyzes incoming information and compares it to current beliefs, behavior patterns and attitudes.
- When new information disagrees with current beliefs, the new information is often ignored or rejected.
- Critical factor bypass relaxes the judgmental part of the mind, allowing new information and ideas to be accepted more easily.
- Selective thinking is intense concentration on an idea, making that idea a reality.
- Hypnosis is critical factor bypass + acceptable selective thinking.
- The mind tends to produce what it thinks about.
- Direct suggestion creates acceptable selective thinking simply by asking someone to concentrate on their goal.

# Direct Suggestions Guidelines

## Introduction

While the basic premise of direct suggestion hypnosis is to tell the subject what to concentrate on, there are ways of communicating suggestion which are more effective than others. In giving direct suggestions, it helps to understand how the unconscious mind processes ideas and language. This chapter includes guidelines to make your direct suggestions more effective.

Remember, these are guidelines, not hard and fast rules.

## Positive

Suggestions should be stated in the positive. This means they should reflect what it is you want to have happen – not what you don't want to have happen. "From this moment onward you are not a lazy slob" is not the way to do it. "You are now neat and tidy and enjoy being neat and tidy" is better.

The unconscious mind does not process negatives very well. Here's the reason... If I say "don't think of a pink elephant," what will most people think of? A pink elephant, of course! So what if, during hypnosis, I ask someone not to concentrate on their problems or say "don't worry?" Well they'll may create selective thinking by concentrating on their problems! That's not what we want.

If I want someone to concentrate on a solution, that's what I ask them to do. If it would be helpful to relax, I say "relax," not "don't worry." Understand?

In pre-induction interview (when you gather information from the client – before you hypnotize them) you might ask the client what they want. So what do you do when the client says "I don't want to feel this way or act this way anymore?" Well, you can ask some questions to get them to phrase things differently. "How would you like to feel," "How would you like to act," "That's what you don't want to do; what DO you want to do," are all good examples of questions you ask to get someone to phrase things in the positive.

## Doable

Making a suggestion that a subject or client create world peace will probably not be effective. The reason; they are not in control of the world! I occasionally have someone ask me if I can make another person behave or feel differently. I call this the "Can you make Sally love me?" syndrome. The answer is no. The suggestion has to be something that the individual who is being hypnotized can achieve.

So what you do if the client says “I would like world peace.” The response to that question would be “What would having world peace get you,” or “How would you feel if there were world peace?” You want to find out what the client would get in terms of an emotional or physical response from achieving that goal.

The client may answer something such as “Oh, I’d feel like I’d have more control over things.” You see, if the client wants a sense of control you can help them to achieve that. So what we want to do, basically, is work the goal down to something that is within the client’s control, such as a feeling. Then we can orient our suggestions to achieving that feeling.

### **Safe**

All suggestions should keep the safety of the client/subject in mind. A general rule of thumb is to ask yourself if you’d feel comfortable asking your subject to do what you are requesting if they were not in hypnosis. If not – don’t do it!

Do not give suggestions that might interfere with medical or psychological treatment. In working with medical issues or mental illnesses even a qualified hypnotherapist needs a referral from a health professional or mental health professional.

### **Specific**

When you are using direct suggestion (as opposed to metaphor or other forms of indirect suggestion) it’s often important to be specific. If you’re a stage performer give clear, understandable directions. If you’re a therapist “lose weight until you feel good” won’t cut it. Before working with a weight loss client you should identify what the client’s ideal weight range would be and/or help them to create an image of what they would look like. Then your suggestion could be “From this moment onward you will shed that excess weight at a healthy rate, until you reach your desired range of 125 to 132 pounds. Once you reach that range you easily maintain it.”

If gather information properly in the pre-induction interview, you will have specific information which will help you make your suggestions more powerful. You’ll have information about specific times and contexts in which the post hypnotic suggestions will come into effect. Here are a couple of areas that are especially important to gather information about.

#### **Time:**

Another way in which it’s good to be specific is time. The unconscious mind doesn’t think about time the same way we think about it consciously. Sometimes it’s important to give suggestions that indicate a start time or start cue and sometimes a stop time or cue. “When I next snap my fingers you feel a warm relaxation flowing through your arm.” “From now until you reach your desired

weight range...” (That suggestion included both a start and stop cue – the start cue is “now” and the stop cue is when the desired weight range is achieved). “The instant you leave this stage, all of the influence from the suggestions I’ve given is gone, except the suggestions of feeling wonderful and alive in every way.”

### **Context:**

Another way in which it pays to be specific is context. For instance, a person suffering from fear of heights shouldn’t feel confident in all situations; your suggestions should aim toward just those situations that involve heights that are actually safe. Make sure you and your client have a clear understanding of what is safe and what is not. Fear is appropriate in some situations. Don’t say “And from now on you’ll be comfortable in all high places.” The following suggestion would be better. “From now on, when you are in a high place, you make certain that you’re safe. Once you’ve made certain you’re safe you feel confident and relaxed as long as you maintain that safety.” Another approach might be “We’ve talked about when it is appropriate to feel comfortable and when it is not. From this moment onward, in all those situations where it is OK to feel safe, you now realize that a feeling of safety actually keeps you safer! Each time that you realize this, the feelings of comfort and safety grow stronger. When you are safe in high places you feel safe and comfortable.”

### **Present Tense**

Another way it pays to be specific in your language is with regards to tense. The mind stores memories in a couple of different ways. One has to do with time and context. In other words, you might remember that you ate dinner before you went to the movie. This more linear type of memory is more conscious in nature. It’s typically sequential, logical, and ordered.

The unconscious mind stores memories in terms of emotion rather than time. In fact to the unconscious, everything is happening now. For that reason, it’s valuable to phrase your suggestions in the present tense. So, let’s say someone comes to you on January 1<sup>st</sup>, 2000 with a goal of being 20 pounds lighter (from 232 lbs to 212 lbs) in six months (June 1<sup>st</sup>, 2000). You don’t suggest “six months from now you will be 20 pounds lighter.” You step them into the future and change your language to reflect the present tense. “It’s now June 1<sup>st</sup> 2000. You weigh 212 lbs...” We’ll cover how to do this in detail in another chapter. For now understand that for many suggestions, even though you are talking about the future, you step the subject into the future and use present tense.

You can use present tense even when you give a suggestion that uses a start cue. “When I snap my fingers you immediately feel a warm feeling of relaxation enter your left arm.” Notice, I say “you feel,” not “you will feel.”

### **Summary**

- In direct suggestion hypnosis you tell the subject what to concentrate on.

- The unconscious mind processes ideas and language in a specific way – differently than you do consciously.
- Follow the direct suggestions guidelines in order to create suggestions that meets the needs of unconscious communication.
- Suggestions should be stated in the positive.
- Suggestions should be achievable by the person receiving the suggestions.
- Suggestions should be safe.
- Suggestions should be as specific as possible, particularly in terms of time and context.
- Use present tense in your suggestions.

# **Factors for Powerful Suggestions**

## **Introduction**

Now that we've got some ideas about how to form suggestions, let's look at how to make them more powerful.

Like anything else, the unconscious mind follows certain rules or principles. If we learn those rules and tailor our suggestions to those rules, we'll be much more effective.

The more you tie your suggestions in with the pre-existing values of your client, the more powerful those suggestions will be. Here are some of the factors that feed into how powerfully a suggestion is accepted.

## **Repetition**

The more times a suggestion is repeated the more powerful it may become. Repeat the most important suggestions during a session many times.

Even during the induction phase it is often useful to repeat an idea. "OK, in a moment, I'm going to lift up your arm and drop it down. When it comes in contact with your leg double the level of relaxation you have right now. Allow that hand to drop loosely and limply into your lap and double your relaxation (do arm drop). Double that relaxation."

When working as a hypnotherapist I sometimes spend 4 or 5 minutes repeating the same suggestion (or slight variations) over and over again.

## **Compounding Suggestions**

Compounding suggestions is a technique that leverages the power of suggestion. If you think of a regular suggestion as addition, a compounded suggestion is multiplication. To compound a suggestion you simply tie an event to increased additional power of a suggestions. "The next time you enter hypnosis you'll find that you go even deeper into that relaxed feeling and you benefit 10 times more." "When I drop your arm go 10 times deeper." "The next time your arm is in this position you'll find yourself relaxing much more deeply." "Each suggestion I give makes the suggestions before 10 times more powerful." Compounding and repetition, when used together, are powerful tools for the direct suggestion hypnotist.

### Exercise: Repeating & Compounding Suggestions

Think of three goals you'd like to accomplish. Write them down.

Work with those written goals until they meet the Direct Suggestions Guidelines.

Now you have direct suggestions for three goals.

Repeat those suggestions to yourself many times (in or out of hypnosis).

Experiment with each of the suggestions compounding the others "Achieving goal one makes it ten times easier to achieve goal two" etc.

Add some general compounding, i.e. "Each suggestion I give makes the suggestions before it 10 times more powerful."

### Tied to Motivation

It makes sense, doesn't it? Suggestions that are tied to the client's internal motivations are going to be light years more powerful than suggestions thrown out willy-nilly. This is one reason that using a script is not going to be as effective as gathering information from a client and individualizing the suggestions to that client. One person might wish to stop smoking in order to see his daughter graduate from college. Another might want to look more attractive to others. A third may wish to feel more healthy and energetic. A script can't possibly cover all the bases.

We can find out what the subject's motivations are in what is called the pre-induction interview. The pre-induction interview is just what it sounds like. It's the information gathering process we use to get the information we need in order to tailor suggestion to the individual. We'll go into detail about gathering information later.

For now, know that you can find out about a person's motivations by asking "Why do you want to \_\_\_\_\_ (fill in their goal)," or "What's important about \_\_\_\_\_ (fill in their goal)?"

Let's suppose someone who wants to exercise regularly comes to see you. You might ask "Why do you want to exercise regularly?" They might reply "So I can fit into my old jeans." You can go to higher levels of motivation by asking "What's important to you about fitting into your old jeans," "I'd feel alive and attractive."

What is important about motivation is that it inspire emotion in the client. Later on, we're going to use that emotion in our suggestions. Emotion, like trance, is one of those things that helps make us open to change. Emotional experiences

help us learn new behaviors and maintain them better. In fact, emotion is so important to the success of hypnosis that I've devoted an entire section to it.

There are two types of positive motivations we can use (we'll go into how to use negative emotions for motivation in a different section). We want to find out the motivations behind accomplishing the goal of the session and we want to find out the motivation behind the current behavior.

People have habits (even negative habits) for positive reasons. Some people smoke to relax, others to give themselves a break or get perspective. Some people smoke for the feeling of camaraderie it gives them with fellow smokers – others for the satisfaction they say they get from the cigarette. Relaxation, a break, perspective, camaraderie and satisfaction are good things. It's the smoking they could do without.

This positive motivation behind the negative behavior is called the positive intent (or intention) of the behavior. It helps to keep the positive intent even though you're altering a behavior. So, if someone smokes to relax, your suggestions should include the relaxation being even greater when they are free from cigarettes.

### **Tied To Action**

If you were to read a book written by hypnotists from the late 1800's you would discover that many of them found suggestions tied to actions to be more powerful. Many modern hypnotists have lost this knowledge – let's revive it right here! The action can be a physical action or it can be a suggestion to generate an internal sensation or to have a particular thought or all of those options.

“And in a moment, as a sign from your unconscious mind that it has understood these suggestions and will carry them out, your arm will begin to feel lighter. I don't know which arm will want to feel lighter or if both will. Sometimes as one gets lighter the other gets heavier. Some people report feelings of tingling and little twitching movements are the first things they notice, others don't notice the hand is lifting...lifting...lifting up until it's already started. (Continue with lifting instructions until hand is lifting – it could happen right away or it could take a few minutes) And as that hand moves upward, your unconscious mind is making all the arrangements necessary to create for you exactly the changes you want and it makes those arrangements and creates those changes as that hand lifts up.”

“And you can imagine, can you not, the feeling of needing cool water on a warm summer's day. You've been in the sun and have worked up a powerful thirst. When you feel that thirst nod your head (continue with thirst suggestions until they nod their head). And just as easily as you feel that thirst you can quench it. Remember what it is like to drink a tall, cool glass of water. The look and feel of the glass in your hand, the sound and feel of the cool water easily and

comfortably creating those wonderful sensations of satisfying you. And when you feel that satisfaction nod your head. (Continue with cool, clear water suggestions until they nod their head) And your mind can automatically create wonderful sensations for you. As you feel that desire for a cigarette, notice how it shifts to thirst, and you can quench that thirst by automatically creating that cool, satisfying feeling of a drink of water, either inside your mind or by actually having a tall, cool drink of water – whichever is most satisfying to you.” This particular example involves either producing a sensation of satisfaction or actually taking a drink of water when they feel a need for a cigarette.

### Exercise: Hand Lock as a Metaphor

Working with a partner find habit they'd like to break.

Induce trance and have them interlace their fingers. Suggest that their hands are locked together as if they are one solid block of wood. Have them trying to pull their hands apart and find they are unable to. The language might go something like “Concentrate on the idea that your hands are one solid block of wood. They're so solid they are locked together. Completely locked together, locked tighter end tighter. The more you try to pull them apart the more stuck together they are. Try to pull them apart and find them sticking together even tighter.”

Suggest that breaking their habit is just like pulling these hands apart. Tell them to relax their hands allow them to come apart easily now. Suggest that their habit now be broken.

### Transforming Is Easier Than Creating

If you read books on stage hypnosis you'll find that many of them mention that it may be easier to alter some perception than to create a completely new one. In fact, there's a common stage skit where someone is to imagine that when they open their eyes, their dream mate will be in front of them and they will dance with that person. Usually the stage hypnotist will hand the subject a broom and the subject will think the broom is a dream mate. It can be quite amusing to watch the subject cavort around looking lovingly at a broom!

But why don't the stage hypnotists just say to imagine your dream mate? Why do they hand them a broom? The reason is that it is easier for most subjects to transform a perception than to create one out of the blue.

If we use this idea with many other types of suggestion, we'll increase our effectiveness with a wide range of people. It may be easier for a smoker to transform a desire for a cigarette into a desire for a tall, cool glass of water than to create a brand new feeling altogether. When working with pain (professionals only please) it may be easier to transform the sensation of pain to another

sensation rather than to obliterate it completely. People's abilities to create hypnotic phenomenon vary so keep it in mind.

### Exercise: Transforming Is Easier Than Creating

Either take some sensation that you are feeling right now or create sensation (you can touch the back of one hand with another).

Using your concentration try to make that sensation disappear.

Now, change some quality of that sensation. Shift the temperature, or the texture, or the location.

### Summary

- Repetition makes suggestions more powerful.
- Compounding is tying an event to increased additional power of a suggestion.
- Repetition and compounding can work together to vastly increase the power of your suggestions.
- Suggestions that evoke emotion last longer and are more powerful
- Using emotions specific to that client in that situation makes the suggestions laser-like in their power and efficiency.
- Suggestions tied to action are more powerful than passive suggestions. The action can be for the client to create a sensation or to actually perform some physical function.
- Transforming an existing symptom, sensation or emotion is easier than creating one from scratch.

# Emotion & Suggestions

## Introduction

I've said it before and I'll say it again. Emotion is the engine that drives human behavior. We make decisions, we act, we behave and our belief systems are all based on emotion. Let's look at something as simple as spelling. Spellers have a variety of strategies for spelling words. Some sound out the words and some visualize it in their mind's eye. But the way we know we've spelled a word correctly or not is a feeling.

Think about it. Take a word that you know how to spell and spell it wrong (either on paper or in your imagination). What does it feel like? If you were to take away the feeling of knowing that a word is spelled correctly you wouldn't be able to spell. So, even something as simple as spelling depends upon emotion in order for us to act.

Even highly logical people, if they examine their thought process thoroughly, depend on emotion to act. They consider all the logical alternatives to a situation. How do they know which alternative to choose? Because once they have established the logic of the situation one alternative feels better than the others. I repeat; emotion is the engine that drives human behavior.

Emotion also drives physiological responses. How do the emotions of anxiety or calmness affect blood pressure? How would they affect stomach acid contents or hormone levels? I think you know the answer. Even in cases where we're looking for a physiological response, emotion is sometimes the way to go.

Since emotions are so powerful for all of us, it's useful to gather information about emotions attached to the situations were working with. In fact, for the vast majority of reasons that a person seeks hypnosis, emotions will play a key role. This is particularly true with habit control. Being able to successfully maneuver and operate emotions will be vitally important in the success of your suggestions.

### Exercise: Emotions (Feelings) Drive Decisions and Behavior

Write down, on a piece of paper, an incorrectly spelled word.

Notice how you feel.

Now, write the correct spelling near the misspelled word.

Notice how you feel when you look at the correct spelling.

Compare the two feelings.

Write down a word that you're not sure about how to spell. How do you feel when you look at it?

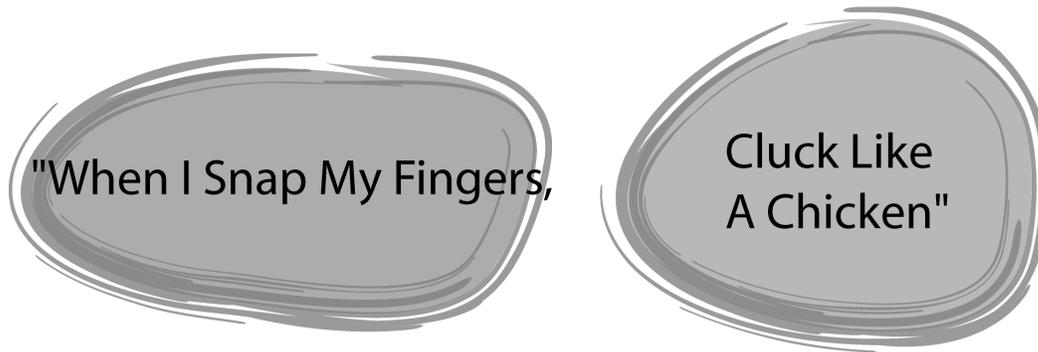
### **Association**

Hypnosis powerfully enhances associative powers. In other words, it is easier to link emotions to a particular situation while in hypnosis (via suggestion). Emotions linked to situations while in hypnosis, have the advantage of being incredibly powerful and automatic.

If you are familiar with old-time stage hypnotists you may have ideas of the hypnotist snapping his fingers and someone on the stage clucking like a chicken. This is simply a post-hypnotic suggestion. It's an action tied to specific sensory cue. The action is clucking like a chicken, the sensory cue is the snap of fingers. Because hypnosis makes it easy to powerfully create these kinds of linkages, hypnosis is a wonderful tool to aid human beings in achieving the actions and emotions that they want to achieve. As an example; we can hook the mental state of calmness and relaxation to the context of speaking in public. Does that sound useful for someone with a fear of public speaking?

# Linkages Are Created Much More Easily In Hypnosis

## Without Hypnosis



## With Hypnosis



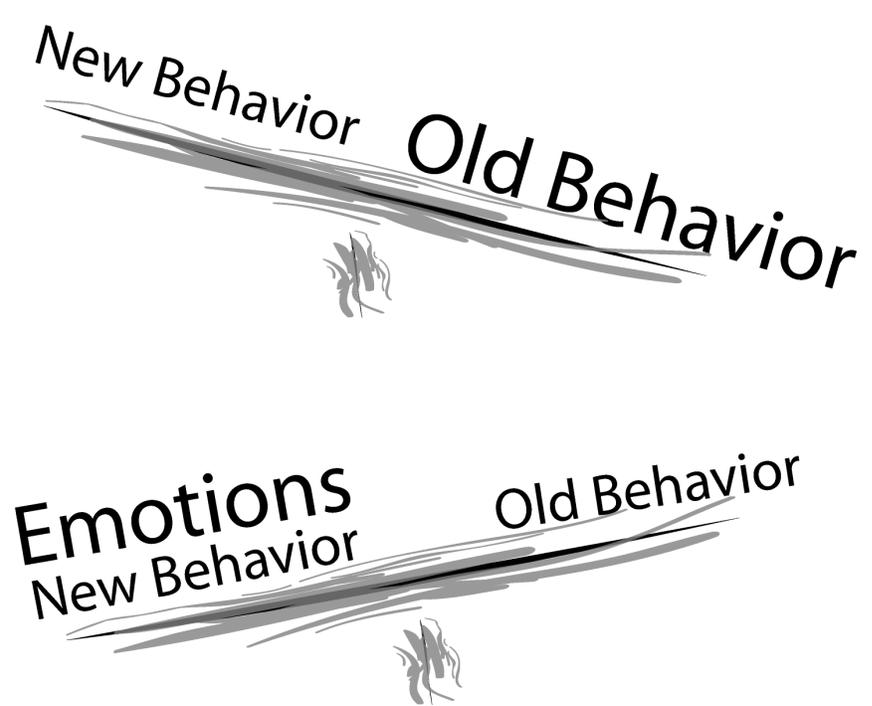
### **Evoking Powerful Emotions**

Since emotion drives human behavior it is a powerful ally for us in the hypnotic process. If we can get hold of an emotion, and link it to a situation via suggestion, then we can help a client powerfully and positively change their life. The stronger the emotion, the more leverage we have.

If we're going to gain enough leverage to change a long-standing habit, any "oomph" we can add will help that client enormously. Think of it this way. The mind will stay with what it is doing currently unless it has a powerful reason to change. It operates on "the principle of least effort." In the balance between keeping an old behavior or reaction, this principle will tend to keep people in the

same old habits. We need access to powerful emotions and motivations to help us tip the balance. Then we need to link those emotions to accomplishing the new behavior.

The Stronger The Emotion,  
The More Leverage We Have



### What Emotions, Specifically?

This being a guide that helps you to tailor suggestions to the individual, you might already have the idea that we're not just going to grab emotions out of a bag. We're going to get the specific emotions that will help the subject in a specific situation. So, what emotions are those? The main types of emotions that will help someone, fall into four categories. The positive intention, the motivating emotions for achieving the goal, the ideal state and a strong aversion.

1. **The positive intention** is an emotion that they are getting or trying to get from their current behavior. People smoke to relax, bite their nails for a feeling of calmness or give up in order to avoid the pain of failure (perhaps for a feeling of safety or comfort).
2. **The motivating emotions** for achieving the goal are simply what good feelings the client would have were they to achieve their goal. People might feel pride or energy if they exercise regularly, they might feel relief

and accomplishment after passing a test or feel comfort after healing quickly from an injury.

3. **The ideal state** is simply the emotional or physical state that would most help your client achieve their goal. Calmness might help someone who has a fear of speaking in public, determination or focus might help a person perform better in an athletic competition and fulfillment might help someone overcome overeating.
4. **A strong aversion** creates an emotion the client doesn't like. People can have negative emotional reactions to certain foods, smells, sights, sounds or actions. Thoughts of these foods, smells, sights, sounds or actions bring about a negative emotional response. I myself have a negative reaction to liver (I'm not allergic, I just can't stand the taste). We'll go into detail on how to use aversions in a later section.

### **Past Experiences**

Feelings and emotions don't just spring from nowhere. Feelings and emotions come from our thoughts. One way to help someone access feelings is to have them think about and step into past experiences where they experienced those emotions.

Think about a time when you had a magnificent feeling of curiosity. It could be something you were interested in as a child. It could be wondering what was inside that present you were about to open. It could be when you met that someone special and you were wondering... really wondering what it might be like if you got together...

It could be any of those situations or any other situation where you had a nice, strong curious feeling. Now, step into that situation and experience curiosity. Be in your own body, look through your own eyes and hear through your own ears. Feel the curiosity in your body.

Let's suppose you have a client who wants to be more motivated to continue studying once they've started.

So, the beginner's level of suggestions would be "Once you start studying, you're motivated to continue."

You gather more information and discover that curiosity is an ideal state for them in this situation. Curiosity would help them continue studying.

Hypnotists with some skill might suggest "Once you start studying you feel a powerful curiosity about what you'll learn next and that makes you continue studying."

But you are not yet satisfied. You step them into a situation in their lives, where they felt a strong curiosity. You ask them to tell you a little about their

experience. They might tell you that when they were five years old, they were walking along a river bank with their father and turning over rocks to see what was underneath them.

You, the master hypnotist suggest “Once you start studying you feel a powerful curiosity about what you’ll learn next, just like with your father when you were five, walking along the river bank and turning over rocks. That powerful curiosity makes you continue studying. Studying is a way of turning over rocks to see what’s underneath.”

### **Feelings, Sounds & Images**

We think in feelings, images and sounds. We make pictures in our “mind’s eye” and we talk to ourselves (internal dialog or other sounds in our “mind’s ear.”) Advanced suggestion techniques use the images and sounds (and sometimes smells and tastes) associated with feelings in order to fully elicit or evoke those feelings. A feeling of love can be warm and remind someone of the sounds of a babbling brook while the picture of the cutest little baby comes to mind. More importantly, if you later help the client to recall the mental image of the cutest little baby, the sounds of a babbling brook and the warmth, you’ll help them feel that feeling of love much more strongly.

When you step someone into a past experience where they felt an emotion strongly, you can gather information about the feelings, sounds and images.

### **Qualities of Images, Sounds and Feelings**

The more detail you get about an emotion, the more powerfully you can elicit it. Some very important and useful details involve the qualities of feelings, sounds and images. Here’s a brief list to get you started...

<b>Qualities of Feelings</b>	<b>Qualities of Sounds</b>	<b>Qualities of Images</b>
Location	Location	Location
Temperature	Distance	Distance
Movement/Stillness	Rhythm	Movement/Stillness
Intensity	Duration	Color/B&W
Weight	Intensity	Flat/3-D
Size/Shape	Movement/Stationary	Brightness
Texture	Tone	Shape

### **Information Gathering for Emotions**

You gather information for your hypnotic session is what is called the pre-induction interview. We’ll go more in depth about information gathering later, for now I want you to further understand the concepts.

Since emotions are the engine that drives human behavior it pays to be able to elicit and evoke them strongly. We need to gather information that will help us do that. Specifically, we need information about which emotions would be helpful, the images and sounds related to those feelings, and the qualities of the feelings, images and sounds.

Since each person is different and each situation is different, we need to gather information particular to that individual and situation in order to be effective.

Here are some examples of question that will help us get information about an emotion. It is important that the client is actually feeling the feeling when answering these questions.

**Example Questions:**

Step into that feeling. Where do you feel it in your body?

Is there any movement, or temperature?

While you're feeling \_\_\_\_\_ what sounds come to mind?

Describe the qualities of the sounds. Loud or quite? Near or far? From what direction is the sound coming? (Etc.)

While you're feeling \_\_\_\_\_ what images come to mind?

Describe the qualities of the images. Moving or still? Far or near? Color or black and white? Where is the image? Point to it (Etc.)

What sounds gives you the feeling of \_\_\_\_\_ ?

What image gives you the feeling of \_\_\_\_\_ ?

**Summary**

- Emotion drives human behavior.
- If we gather information about the qualities of feelings, sounds and internal imagery related to an emotion, we can evoke emotion much more powerfully.
- With hypnosis we can link emotions to situations (via suggestion).
- Therefore, we can use hypnosis to powerfully drive a particular behavior.
- We must gather information about the person/situation and the related emotions to effectively drive that behavior.

# Future Pacing

## Introduction

We've learned that the mind tends to create what it concentrates on; even more so when in hypnosis. After inducing hypnosis we can get the subject to concentrate on their goal simply by asking them to. Remember, when a client has a clear and compelling idea of what they want to achieve and they focus on it the unconscious mind will help them to create it.

So, a simple but powerful technique for direct suggestion is to get the subject to focus on already having achieved their goal (remember, it's good to have suggestions be phrased in the present tense). When you have a person step into and imagine what it's like to have achieved their goal it's called "Future Pacing."

Future pacing works for just about any situation for which you might be giving suggestions. It works for all kinds of habit control, performance enhancement, and physical conditions – anything that has a goal that you can define. Because of its simplicity and wide range of applications, future pacing is a favorite.

## Information Gathering for Simple Future Pacing

Before you hypnotize someone you must gather some information from them to find out what to do. This is called the pre-induction interview. We'll go into information gathering during the pre-induction interview in detail in another section of this program. We'll give you a taste of it here so you can learn one of the easiest ways to deliver direct suggestions – future pacing. In future pacing, in order to step someone into their goal, we need to know what the goal is! Here are some questions you might ask to get that information.

### Questions for gathering information about the goal

What would you like to accomplish today?

Why are you here?

How would you like to act?

How can I help you?

**Example:** ("C" is the client and "H" is the hypnotherapist)

H: How can I help you?

C: Well, I'd like to be able to remember things better.

H: What things, specifically?

*I'm not quite comfortable with how broad that goal is – let's get it a little more specific.*

C: Well, sometimes when I study for a test, the next day I forget everything I studied.

H: So, you'd like to remember the things you've studied when you take a test?

*I've flipped it around to state it in the positive.*

C: Yes.

### **Forming a Simple Future Pacing Suggestion**

So, if we've gathered information and made sure it fits with the direct suggestions guidelines, it's time to deliver the future paced suggestions. Remember, what we want to do is have the client step into already having achieved their goal. This gives the unconscious mind a vivid, detailed idea of what it's supposed to accomplish. Once it has this idea it has a target to aim for.

First, step them into the future and contextualize it...

*"I'd like you to go to a time, in the future, when you're taking a test."*

One good technique for future pacing is to act like the client has already succeeded and you're a radio announcer describing the situation.

*"Notice how easily you remember the things you've studied. The answers you studied are coming to you easily."*

It's that simple!

### **Simple Future Pacing Procedure.**

- 1) Have the client describe their goal to you – pay attention to the words they use.
- 2) Make sure their description meets the direct suggestions guidelines. Where it doesn't, ask more questions to get it more specific, stated in the positive etc.
- 3) In trance, step them into the future and have them imagine they have already achieved their goal. Use their own words when describing them having achieved their goal.

### **Intermediate Future Pacing**

In order to make the future pacing technique more powerful, we can add some emotion to it. Remember, emotion is the engine that drives human behavior. So, what emotions would be useful in this case? In order to understand what emotion would work best, let's explore the concept of change, and why it's sometimes difficult.

### **Why is Change Sometimes Difficult?**

Let's suppose a client smokes because it gives them feelings of calmness. The feeling of calmness is what we call the positive intention behind smoking (this is sometimes called secondary gain – it's the advantage a client gains from having their problem, condition or habit). The theory is that all behaviors, no matter how negative, begin with a positive intention.

Now, the smoker decides to quit. What happens the next time they need a feeling of calmness? They'll likely feel an overwhelming urge to smoke. Why? The unconscious mind, at that moment, knows the client needs calmness. It knows it can get calmness from a cigarette. Therefore it creates an urge in order to supply that calmness.

What if the smoker successfully combats the urge to smoke? This is where what is called symptom substitution sometimes comes in. If the client resists the urge to smoke, the unconscious may try to find some other way to generate the feeling of calmness. Eating is a common substitute. Then we might have a problem with weight gain. The symptom of smoking is replaced by the symptom of overeating – symptom substitution.

So, how do we avoid this problem of either difficult change or symptom substitution? We use suggestion to automatically create the positive intention!

Let's use an example of a client who smokes to get a feeling of calmness. What if our suggestions could powerfully and automatically generate a feeling of calmness in all those situations where the client used to have a cigarette?

So, the emotion that would be useful to connect to future pacing would be the emotion the client is getting (or wants to get) out of the current behavior (the positive intention). We want to figure out what that emotion is, separate it in the client's mind from the behavior itself. This is called separating behavior from intention. Then we make sure our suggestions not only get rid of the habit but get more of the positive intention!

### **Why Positive Intention?**

Sometimes it's a negative feeling that motivates someone. For instance, a person may perform poorly on a test because doing well might mean they could get promoted and that promotion brings with it responsibilities they're not sure they can handle. In that case, fear is the motivator. What's positive about that? Well, if you were to ask that person what they thought the fear was designed to do or what the function of the fear was, they might tell you it's to keep them safe. Well, safety is a positive, isn't it? Keep working with the motivation until you get a positive intention. A question you might ask if you come up with a negative emotion is "What's important about having that \_\_\_\_\_ (insert negative emotion)? What does it get you that's even more important?"

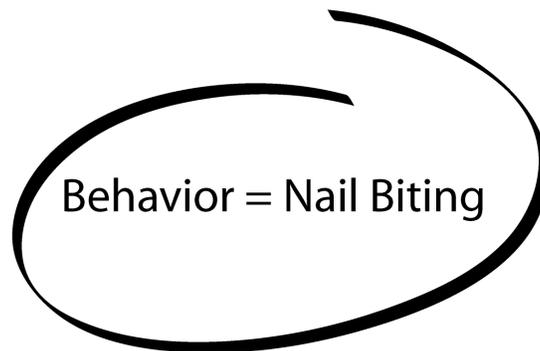
## Separating Behavior from Intention

Milton Erickson used to do something we call “separating behavior from intention.” He would separate the behavior of someone from what it was designed to accomplish. Here’s an example. Let’s suppose someone has habit of biting their nails. We might ask them; “What do you get out of biting your nails,” “What’s important about biting your nails,” or “If biting your nails worked perfectly, what would it get you?”

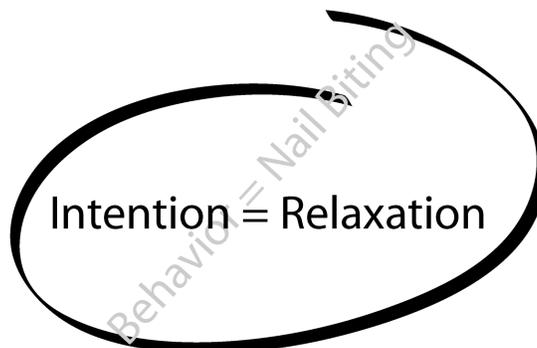
You might get an answer such as “I bite my nails to relax.” The intention is to relax; the behavior is biting the nails. We want to help them get rid of the behavior (biting the nails) and achieve the intention (relaxation). In other words, we object to the behavior, not the intention. In fact, the intention of relaxation is a positive one. It’s important to help the client make this distinction. All behaviors, no matter how terrible, have a positive intention behind them.

## Separating Behavior From Intention

From



To



It's a good idea to work the positive intention into your hypnotic suggestions. In other words, you want to make sure your client gets what the behavior was designed to get. Make sure he or she gets it even more strongly than the current behavior is getting it for them.

**Here's an example for freedom as an intention behind smoking:**

*"And it's good to know that, each time when, in the past, you would have had a cigarette, you can now feel free that you are no longer forced to have one – you are free from that old idea and experience freedom from tobacco."*

So, here's what we know so far. We don't just do things for no reason. In fact, every behavior has a positive intention. People sometimes smoke to calm themselves, bite their nails to relax and sometimes treat other people poorly in order to gain some sort of sense of security. Calmness, relaxation and a sense of security are not bad things. It's the smoking, nail biting and poor treatment we make take issue with. The calmness, relaxation and sense of security are the motivation (positive intention) behind the behavior.

Here are some questions to help you uncover the positive intention (or intentions).

**Example Questions:**

What's important about \_\_\_\_\_ (fill in the current behavior)?

What do you get out of \_\_\_\_\_ (fill in the current behavior)?

What do you avoid having to do that you would have to do if you didn't \_\_\_\_\_ (fill in the current behavior)?

What do you get to do now that you wouldn't get to do if you didn't \_\_\_\_\_ (fill in the current behavior)?

What positive feelings does \_\_\_\_\_ get you (fill in the current behavior)?

If \_\_\_\_\_ (fill in the current behavior) were working perfectly what would that get you? If you got that, how would you feel?

**Example**

H: So Bill, what's important to you about smoking?

C: Nothing, I hate smoking.

H: Is there anything positive about it for you?

C: No.

H: Why do you do it then?

C: It's just a habit. I just do it out of habit.

H: When do you smoke?

C: At work, when I need to get away.

H: How do you feel when you get away?

C: Relieved!

H: So, smoking helps you get a feeling of relief?

C: Yes, but I don't want to smoke. I just want cigarettes out of my life.

H: Feeling relief and smoking cigarettes are two different things. You don't object to feeling relief do you?

*Here, I'm separating the behavior (smoking) from the positive intention (feeling relief).*

C: No.

### **Forming an Intermediate Future Pacing Suggestion**

First, step the client into the future and contextualize it...

*"I'd like you to go to a time, in the future, when you're at work and you feel like you need to get away."*

Once again, we presuppose the client has successfully reached their goal and we describe it to them. We include the positive intention in the suggestions.

*"Notice how easily you automatically feel a sense of relief flow into your body. Smoking is a thing of the past and you feel so relieved because you've put it in your past. You feel a wonderful feeling of relief. You are so relieved to be done with cigarettes."*

When you successfully deliver suggestions that include the positive intention behind the current behavior, the client gets all of the benefits they used to get from the old, problem behavior. There's no reason to come up with a substitute symptom such as overeating!

### **Intermediate Future Pacing Procedure**

1. Have the client describe their goal to you – pay attention to the words they use.
2. Make sure their description meets the direct suggestions guidelines. Where it doesn't, ask more questions to get it more specific, stated in the positive etc.
3. Find out the positive feeling or feelings they get from their current behavior. In other words, get the positive intention behind the current behavior.
4. Help them separate, in their minds, the behavior from the positive intention behind the behavior.
5. In trance, step them into the future and have them imagine they have already achieved their goal.
6. Have your suggestions pointed towards them feeling the positive intention behind the current behavior.

### **Can't Find the Positive Intention behind the Current Behavior?**

Occasionally, it's possible to run into a client where it's difficult to find the positive intention behind their behavior. In that case, you can just use a catch-all positive intention suggestion...

"Some people find there are benefits from \_\_\_\_\_ (fill in current behavior). Whatever benefits you may be receiving, whatever positive things you might feel or experience because of \_\_\_\_\_ (fill in current behavior), you get to keep those. Only your behavior changes. You get even more of those good things when you \_\_\_\_\_ (fill in positively stated goal)."

You get the idea, right? You simply suggest that, when the client changes their behavior, they will get more of whatever positive they may have been getting.

### **Advanced Future Pacing**

To make the future pacing suggestions even more powerful, we can add more information about the positive intention emotions. As you've learned, getting information about images and sounds that go along with the feelings and the qualities of the images, sounds and feelings can evoke emotion much more powerfully. The more powerful the emotion (or emotions – there may be more than one), the more powerful the suggestion attached to it.

Let's assume that for this person, there are no other motivations behind smoking. Their images of relief are of themselves letting out a big breath, the sound of the word "ahhh...." And the feeling of relief is an open, expansive feeling in the chest – a sort of free feeling.

### **Forming an Advanced Future Pacing Suggestion**

First, step the client into the future and contextualize it...

*"I'd like you to go to a time, in the future, when you're at work and you feel like you need to get away."*

Once again, we presuppose the client has successfully reached their goal and we describe it to them. This time we add all the information about the images and sounds and the information about the qualities of images, sounds and feelings.

*"Notice how easily you automatically feel a sense of relief flow into your body. Smoking is a thing of the past and you feel so relieved because you've put it in your past. In your mind's eye you make an image of you letting out a big breath, you hear 'ahhh....' and you feel an open, expansive free feeling of relief in your chest. You are so relieved to be done with cigarettes."*

### **Advanced Future Pacing Procedure**

- 1) Have the client describe their goal to you - pay attention to the words they use.
- 2) Make sure their description meets the direct suggestions guidelines. Where it doesn't, ask more questions to get it more specific, stated in the positive etc.
- 3) Gather information about the positive feeling or feelings they get from their current behavior. In other words, get the positive intention of the current behavior.
- 4) Get the qualities of the images, sounds and feelings related to the positive intention.
- 5) Help them separate, in their minds, the behavior from the positive intention behind the behavior. In trance, step them into the future and have them imagine they have already achieved their goal.
- 6) Have your suggestions pointed towards them feeling the motivation behind the current behavior. Use the qualities of the images, sounds and feelings to reinforce and strengthen those feelings.

### **Advanced Future Pacing II**

Another way to make the future pacing suggestions more powerful is to add the ideal state to the mix. Remember, the ideal state is simply the state that would most help the client achieve their goal. Sometimes the ideal state and the positive intention will be the same. In cases where it's not, simply add the ideal state to the suggestions.

### **Information Gathering for the Ideal State**

- 1) Find out what emotional state would help the client get the ideal behavior (the ideal state).

**Example Questions:**

What emotional state would allow you to accomplish your goal?  
 How would you like to feel when \_\_\_\_\_ (fill in the context of the current behavior)?

- 2) Find out in what context they already have that ideal emotional state.

**Example Questions:**

Where, in your life, do you already feel \_\_\_\_\_ (fill in the ideal state)?  
 Has there ever been a time when you've been \_\_\_\_\_ (fill in the ideal state)?  
 What is the time in your life when you've felt the most \_\_\_\_\_ (fill in the ideal state)?

- 3) Get information about sensations, images and sounds related to the ideal state. Associate them in to the feeling and ask...

### **Example Questions:**

Step into that feeling of \_\_\_\_\_ (ideal state). Where do you feel \_\_\_\_\_ (ideal state) in your body?

Is there any movement, or temperature?

While you're feeling \_\_\_\_\_ (ideal state) what sounds come to mind?

Describe the qualities of the sounds.

While you're feeling \_\_\_\_\_ (ideal state) what images come to mind?

Describe the qualities of the images.

What sounds gives you the feeling of \_\_\_\_\_ (ideal state)?

What image gives you the feeling of \_\_\_\_\_ (ideal state)?

Let's suppose that a client wishes to lose weight. One of the major problems in past attempts to lose weight is that the client eats late at night when he's lonely. Their positive intention is fulfillment and their ideal state is peaceful.

### **Including the Ideal State in an Advanced Future Pacing Suggestion**

First, step the client into the future and contextualize it...

*"I'd like you to go to a time, in the future, when it's late at night and you're lonely."*

Once again, we presuppose the client has successfully reached their goal and we describe it to them. This time we add the ideal state to the positive intention.

*"Notice how easily you automatically feel a feeling of fulfillment flow into your body. That fulfillment gives you a wonderful sense of peace. The peace magnifies the fulfillment, the fulfillment amplifies the feelings of peace. It's easy make good choices about food feeling peace and fulfillment."*

### **Advanced Future Pacing Procedure II**

- 1) Have the client describe their goal to you - pay attention to the words they use.
- 2) Make sure their description meets the direct suggestions guidelines. Where it doesn't, ask more questions to get it more specific, stated in the positive etc.
- 3) Gather information about the emotional or physiological state which would most help the client achieve their goal (the ideal state).
- 4) In trance, step them into the future and have them imagine they are feeling the ideal state and are achieving their goal.
- 5) If you like, add information about the images and sounds related to the ideal state and the qualities of the images sounds and the ideal state.

### **Summary**

- Future pacing is stepping someone into already having achieved their goal.
- Future pacing utilizes the simple principle that once the client has a clear, well formed, compelling idea of what the goal is, the unconscious mind will help create it.

- Future pacing can be used for almost anything for which someone would come to you.
- To future pace effectively we must have some information about the client's goal.
- Before we deliver the future pace suggestions, we make sure they meet the direct suggestion guidelines.
- Future pacing uses the client's own descriptions back to them, ensuring the suggestions are specifically tailored to them.
- To add power to future pacing, use the motivation behind the current behavior – the positive intention behind the behavior.
- Make sure the client makes a distinction between the behavior and the positive intention behind it.
- To add even more power, include more information about the positive intention emotion(s).
- You can also add the ideal state to the future pace suggestions.

# Aversive Suggestion

## Introduction

*Aversive Suggestion: Using suggestion to cause avoidance of a behavior through associating an unpleasant or negative feeling to the thought of the behavior and/or the behavior itself.*

There are still many places you can go to for what is called “aversion therapy.” Aversion therapy for smoking cessation might involve giving a client an electric shock every time they have a cigarette or think of having a cigarette. The idea is to attach a negative feeling to the thought of having a cigarette. In essence the idea is to set up the equation in the mind; cigarette = hurt.

This concept of negative conditioning is valid but it seems like we ought to be able to do a little better than strapping electrodes to people. Through hypnosis, we can attach a negative emotion or feeling to the thought of a particular behavior. It’s called aversive suggestion and not only does it work but it saves on the electric bill!

It’s a good idea to explain the concepts of aversive suggestion to the client. Before you do this, it’s a good time to get a firm commitment from your client as to how serious they are about overcoming their habit. It might go something like this...

H: Mr. Jones, how serious are you about stopping smoking?

C: I’m totally committed to it!

H: Good, because what we’re going to do now will take some commitment. Have you ever heard of aversion suggestion?

C: No.

H: Well, it’s designed to help people overcome habits by attaching negative emotions to a habit. What we’ll do is exactly that. Whenever you think about smoking you’ll have an automatic dislike for the idea. How does that sound?

C: Sounds good to me.

Aversive suggestion is good for breaking habits and other unwanted behaviors.

## The Carrot and the Stick

You may have heard the phrase “the carrot and the stick.” It refers to giving someone a reward for a wanted behavior and a punishment for unwanted behavior. Legend has it that motivating donkeys to move forward is accomplished by dangling a carrot in front of them (as a reward for moving

forward) and slapping them with a stick from behind (as a punishment for standing still).

Both the carrot and the stick are valid and effective ways to motivate people. In fact, many of the most powerful motivation systems include both reward and punishment.

Much of this program explores how to use positive emotions for motivation (that's our "carrot"). Being motivated because of the possibility of something good happening is called "toward motivation."

However, many people are motivated more by the threat of something bad happening than the promise of something good. That's called "away motivation." Away motivation is the "stick."

Keep in mind, you can be motivated to do something positive for yourself with either toward or away motivation. For instance, you could start an exercise program either because of how good you'll look and feel (toward motivation) or so that you avoid a heart attack (away motivation). The goal is thought of as positive (and stated in positive terms) but the motivation for the goal can be either positive or negative.

So, in order to effectively help the most people, you should include both toward and away motivation in your suggestions.

There's a problem though. You don't want somebody imagining having a heart attack while they're in hypnosis. If you suggest "you get up and exercise five mornings a week so you can avoid that heart attack," you are implying that if they don't exercise, they'll have a heart attack. That's not a suggestion you want to give. I feel it's unlikely the unconscious mind would accept that suggestion but why risk it?

I was reading another hypnotist's suggestions for smoking cessation recently. He suggested things such as "cigarettes are like rat poison to you." That is an aversive suggestion (and one that I object to strongly). Remember, the unconscious mind tends to produce what it believes. What would happen if you'd been ingesting rat poison for 20 years? Nothing good, I imagine.

Future pacing, and many of the other techniques in this program, focus on toward motivation and positive emotion. So, how do you include away motivation without creating a potentially negative effect on the client?

You elicit a negative but un-harmful feeling/emotion and attach it to the behavior the client wishes to stop.

### **Eliciting a Safe Aversive Response**

For a moment, I'd like you to imagine something. Something that is safe but is extremely unpleasant. Something that you would never do voluntarily. Perhaps eating a food you dislike intensely. Perhaps an experience you would find very unpleasant (but not harmful). Got it...?

Well, the thought of that behavior or experience creates an aversive response. It is something that elicits a strong negative reaction, a repulsion, loathing, revulsion or disgust. It's something you would never do on purpose. On the other hand, it is not something that would cause damage to you or anyone else.

What would happen if you had a habit you wanted to break and you had that feeling of disgust or repulsion every time you thought about doing that habit? It would go a long way toward helping you break that habit wouldn't it?

Remember, it's easy to attach feelings to situations with hypnosis. So, we can attach those negative feelings to taking an action and make that action far less appealing. Doing so is called aversive suggestion.

If you elicit an aversive response from a client, it will be specific to them and therefore more effective. For me, a good example of an aversive response is eating liver. I don't know why but the taste of liver repulses me. Other people like liver, so using an eating liver suggestion wouldn't be effective for them.

### **Information Gathering for Aversive Suggestion**

As you know, before you hypnotize someone you must gather some information from them in the pre-induction interview. For aversive suggestion, we must gather information about the client's goal and what a safe aversive response would be. In other sections of this program, we'll cover how to get more information about a client's goal. Here's how to gather aversive suggestion information.

#### **Questions for gathering information for aversive suggestions**

What for you would be safe but extremely unpleasant?

What is something you would never consider doing?

What food do you dislike tremendously?

What is it you can't stand?

What feeling do you have when you \_\_\_\_\_ (insert aversive situation)?

Has there ever been a time when you \_\_\_\_\_ (insert aversive situation)?

How did you feel as you were \_\_\_\_\_ (insert aversive situation)?

#### **Example**

H: OK, so we've established that you want to stop smoking marijuana. I'd like you to imagine something that is safe but is extremely unpleasant for you. Something that you would never do voluntarily. Perhaps eating a food you

dislike intensely. Perhaps an experience you would find very unpleasant (but not harmful). What might that be?

C: I hate the smell of rotten food.

H: What feeling do you get when you think of rotten food?

C: Disgust!

### **Forming a Simple Aversive Suggestion**

The simplest way to form an aversive suggestion is to suggest that any time the client even think about doing whatever habit they want to stop, they get the negative feeling you've uncovered by your questioning.

Let's suppose someone wants to stop smoking marijuana. We've gathered information from them and found that they can't stand the smell of rotten food – it disgusts them.

*“The thought of smoking marijuana automatically creates the thoughts and sensations of smelling rotten food. Marijuana smells like rotten food. Marijuana disgusts you. If you ever even think smoking marijuana, immediately and instantaneously you have a reaction, just as if you are smelling rotten food. Think of smoking marijuana now and notice how disgusting event he though of it is.”*

### **Simple Aversive Suggestion Procedure**

- 1) Find out from the client what they have an aversion to but is safe.
- 2) Link either the actual performance of the habit or thinking about doing the habit to the aversive emotion.

### **Advanced Aversive Suggestions**

As you know, we can add power to an emotion by gathering and using information about images and sounds related to feelings and the qualities of the images sounds and feeling. Here are some questions that can help you gather more information about the aversive feeling once you know what it is.

### **Questions for gathering information about the aversive feeling**

Step into that feeling. Where do you feel it in your body?

Is there any movement, or temperature?

While you're feeling \_\_\_\_\_ what sounds come to mind?

Describe the qualities of the sounds. Loud or quite? Near or far? From what direction is the sound coming? (Etc.)

While you're feeling \_\_\_\_\_ what images come to mind?

Describe the qualities of the images. Moving or still? Far or near? Color or black and white? (Etc.)

What sounds gives you the feeling of \_\_\_\_\_ ?

What image gives you the feeling of \_\_\_\_\_ ?

### **Example**

H: I'd like you to imagine something that is safe but is extremely unpleasant for you. Something that you would never do voluntarily. Perhaps eating a food you dislike intensely. Perhaps an experience you would find very unpleasant (but not harmful). What might that be?

C: I hate the smell of rotten food.

H: Has there ever been a time when you smelled particularly rotten food?

C: Yes. Do we have to talk about it?

H: That depends on how committed you are to stopping smoking. Are you committed?

C: Totally.

H: Well, we'll just have to talk about it for a minute then.

How did you feel as you were smelling rotten food? Step into it and describe the feeling to me please.

C: It's like "Oh no, that's disgusting."

H: Do you say that out loud or inside your head?

C: Inside my head.

H: What's the tone of voice.

C: Loud and disgusted.

H: Demonstrate it to me would you?

C: (Client demonstrates) "OH NO, THAT'S DISGUSTING."

H: How do you feel as you say that?

C: Disgusted.

H: Step into that feeling. Where do you feel it in your body?

C: In my stomach.

H: Is there any movement to the feeling?

C: Yeah, kind of a churning.

H: What image comes to mind as you feel that feeling.

C: The image of a bunch of worms crawling around through a stinking garbage pile.

### **Example II**

H: What is it that you can't stand?

C: I can't stand rap music.

H: How do you feel when you hear rap music?

C: It makes me angry.

H: Well, that won't work for our purposes. We don't want you feeling angry all the time. What else gives you the heebie jeebies?

C: I'm disgusted by the thought of eating meat.

H: When you think about eating meat (client cringes), what would you call that feeling?

C: Revulsion (still cringing).

H: Where do you feel that revulsion?

C: In my stomach.

H: What sound goes with that feeling?

C: The sound of someone going "yuck."

H: What image goes with that feeling?

C: An image of a big pile of fat.

### **Forming an Advanced Aversive Suggestion**

So, now that we have gathered some information, it's time to deliver the aversive suggestions.

The simplest way to do so is to suggest that any time the client even think about doing whatever habit they want to stop, they get the negative feeling and the sounds and images associated with the negative feeling.

Let's suppose someone wants to stop biting their nails. We've gathered information from them and found that they can't stand someone scraping their fingernails on a blackboard. The sounds that go along with that are a loud, screeching sound, the image is of someone scraping their nails on a blackboard and the feeling is a cold, raspy metallic feeling down the client's spine.

*"The thought of biting your nails automatically creates the thoughts and sensations of someone scraping their nails on a blackboard. If you ever even think of biting your nails, immediately and instantaneously you have a reaction, just as if someone is scraping their nails on a blackboard. Think of biting your nails now and notice how you hear that loud screeching noise, you see the image of someone scraping their nails down a blackboard and you feel that cold, raspy metallic feeling down your spine."*

In the case of smoking cessation, here's how we'd do it (the client's aversion is to smelling rotten food. It's a churning feeling of disgust, the image is of a bunch of worms crawling through garbage and the sound is a voice saying "Oh no, that's disgusting," in a loud, very disgusted voice).

*"Each and every time you consider smoking you instantaneously think of rotten food. The thought of you smoking a cigarette is like rotten food. When you consider smoking a cigarette you feel an immediate disgust. You feel churning in your stomach, you hear, in your mind's ear the sound of your voice saying (hypnotherapist duplicates client's disgusted voice tonality) 'OH NO, THAT'S DISGUSTING,' and see an image of a bunch of worms crawling around through a stinking garbage pile. Now, think of smoking a cigarette and notice how the feelings of disgust occur automatically."*

It's best to move on to some other form of more positive suggestion immediately after delivering an aversive suggestion. We want the negative feeling to last only long enough to deter them from smoking (or whatever habit they wish to break). Then we want to move immediately to a suggestion which gives them a good feeling about being free from their habit (we'll cover those suggestions in another section).

### **Advanced Aversive Suggestion Procedure**

- 1) Find out from the client what they have an aversion to but is safe.
- 2) Gather information about the feelings, sounds and images (and sometimes smells) related to the aversion.
- 3) Link either the actual performance of the habit or thinking about doing the habit to the aversive emotion. Use the additional information you've gathered to pump up the negative emotion.

#### **Summary**

- Aversive suggestion is attaching a negative emotion to something in order to get someone to stop doing it.
- People are both toward and away motivated. To help the greatest number of people include both toward and away motivated suggestions.
- It's a good idea to explain to the concepts of aversive suggestions to your client before you use them.
- Make sure your aversive suggestions are safe.
- To make emotions more powerful (both positive and negative) we use images sounds and sometimes smells to pump them up.

# Information Gathering: The Pre-Induction Interview

## Introduction

Perhaps you've already figured out that to deliver the most powerful direct suggestions, you need to tailor them to the individual. This is why hypnotic scripts can only go so far. Hypnotic scripts are word-for-word inductions or suggestions that are thought out for a particular problem or situation. While a script may have some things in it that a client will relate to, it can't be totally accurate. Every person is different and every situation is different.

Many hypnotherapists have what they call a script book. If someone comes to them to stop smoking, they take out their stop smoking script and read from it. This is effective in that it gives the hypnotherapist a sense of knowing what to do. It is not effective in delivering suggestions tailored to that particular client.

Hypnotherapists that use scripts are taking a shotgun approach. They are delivering pre-written suggestions they hope the client will relate to. To be honest, I often read scripts to find out what other hypnotherapists are doing. Many of them have good ideas. However I have never, I repeat never, read from a script during an actual session.

In order to deliver suggestions with maximum effectiveness you must tailor suggestions to an individual and their particular situation. Each individual has different feelings, different motivations and has different reasons for their behaviors. In other words, if you are going to tailor a suggestion to a person you need know something about that person. If want to tailor a suggestion to a situation you are going to need information about that situation.

The process of gathering information happens in the pre-induction interview. The pre-induction interview is just what it sounds like. It's what happens before you hypnotize someone. It's when you find out what it is they want to accomplish and what would help them get there. It is simply the process of gathering the information you need to have in order to deliver effective suggestions. When you're done with the pre-induction interview you'll have all the information you need in order to give powerful suggestions tailored that particular client's situation.

Beginning hypnotherapy students often ask me how I work with smoking, weight loss, phobias or some other particular issue. The answer is; use the information gathering techniques that you will learn in this section. They work the same for all different types of issues. While there are certain techniques that can add to your effectiveness with specific issues, much of what you need to do will be found by following the information gathering guidelines in this section.

This section will give you guidelines for gathering information for use in a wealth of situations with a wealth of different techniques. In fact, the format for gathering information presented in this section of the program will work for the vast majority of issues presented to a hypnotist.

### **What Information Do We Gather?**

The information we want to gather falls into these main categories: behaviors, context, emotions (feelings), and motivations (motivations are also feelings). Here's an overview...

#### **Behaviors**

- 1) What is happening now (current behavior)?
- 2) What does the client wish to have happen (ideal behavior or goal)?

#### **Context**

- 1) When/where/with whom/in what situation is the problem behavior occurring? (This context will usually give you the context for the suggestions as well)

#### **Emotions/Feelings/Motivations**

- 1) Positive Intention
- 2) Motivation for achieving the goal
- 3) The ideal state
- 4) A strong aversion

Now, you won't necessarily gather all of this information for all clients. For instance, I rarely use aversive suggestions for someone who wishes to heal more quickly! Also, you may be limited by time constraints or the client may be difficult to collect information from. Gather what makes sense to you for that particular subject.

Sometimes, if you are doing multiple sessions with an individual, you can start off by gathering information in session one. You might introduce them to trance and do a quick future pace. You can suggest that for the next session they will go much deeper and more quickly into trance. Session two can be used to reinforce session one's suggestions, generate direct suggestion that the problem is gone (in the case of a habit) and add suggestions relating to the positive intention. Session three could add aversive suggestions and the motivation for achieving the goal – and so on. There are no hard and fast rules here – do what makes sense to you.

As we are gathering this information we are also using our skill in making sure the information we gather meets the guidelines for formulating direct suggestions.

Once you have this information, you'll be ready to use it to formulate your suggestions. Now, let's give you some ideas about specific questions that will help get you the answers you're looking for.

## **Behaviors**

You need information about what the client would like to have happen. What they would like to have happen is called the ideal behavior.

The current behavior is simply what happens currently. For instance, if a client comes to you for fear of public speaking, the current behavior might be the voice shaking and throat constricting when they try to speak in public (fear-based behaviors). The ideal behavior might be speaking with a steady voice and with an open, free feeling throat. If a client is ill and wishes to become healthier, the current behavior is the illness, the ideal behavior is health (of course "health" would need to be more specifically defined). If a client wishes help with pain control, the current behavior would be pain and the ideal – comfort perhaps. You can see, my definition of behavior is very broad.

## **Finding out the Ideal Behavior**

Get some information about what the client wants to accomplish (ideal behavior).

### **Example Questions:**

What would you like to accomplish today?

Why are you here?

How would you like to act?

If everything were to go perfectly today, and you were to get exactly what you wanted, how would you describe that?

### **Example I**

H: Hello George, what can I help you with today?

C: I'd like to stop smoking.

H: OK, let's say you've stopped successfully. What's it like?

C: My lungs feel open, I breathe easily, I have good stamina and wind and I feel an overall sense of good health and energy.

### **Example II**

H: Hello Sally, what would you like to accomplish today?

C: Well, I'm tired of biting my nails.

H: What would you like to have happen?

C: I'd like to not bite my nails!

H: Right, you're saying what you don't want. What is it you want? In other words, if everything went perfectly today and you walked out of here with just what you wanted, what would that be like? Describe it to me.

C: Well I'd be relaxed and happy and I wouldn't bite my nails.

H: OK, so describe how your nails would look.

C: They'd be clean looking and not have jagged edges.  
H: What would not having jagged edges look like?  
C: Well, they'd be smooth.  
H: OK, just checking to make sure I have it. You'd like to have clean, smooth nails and feel relaxed and happy.  
C: Right.

As you can see, in gathering this information you begin to utilize the guidelines for formulating direct suggestions. If someone gives you a goal stated in the negative ("I'd like to stop biting my nails,") you get them to state it in the positive (I'd like to have clean, smooth nails and feel relaxed and happy.)"

### **Context**

Suggestions need a cue to come into effect. If a stage hypnotist snaps his fingers and members of the stage show cluck like chickens, the cue is the snapping of the hypnotist's fingers. The context information lets you know when the problem behavior is occurring and gives you the cue for your suggestions. In other words, whatever triggers the old, unwanted behavior will now be the trigger for your hypnotic suggestions!

Here's an example: Let's suppose that someone comes to you with a nail biting habit. What happens now might be that at certain times when they look their nails, they get the urge to bite them. So, the trigger would be looking at their nails. So your suggestions would start "Each time you look at your nails..."

### **Getting Context Information**

Contextualize the current behavior.

#### **Example Questions:**

When do you \_\_\_\_\_ (fill in the current behavior)?

With whom?

How often?

Where?

What do you have to see, hear or feel in order to know it's time to \_\_\_\_\_ (fill in the current behavior)?

#### **Example**

H: When do you bite your nails?

C: Oh, all the time.

H: You're not biting them now.

C: Well, I don't bite them when I'm in the middle of a conversation.

H: OK, so when do you bite them?.

C: I guess I've never thought about it.

H: Right, well that's what we're here for, to make sure we think about things differently so you can get different results than you have been. How do you know when it's time to bite them?

C: What? I don't know when it's time to bite them, I just do it.

H: Well, we've already established that you do it sometimes and not others. What has to be happening in order for you to bite them?

C: Well, I do it when I'm nervous. Is that what you want to hear?

H: I'd like to hear the truth, when you're nervous is a good start. Do you bite them whenever you're nervous?

C: Not every time I'm nervous but most of the time.

H: Describe to me a couple of times when you've really had the urge to bite them.

C: I had a big report due one time at work. My boss had given me a deadline and one of my co-workers had...

H: Sorry to interrupt, did you feel nervous then?

C: Yes.

OK, we've established that the client bites their nails when they're nervous. We might just check to see if there are other times they bite their nails or if there are particular times or situations where it's particularly bad. Basically we want to get every trigger for nail biting so that we can develop suggestions for each of those situations.

## **Feelings**

OK. There are four main types of feeling we're interested in. Positive intentions, motivation for achieving the goal, the ideal state and an aversive response. We've already briefly covered how to gather information about aversions (for aversive suggestions) and the positive intention behind the current behavior (for future pacing). Another emotion that can powerfully benefit clients is called the ideal state.

### **The Ideal State**

The ideal state is how the client would like to feel. The client might like to feel relaxed, confident or energetic. It's up to them. These more positive feelings would lead to behaviors more in line with their goals. Let's take the example of someone who has a terrible time speaking in public. If they felt calm and confident don't you think they could do a much better job? Wouldn't their voice be steadier and their throat be more open?

For simple suggestions you would simply find out what the ideal state is. Then you would link the ideal state to the problem context... "From now on, you feel calm and confident when you speak in public."

What about nail biting? A feeling of peace might help them to keep their nails neat and healthy looking. The suggestion might go “Each time you look at your nails, a feeling of peace automatically flows into your body.”

For more advanced suggestion you would gather more information about those feelings just as we have done in earlier sections. “Each time you look at your nails a feeling of peace flows into your body. You hear the sounds of the waves crashing on the shore, you see the image of a peaceful lake and peace flow into your body each time you look at your nails.”

### **Regression for Emotions**

One way to both powerfully elicit and gather information about an emotion is to step the client into a time when they experienced the emotion strongly.

Take a moment and think about a time when you had a very positive experience (for the purpose of this exercise it doesn't matter what emotion but let's keep it a positive one). When you've got that memory, step into it fully. Be there, looking out of your own eyes, hearing out of your own ears, feeling the positive feelings.

You can help clients to experience positive emotions in just that way. Once they're experiencing the emotions you can gather more information if you would like to.

### **Ideal State Information Gathering Procedure**

1) Find out what emotional state would help the client get the ideal behavior (the ideal state).

#### **Example Questions:**

What emotional state would allow you to accomplish your goal?

How would you like to feel when \_\_\_\_\_ (fill in the context of the current behavior)?

2) Find out in what context they already have that ideal emotional state.

#### **Example Questions:**

Where, in your life, do you already feel \_\_\_\_\_ (fill in the ideal state)?

Has there ever been a time when you've been \_\_\_\_\_ (fill in the ideal state)?

What is the time in your life when you've felt the most \_\_\_\_\_ (fill in the ideal state)?

3) Get information about sensations, images and sounds related to the ideal state. Associate them in to the feeling and ask...

#### **Example Questions:**

Step into that feeling of \_\_\_\_\_ (ideal state). Where do you feel \_\_\_\_\_ (ideal state) in your body?

Is there any movement, or temperature?

While you're feeling \_\_\_\_\_ (ideal state) what sounds come to mind?

Describe the qualities of the sounds.

While you're feeling \_\_\_\_\_ (ideal state) what images come to mind?

Describe the qualities of the images.

What sounds gives you the feeling of \_\_\_\_\_ (ideal state)?

What image gives you the feeling of \_\_\_\_\_ (ideal state)?

### **Example**

H: What emotion would help you to make better choices about what you eat and how much you eat?

C: I don't understand.

H: Well, we've already established that you eat when you're lonely. What is the opposite of lonely or what emotion would help you make better decisions about what, when or how much to eat?

C: I don't know, maybe empowerment?

H: Well, check it out. Feeling a feeling of empowerment, step into one of those times when you ate poorly. Does it help?

C: Not really.

H: I didn't think so. So, what feeling is the opposite of lonely?

C: For me, fulfillment.

H: OK, what happens when you take a feeling of fulfillment into one of those situations where, in the past, you ate poorly?

C: Well, I make better choices.

H: Great. Does it change your behavior enough to get you your goal.

C: Yeah, absolutely.

H: Well, let's get a really powerful feeling of fulfillment then. Where do you feel fulfillment most strongly in your life?

C: When I'm teaching something new to my 3 year old.

H: I'd like you to step into a time when you are teaching something new to your 3 year old. A time where you feel particularly fulfilled. Where do you feel fulfillment in your body?

C: All over (points to heart).

H: Do you feel it here (points to heart)?

C: Yes, it's a warm feeling in my chest.

H: If there were a sound that goes with that feeling, what is it?

C: The sound of him laughing.

H: What images, in your mind's eye, go with fulfillment.

C: Well, it doesn't have anything to do with him. It's a time when I was a little girls and I was sitting on the bank of a river, just doing nothing. But I felt so totally at peace, fulfilled, even though I didn't know what the word meant yet.

### **Motivation**

Motivations are another important piece of the puzzle. A motivation is a feeling that either drives or attempts to drive behavior. What is the motivation behind the current behavior? Most people aren't used to thinking about problem behaviors as being motivated by something positive. But they are. People smoke to relax. People eat to feel safe. Sometimes people hurt other people for a feeling of control. Feelings of relaxation, safety, and control are not bad in and of themselves. What we may object to is the behavior that is driven by those feelings.

To get information about the motivation behind the current behavior (the positive intention) we need to ask questions a little differently. If you were to ask someone why they have anxiety, they might tell you that they don't want to – it just happens. If you look at it more closely, there's a reason they have anxiety. What is the purpose of anxiety? Anxiety and fear are often designed to protect us from doing something foolish. So, the intention or purpose behind the anxiety would be protection. Protection is not such a bad idea is it?

And what about the motivation behind the desired behavior? What will they get from accomplishing their goal?

And of course, a strong aversion creates that away motivation that can be so important.

If you can weave the positive intention, the motivation for achieving the goal and a strong aversion and into your suggestions you'll have a much more powerful impact.

### **Motivation Information Gathering**

1) Get information about the motivation for the ideal behavior.

#### **Example Questions:**

What is important to you about \_\_\_\_\_ (fill in the ideal behavior)?

What will \_\_\_\_\_ (fill in the ideal behavior) get you?

2) Get information about the motivation behind the current behavior (positive intention).

#### **Example Questions:**

What's important about \_\_\_\_\_ (fill in the current behavior)?

What do you get out of \_\_\_\_\_ (fill in the current behavior)?

What do you avoid having to do that you would have to do if you didn't \_\_\_\_\_ (fill in the current behavior)?

What do you get to do now that you wouldn't get to do if you didn't \_\_\_\_\_ (fill in the current behavior)?

What positive feelings does \_\_\_\_\_ get you (fill in the current behavior)?

If \_\_\_\_\_ (fill in the current behavior) were working perfectly what would that get you? If you got that, how would you feel?

**Example**

H: So Cynthia, what's important to you about stopping smoking?

C: Well, I want to live to see my child graduate from high school. I want to be there for my kids.

H: What feeling would being there for your kids give you?

C: Fulfillment.

H: Good, that's something we can use. Now, let me ask you, what do you get out of smoking?

C: Bad breath.

H: Well, I mean, what positive thing do you get out of smoking?

C: Nothing positive.

H: Let me put it another way Cynthia. Just because you want to stop smoking doesn't mean you don't enjoy it in some way or get some benefit from it. We want to make sure you keep all the benefits. What does smoking do for you? Or put differently, what is smoking trying to do for you?

C: Well, I smoke when I'm nervous – it helps me to relax.

H: Relaxation is good. We want to make sure you keep relaxing when you need to, right? Is there anything else smoking gets you?

C: Well, my husband gets irritated when I smoke. Sometimes when I'm mad at him and I want to irritate him I have a cigarette.

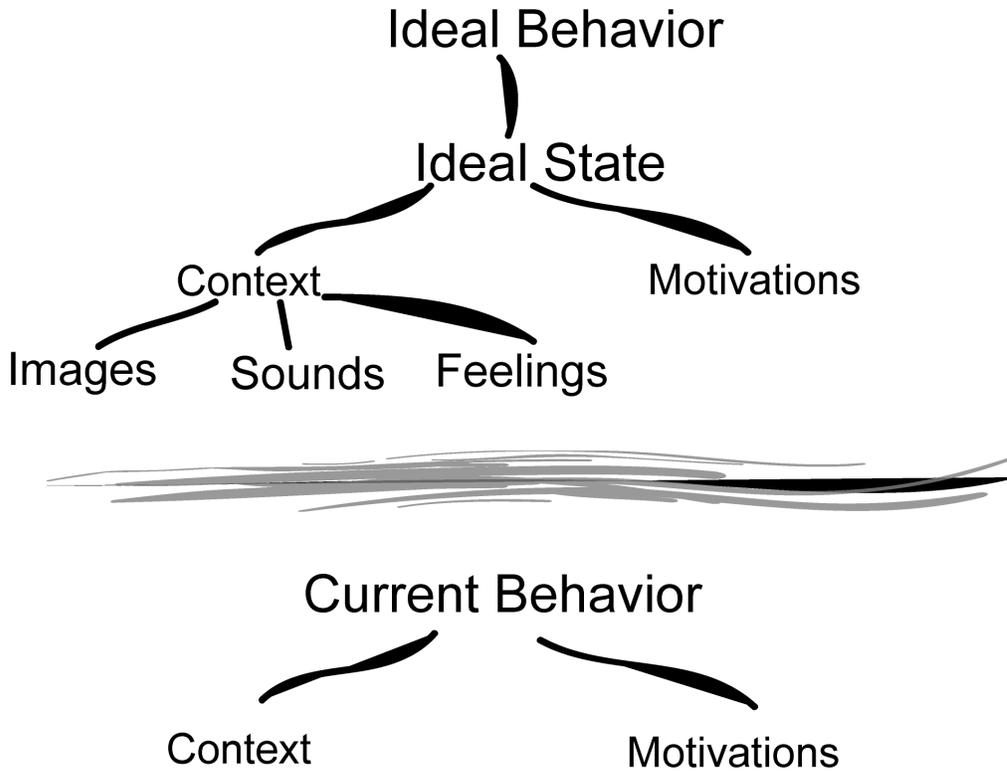
H: What feeling do you get from irritating him when you're mad at him?

C: Satisfaction.

H: Well, satisfaction is good too, isn't it?

C: Sure.

# Information Gathering Diagram



## Aversive Suggestion Information

1) Get information about a strong aversion.

### Example Questions:

What for you would be safe but extremely unpleasant?

What is something you would never consider doing?

What food do you dislike tremendously?

What is it you can't stand?

What feeling do you have when you \_\_\_\_\_ (insert aversive situation)?

Has there ever been a time when you \_\_\_\_\_ (insert aversive situation)?

How did you feel as you were \_\_\_\_\_ (insert aversive situation)?

Here's an exercise to help you practice gathering information. There's also a fill-in-the-blanks worksheet for you to write down your answers if you prefer to do so. In addition, the information gathering diagram helps many people keep track of gathering information.

### Exercise: Information Gathering

Ask someone to think of something they'd like to change or some behavior they have now that they wish to stop. Using the information gathering techniques and questions, gather information. You will use this information later when developing suggestions. As you ask them the questions, work with them to make sure their goals meet the guidelines for direct suggestions.

- 1) Get some information about what the client wants to accomplish (ideal behavior).
- 2) Contextualize the current behavior (when does it happen, with whom etc.)
- 3) Find out what emotional state would help the client get the ideal behavior (the ideal state).
- 4) Find out in what context they already have that ideal emotional state.
- 5) Get information about sensations, images and sounds related to the ideal state.
- 6) Get information about the motivation for achieving the goal.
- 7) Get information about the positive intention.
- 8) Get information about a strong aversion.



**Ideal State**

What emotional state would help the client get the ideal behavior (the ideal state)?

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In what context do they already have that ideal emotional state?

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What sensations, images and sounds are related to the ideal state and what are their qualities?

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**Motivations for Achieving the Goal**

What are the motivations for achieving the goal?

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In what context do they already have that emotional state?

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What sensations, images and sounds are related to the emotions they would get if they achieved the goal and what are their qualities?

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**Positive Intentions**

What are the positive intentions for the current behavior?

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In what context do they already have that positive intention emotional state?

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What sensations, images and sounds are related to the positive intention emotion and what are their qualities?

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**Aversion**

What would be safe but disgusting or extremely unpleasant for the client?

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What sensations, images and sounds are related to the aversion?

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Once you have gathered this information you can complete the pre-induction interview. It is a good time for the pre-induction talk (you can do it either before or after the pre-induction interview). In the section that follows, we will show you how to use this information to formulate powerful and effective suggestions.

### **Summary: Information Gathering**

- Hypnotic scripts are not tailored to the individual nor to the individual's unique situation.
- In the pre-induction interview we gather information about behavior, context, feelings and motivations.
- This information allows us to develop suggestions powerfully applicable to the individual client.
- We can elicit and gather information about feelings by having the client go back to a time when they felt those feelings strongly.
- Once a client is feeling a feeling we can then gather more specific information about that feeling.

# Formulating Suggestions

## Introduction

Now we are starting to put it all together. In our information gathering process we gathered lots of information about emotion and we can now use this information to evoke the emotion powerfully and link it to the behavior that the client wants to accomplish. We also have other information we need such as the context in which the current behavior occurs and motivations behind both the current behavior and achieving the goal. Basically, what we're going to do is to formulate our suggestions using the language that the client has fed to us in the information gathering process.

Now, you can use the information we've gathered in many different combinations. I'm going to give you some specific formulae for forming suggestions but feel free to come up with your own. Don't limit yourself to these formulae. These ideas are a starting point for you.

## Linking to Context

Most of the suggestions we'll be giving will be triggered by the context information we've gathered. We're going to use whatever context triggers the current behavior to trigger the new behavior. If someone currently feels fear when they board an airplane but they want to get over it, we might start the suggestion "when you board an airplane," or "just before you board an airplane."

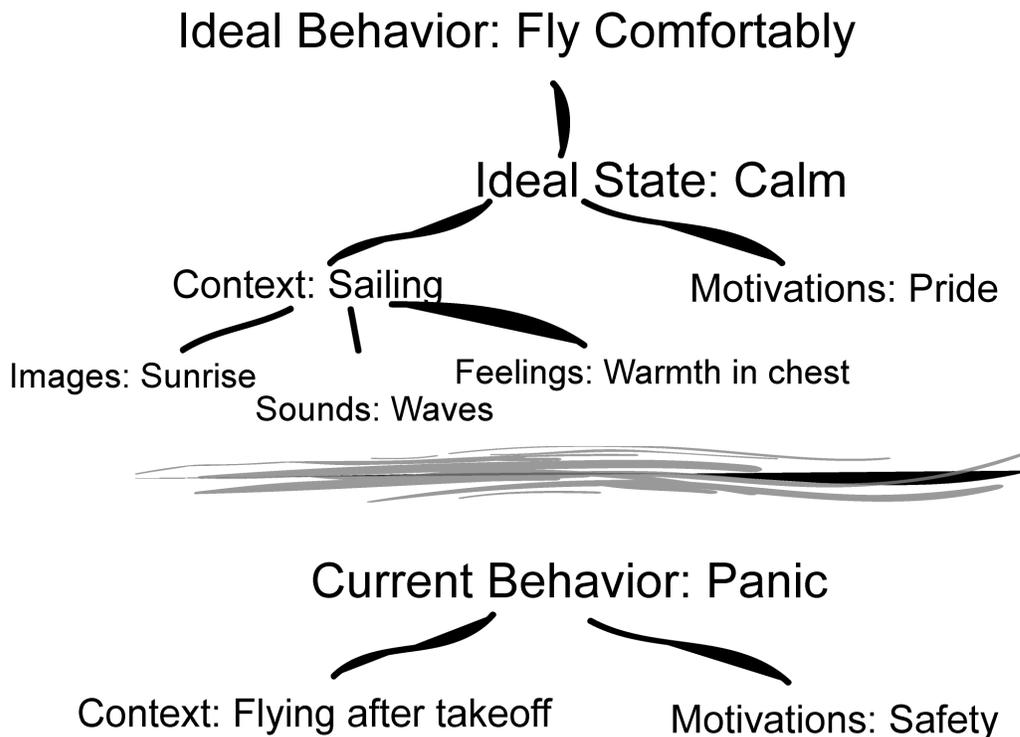
The idea is that we have the new resource/behavior/emotion/physiological state occur at the same time or slightly before the old response would have occurred. The reason? It's much more difficult to combat fear if you're already feeling fear. It's more difficult to keep from smoking if your old trigger for smoking has arisen. We want our new behavior to come into play first, so that old stuff doesn't have any power.

## Example Client: Fear of Flying

Here's an example: Let's suppose we have a client with fear of flying. By asking them the information gathering questions we find that goal is to fly comfortably, the ideal state is calm, and the context in which they feel calm is sailing. The images, sounds, and feelings that go with a feeling of calmness all are; the sunrise, waves, and warmth in the chest respectively. The motivation to fly comfortably is pride.

The current behavior is panic, the client feels panic immediately after takeoff and the panic lasts until the plane lands. The motivation behind the panic (the positive intention) is safety.

Here is how mind map of the information we've gathered might look.



### Evoking the Ideal State

Most of the formulae for suggestions involve powerfully evoking emotional states. Remember, one way to do this is to take your client back to a time when they experienced the state powerfully. Another way to do this is to have them create in their mind the images, sounds, and feelings that are connected to the emotions. Of course, you can do both at the same time. Here's an example of evoking the ideal state (using the information from the "Ideal Behavior: Fly Comfortably" diagram)...

*"I would like you to go to a time when you are sailing and feeling wonderfully calm..."*

*See, in your mind's eye, an image of the sunrise, hear the sound of waves and feel the warmth in your chest that lets you know that you are calm, very calm... And as you allow that calmness to grow deeper and more profound in your mind you can feel even more calmness."*

You might spend a few moments compounding, enhancing and amplifying the ideal state. The power of your suggestions will be directly proportional to how much of this ideal state you can get the client to feel. Once we have a powerful ideal state for the client we're ready to formulate suggestions.

### **Formulae for Suggestions**

We've already presented some formulae for suggestions in the aversive suggestions and the future pacing sections.

Let's give you some additional specific examples of formulae that you can use to generate suggestions for this client. These same formulae can work for any presenting problem!

Keep in mind that you can choose the level and quality of the information you gather. For each emotion that is important to the client, you can gather information about images, sounds and feelings. Alternately, you can merely suggest that the client feel those emotions at the proper time and place – it's up to you.

#### **Formula One: Ideal State to Current Behavior Context**

1. Evoke the ideal state.
2. Link the ideal state to the current behavioral context.

#### Linking the Ideal State to the Current Context

You can link the ideal state to the current behavioral context in just the way you've learned. Here's an example...

*"From now on, you feel this wonderful calmness each time you're in an airplane, from the time it takes off until after it lands...  
After the plane takes off, your calmness grows..."*

In real life, we would spend more time on each aspect. This was just a general example of how the process works.

#### **Formula Two: Ideal State to Motivation for Achieving the Goal**

1. Evoke the ideal state.
2. Link the ideal state to the motivation for achieving the goal.

*"You now feel a tremendous sense of pride, flowing into every cell and every fiber of your being, because of the wonderful calmness you feel after the plane takes off."*

Then we might compound – here's a brief example...

*"This tremendous sense of pride allows your calmness to grow even stronger."*

### **Formula Three: Ideal State to Motivation behind the Current State (positive intention)**

1. Evoke the ideal state.
2. Link the ideal state to the positive intention.

*“You realize, that because of the calmness you feel, you are much safer. Feeling incredible calmness helps you to make good, safe decisions.”*

Once again, a brief compounding suggestion.

*“A powerful feeling of being safe flows into your body and doubles the amount of calmness you feel.”*

### **Formula Four: Separating Behavior from Intention**

1. Refer to the current behavior in the past tense.
2. Associate the ideal behavior to achieving more of the positive intention of the current behavior.

#### **Example**

Current behavior – when the client sees someone they’re attracted to, they think about talking to them but don’t. Feelings of insecurity.

Ideal behavior – speak to someone they’re attracted to.

Intention behind current behavior – feel security

*“In those cases where you used to feel insecure about talking to someone, you now feel an incredible increase in feelings of security as you easily and naturally find yourself talking to them.”*

### **Formula Five: Aversive Suggestion and Positive Intention**

1. Refer to a theoretical desire for a habit or a theoretical beginning of the old behavior.
2. Link the desire or behavior to an aversive response.
3. Move immediately to another action.
4. Link the action to the positive intention.

#### **Example**

Theoretical possibility – the client, at some point in the future, wants a cigarette or starts to reach for them.

Aversive response – the sight and smell of garbage.

Action – drinking (or thinking about drinking) a cool glass of water.

Positive intention – calmness.

*“And if you were to ever think about having a cigarette or if you were to even start to go through the motions that would lead to having a cigarette, immediately you think of stinking garbage (aversive suggestion). Cigarettes are like garbage. They smell and look like garbage to you. Smoking a cigarette would be like eating garbage. Immediately you change your thoughts to drinking a cool refreshing glass of water (suggestion tied to action) and as you do, a powerful feeling of calmness flows into your body (the positive intention).”*

## Information Gathering Example

Let's get an idea of how information gathering and formulating suggestions work together. Here's an example with a mythical client named Bob. The therapist's name is Keith. The dialog is in the left-hand column. The right-hand column contains comments to help you understand what particular information is being gathered.

Dialog	Comments
Keith – “Hi Bob, good to meet you. Have a seat. What can I help you with today?”	Keith is finding information out about the desired state.
Bob – “Hello Keith, it's good to meet you in person. The thing is, I guess, I feel anxious all the time.”  Keith – “All the time?”  Bob – “Well, not all the time; mostly when I'm at work.”	Keith is finding out information about context, specifically when.
Keith – “Is there any other time when you feel anxious in the same way that you do when you're at work?”  Bob – “Well, I'm nervous about my drivers test coming up.”	Keith wants more context information, once again.
Keith – “Is at the same kind of anxiousness as the other times or is it different?”  Bob – “No, it's something that I'm nervous about but I'm not really too worried about it.”	Keith is clarifying whether or not this is the same issue.
Keith – “Okay, let's take care of them one at a time. So, is it all the time at work or just in certain situations?”  Bob – “Well, it mostly has to do with the times that I interact with my boss.”	Keith is gathering more context information.
Keith – “So, when you interact with your boss you get anxious. Is it every time you interact with your boss or is it just certain interactions?”	Keith is gathering more context information. He is

<p>Bob – “It’s whenever I have to turn in a report to him.”</p> <p>Keith – “So, when you have to turn in a report to your boss you get anxious; is that correct?”</p> <p>Bob – “Yes.”</p>	<p>defining when.</p>
<p>Keith – “What’s important about being anxious?”</p> <p>Bob – “I don’t understand.”</p> <p>Keith – “What I mean is; what is the purpose of being anxious? What does being anxious get you?”</p> <p>Bob – Nothing, that’s why I’m here.”</p> <p>Keith – “What is the anxiousness trying to accomplish for you?”</p> <p>Bob – “Oh, I see what you mean. It wants me to do a good job on the report?”</p> <p>Keith – “How would you feel if you did a good job on the report?”</p> <p>Bob – “I’d feel great.”</p> <p>Keith – “What would you call that great feeling?”</p>	<p>Here, Keith is going for motivation/positive intention behind being anxious.</p>
<p>Bob – “Pride... accomplishment.”</p> <p>Keith – “Okay; pride and accomplishment.”</p>	<p>Keith discovers the intentions (pride and accomplishment) behind the current state (anxiety).</p>
<p>Keith – “How you know what it’s time to get anxious?”</p> <p>Bob – “I don’t understand.”</p> <p>Keith – “What I mean is; what do you see, hear, or feel that lets you know that it’s time to be anxious.”</p> <p>Bob – “It’s nothing I do inside my head; it’s the fact I have to turn in a report to my boss.”</p> <p>Keith – “Yeah, it certainly seems that way. But if you</p>	<p>Keith wants to know what triggers Bob to get anxious.</p>

<p>think about a different way I think you might find out something interesting. If you had to turn a report into your boss but you didn't know it, you wouldn't feel anxious. It's your knowledge of the fact that you have to turn in the report that's the first step in being anxious. In other words, it's the thoughts you have that create the anxiety. When we know what those thoughts are we can help you. So; what do you see, here, or feel that lets you know it's time to be anxious?"</p> <p>Bob – "Well, I just feel anxious."</p> <p>Keith – "OK. What I'd like you to do is, go back in your mind to a time when you felt anxious about turning in a report your boss. Be there, inside that memory. Look out through your own eyes, be in your own body, and hear through your ears. Now go back in time a little bit, before you felt the anxiety. Notice what the thought is right before you felt the anxiety."</p>	
<p>Bob – "Well nothing really, I'm just going 'Oh no, I have to turn in that stupid report.'"</p>	<p>Keith finds Bob's internal dialogue trigger.</p>
<p>Keith – "OK, so you say to yourself 'Oh no, I have to turn in that stupid report'. Go ahead and say that again to yourself inside your head, with just the tonality you used before and notice how you feel. How you feel?"</p> <p>Bob – "I start to feel anxious."</p>	<p>Keith checks to see if the internal dialogue actually triggers the anxiety.</p>
<p>Keith – "So, shake off that feeling for a moment, let it flow out of your body. Feeling OK? Good, let me ask you an interesting question. How would you like to feel when you turn a report in to your boss?"</p> <p>Bob – "Well I feel anxious when I have to turn a report into my boss."</p>	<p>Keith goes for information about the ideal state and wants it to be stated in the positive.</p>
<p>Keith – "Right, now you feel anxious in that situation: how would you like to feel when you turn in a report to your boss? In other words, if we could wave a magic wand and things would turn out just exactly the way you want to in this context; what would that be like?"</p>	<p>Keith gathers information about the intention behind the current state and separates the behavior (anxiety)</p>

<p>Bob – “Well, I’d feel calm and confident.”</p> <p>Keith – “Calm and confident.”</p> <p>Bob – “Yes.”</p> <p>Keith – “Okay, so the intention of the anxiety is to help you feel confidence and calmness.”</p> <p>Bob – “I guess so. It doesn’t seem to be working very well.”</p> <p>Keith – “Absolutely, that’s why you’re here. You have an emotion that’s not accomplishing your objective; to be calm and confident. What we want to do is make sure that you accomplish that objective.”</p> <p>Bob – “Sounds good.”</p>	<p>from the intention (calmness and confidence).</p>
<p>Keith – “Has there ever been a time in your life when you’ve been calm and confident in just the way you want to be calm and confident when you’re turning in a report to your boss?”</p> <p>Bob – “No, I’ve always felt anxious when I try to turn a report in to my boss.”</p> <p>Keith – “I mean any time in any situation in your life. Have you ever had the feelings of calmness in confidence in any situation in your life – it doesn’t have to be related to your boss in anyway.”</p>	<p>Keith looks for the context in which Bob already has the intention behind the behavior.</p>
<p>Bob – “Oh, OK, I see what you mean. Yes, when I’m working in my woodshop I feel calm and confident.</p>	<p>Bob provides Keith with a context in which he feels calm and confident.</p>
<p>Keith – “Good. Step into that for a moment. Imagine that you’re working in your wood shop. Breathe like you breathe when you are working in your wood shop. Think the same thoughts as you do when you’re working in your wood shop. Say the same things to yourself as you do when you’re working in your wood shop. How does that feel?”</p>	<p>Keith associates Bob into that context in order to gain more information about the ideal state.</p>

<p>Bob – “It feels great.”</p> <p>Keith – “Can you feel the calmness and confidence?”</p> <p>Bob – “Yes.”</p>	
<p>Keith – “Where in your body, do you feel the calmness and confidence?”</p> <p>Bob – “In my chest.”</p> <p>Keith – “Describe the sensations of calmness and confidence. Do they have a temperature? Is there any movement to them or are they perfectly still?”</p> <p>Bob – “It’s a warm sensation, if kind of has a bubbly feeling to it.”</p> <p>Keith – “So it’s warm and it has a bubbly feeling to it.”</p> <p>Bob – “Yes.”</p> <p>Keith – “What sound goes along with these feelings of calmness and confidence?”</p> <p>Bob – “I hear kind of a Viking type opera going on.”</p> <p>Keith – “Good. What images come to mind that are connected with calmness and confidence?”</p> <p>Bob – “Like I said before, I see myself in my wood shop.”</p>	<p>Keith has now gathered information about the feelings, images, and sounds of the ideal state and the qualities of those images, sounds, and feelings.</p>
<p>Keith – “Good. What’s important to you about achieving this calmness and confidence when you are turning a report in to your boss? What I mean is; what will it get you to be calm and confident when turning in these reports?”</p> <p>Bob – “Well, I’d feel much more relaxed in general about work.”</p> <p>Keith – “Why is being relaxed at work important to you?”</p>	<p>Keith wants information about the motivation for achieving the goal.</p>

<p>Bob – “Well, I’d have a happier life. I’d treat my family better, enjoy things more, and just be happier.”</p> <p>Keith – “What’s important to you about treating your family better?”</p> <p>Bob – “I’d feel more fulfilled in life.”</p>	<p>Keith looks for higher and higher levels of motivation.</p>
<p>Keith – “That sounds great. So if I were to put this in simple terms, you’d like to feel calm and confident when you have to turn in reports to your boss, so you can be relaxed, happier, more fulfilled and enjoy things more.”</p> <p>Bob – “Yes.”</p>	<p>Keith now has the information he needs in order to formulate powerful, effective suggestions to help Bob in this situation.</p>

### **Bob’s Example**

Let’s take a moment to consider the information we’ve gathered from Bob in relation to the information gathering guide and the direct suggestions guidelines.

What does Bob want to accomplish (ideal behavior)?

To feel calm and confident.

What happens currently when Bob tries to accomplish the ideal behavior?

Anxiety.

How would Bob like to act?

To feel calm and confident.

Contextualize the current behavior.

When Bob has to turn in a report to his boss.

What emotional state would help Bob get the ideal behavior (the ideal state)?

To feel calm and confident

In what context does Bob already have that ideal emotional state?

Working in a wood shop.

What sensations, images and sounds are related to the ideal state and what are their qualities?

Sensations: Warm and bubbly, in the chest (no movement).

Images: Wood shop  
Sounds: Viking opera

What are the motivations for achieving the goal?  
Relaxation, happiness, fulfillment (via treating the family better) and enjoyment.

What are the motivations for the current behavior (positive intention)?  
Bob wants to do a good job on the report for feelings of pride and accomplishment.

### **Checking Against the Direct Suggestions Guidelines**

The direct suggestions guidelines should be used in conjunction with the information gathering questions you've learned. Each answer that you receive when you asked the information gathering questions, should be compared against these guidelines for formulating direct suggestions. Doing this can help you to form new questions and can guide you to gathering the proper information.

#### **Positive**

Bob's goal to feel "calm and confident" is stated positively.

What if it was not? Let's suppose you ask a client what he or she wants. They may answer "Well, I don't like the way my students disrespect me." You may recognize that the client's response is neither stated in the positive nor doable by the client. In other words, the client cannot necessarily control how the students act, nor has the client said what they wish to achieve. In this particular case you may wish to ask questions that lead to your clients stating the goal in the positive and focusing on what it is they can do by changing their internal response.

"How would you like to feel when the students disrespect you," might be a good question to bring the focus of the situation back into the client's domain and get the situation stated in the positive.

#### **Doable**

Is this goal possible for Bob internally or does it depend on someone else's action? "Feeling calm and confident" is something that originates from Bob.

"I want my boss to quit being a jerk" would not be considered doable. It's not under Bob's control. If a client says something like this you might respond "Yes, you want your boss to quit being a jerk. Sometimes in life people are jerks. I'm curious, how would you like to respond when someone is a jerk to you." This way you'll get back to the subject of what the client can do differently.

#### **Safe**

Feeling calm and confident is safer health-wise than being anxious.

In the client were to state, as their goal “I want to be fearless when I drive.” You might want to explore safety issues.

### **Specific (Time and Context)**

We know that the context is “turning in a report to the boss.” That also answers the “when” question. If you follow the information gathering guidelines you’ll have specific time and context information.

### **Present Tense**

Now, all we have to do when delivering suggestions is to remember to put them in the present tense.

### **Bob’s Suggestions**

Here are some of the ways we might use the information we’ve gathered to deliver suggestions.

*“From this point onward, when you are turning in a report to your boss you feel wonderfully calm and confident. You increase the level of relaxation, happiness, fulfillment, and enjoyment in your life by feeling calm and confident turning in reports to your boss.*

*At times when you used to feel anxious, you feel a wonderful and powerful calmness and confidence flowing into your body. Anytime you try to even say to yourself ‘Oh no I have to turn that stupid report in to my boss,’ that Viking-style opera music immediately flows into your mind. Do it now. Begin to hear yourself saying ‘oh no.’ Now, immediately replace it with that Viking opera music. Allow yourself to see the images of you in your wood shop, feel the sensations of warmth and bubbling as you allow calmness and confidence to flow into your body even more powerfully.*

*And now, in all the situations where you used to feel anxious turning a report in to your boss, you now feel calmness and confidence, feel warmth and bubbling, see the images of working in your wood shop, and hear that Viking opera.”*

Get it?

## Exercise: Formulating Suggestions

Working with a partner, go through the information gathering guide with an issue of theirs (or use the information you gathered in the information gathering exercise).

When you have completed gathering information, check what you have gathered against the direct suggestions guidelines. Ask any additional questions you need to in order to meet those parameters.

Formulate your suggestions and deliver them.

### Summary

- We use the information we've gathered in the pre-induction interview to formulate our suggestions.
- Most of our suggestions will involve powerfully evoking emotions and linking them to specific cues (usually the same cues that trigger the problem).
- We can evoke powerful emotions by taking a person back to a time when they experienced that emotion.
- To powerfully evoke an emotion it's helpful to get information about internal sensations, sounds and imagery related to that emotion.
- There is a positive intention behind all behaviors.
- While a behavior may be unwanted, the positive intention should be kept. It's important for the client to understand this distinction.

# Suggestions for Other Situations

## Introduction

Hypnosis, like life, does not always fit into the neat little boxes we wish it to. Sometimes the information gathering system and the suggestions formulae you've learned will have to be adapted slightly. For instance, sometimes instead of creating powerful emotions we will want to use powerful physiological states as drivers.

So far, we've talked mostly about how to use these concepts, techniques and procedures with habits. In this section, you'll learn that you can apply the principles you've learned not only to habits but to many other situations as well.

Remember, if the person you're working with will go as far as stating the goal, you can still be successful with simple, direct suggestions to achieve the goal. Just remember to repeat and compound those suggestions.

## Physical Situations/Medical Issues

First of all, it's important to remember that when working with medical issues you must have a referral from a qualified health practitioner.

With many medical conditions, emotion may or may not play the same sort of role it does with habits. You can still use emotion to help motivate the unconscious mind however.

## Secondary Gain

Physical issues may have secondary gain concerns. Secondary gain is the advantage which clients gain by their symptoms. An example would be the sympathy a client gets because of an injury. The secondary gain is not usually consciously recognized by the client. You can find the secondary gain by asking some of the same questions you use to find the motivation behind the current behavior (positive intention). Here they are again...

### Example Questions:

What's important about \_\_\_\_\_ (fill in the physical condition)?

What do you get out of \_\_\_\_\_ (fill in the physical condition)?

What do you avoid having to do that you would have to do if you didn't  
\_\_\_\_\_ (fill in the physical condition)?

What do you get to do now that you wouldn't get to do if you didn't  
\_\_\_\_\_ (fill in the physical condition)?

What positive feelings does \_\_\_\_\_ get you (fill in the physical condition)?

Tread lightly when you ask these questions. People usually don't like the idea of them having their condition "on purpose." You can explain that, even though we wouldn't deliberately choose the current situation, every illness or condition has benefits. We just want to make sure they keep all the benefits while at the same time, overcome their condition (or heal faster – whatever their goal is).

### **Powerful Physiological States**

You can also use hypnosis to drive powerful physiological states. If someone is in pain, you can regress them to a time when they were truly comfortable and ask them to bring the comfort back with them. You can future pace them to a time when they will be comfortable and give the unconscious mind a clear and vibrant goal to begin moving toward. You can do the same with injuries or illnesses. You simply go to a time when the injury, illness or condition is (or was) not present. You ask the unconscious mind to create that physical state as a reality. Make sure to include any positive intention information you've gotten during your pre-induction interview.

**Example** (Injured leg: goal is fit & healthy leg, quick recovery)

(Going to the past to elicit physiological response of health)

"And now I'd like you to go to a time when your leg was wonderfully fit and healthy. Really step into that memory now. Look out through your own eyes, hear through your own ears. I'd like you to pay particular attention to the sensations of health and fitness in your leg. That's what a wonderfully fit and healthy leg feels like. (Future pacing healthy leg)

Now, let's go into the future, keeping those healthy, fit sensations and step into a time after your leg has fully healed. You feel very safe (positive intention is safety) knowing that your leg is wonderfully fit and healthy.

Now, come back to the present, bringing with you that healthy, fit leg and begin to notice how quickly it becomes a reality." (We'd like for the leg to heal instantaneously but that may not be doable, so the suggestion is for it to heal quickly)

### **Performance Enhancement**

When working with performance enhancement, whether it's on a test, the golf course or playing a musical instrument, you can use many of the same techniques you've already learned.

First of all, you might check for a positive intention behind not achieving a great performance. It could be that the client would be put in a position of authority or responsibility that they're afraid of if they perform well. The fear could be

designed to protect them, giving them a feeling of security. Well, add feelings of security into your suggestions, just like you would with any habit!

You can also add other emotions as you've learned. What emotion is the motivation for them to achieve a great performance? Make sure to include it.

### **Summary**

- The techniques you've learned apply not only to habits, but to many other types of situations.
- When working with a physical issue you must have a referral from a qualified health practitioner such as an M.D.
- We can use hypnosis to drive physiological states as well as emotional states.
- Physical problems may have emotional components such as a positive intention.

# General Post-Hypnotic Suggestions

## Introduction

Post-hypnotic suggestions are simply suggestions that are carried out after the trance state, usually tied to a specific cue. Post-hypnotic suggestions are the mainstay of therapeutic hypnosis. The reason a client comes to a hypnotherapist is to change their behavior in the outside world – not just in the hypnotherapist's office! Effective post-hypnotic suggestions, follow all the same rules and guidelines as for suggestions. In fact, you probably realize that the suggestions you've learned to give so far are mostly the post-hypnotic kind. You already know how to do this.

I think of post-hypnotic suggestions as a form of association. Here's an example. "And when your hand touches the doorknob to your home, you'll instantly remember what you're learning right now."

To make it post-hypnotic, I tied the suggestion to a cue in the outside world that will happen later (touching the doorknob).

Let's look at the example in a little bit more detail...

The Suggestion: "remember what you're learning right now."

The Cue: "when your hand touches the doorknob to your home"

Is the suggestion to remember what you're learning...

- 1) Stated in the positive? Yes. Negatively stated, it would have been "Don't forget."
- 2) Is it doable? Yes. Remembering this material does not depend on any outside person or force, it is completely within the control and abilities of most people.
- 3) Is it safe? Sure, no problem there.

It's also quite specific in terms of time and context. The when, where and in what situation are all answered by "when your hand touches the doorknob to your home." The thing that's different about this suggestion is that it's not tied to a problem context. In other words you didn't come to me and say "I'm having problems remembering this material when I touch my doorknob."

Until now, we've been working with laser focus mostly on suggestions tied to very specific behavioral cues. There's a good reason for this. If you're working on a particular problem such as a habit, the unconscious needs very specific information to tell it where to apply the suggestions you've given. If you say "Now, you're going to start making better decisions about what you do," that

probably won't be specific enough for the unconscious mind to stop a smoking habit. The more specific you are to a situation, the more likely you are to take care of that particular situation.

There's something to be said however, for giving very general suggestions for improvement or well being and allowing the unconscious to interpret them how it wishes.

### **Tying Suggestions to Non-Specific Real-World Cues**

What about general suggestions; suggestions for self-esteem, or learning, or general improvement? One idea is to tie your suggestions to non-specific outside events. "And you are learning... really learning. And the learnings of this day will be with you always. And it's important not to just learn – but to remember those learnings when it will help you. And perhaps the feel of the breeze on your skin, or the warmth of the sun will remind you of these learnings. Perhaps you'll hear these learnings in the laughter of children or the sounds of water running. Maybe a flash of light or a beautiful color will bring those things to mind..."

#### **Exercise: "My Voice Will Go with You"**

Working with a partner, suggest that they have learned many things. Suggest that their mind, consciously or unconsciously, review the learnings frequently. Suggest that there will be signs in the outside world to remind them to review this material.

List several generic things that can be used as signs. For example "The sunlight off something shiny, or the touch of your hand to they do or, and the sound of children laughing can be signs to remind you to review this material. And my voice will go with you, you may hear it in the rustling of leaves in the wind or see it as a sudden flash of color or feel it as a warm glow of satisfaction in reviewing this material in using it to make your life in the lives of others better."

#### **Summary**

- Post-hypnotic suggestions are simply suggestions that are carried out after the trance state, usually tied to a specific cue.
- For specific problems, it's good to tie your post-hypnotic suggestions to the same cue that triggered the problem.
- You can give more general suggestions for improvement and tie them to non problem specific cues.

## Conclusion

Suggestion is the heart of therapeutic hypnosis and proper suggestion giving has been ignored for too long. Now you have the tools to deliver more powerful suggestions.

Thanks for sticking with me through all of this. I know that it's a good amount to absorb. Just keep this in mind... You can do a lot of good with a simple suggestion. You can add power by repeating it and compounding it. When you have that technique down, you can start making sure it's stated in the positive. Then you add a bit of emotion to spice up the suggestion. Just do what you can and continuously improve from where you are and you'll be just fine.

The purpose of therapeutic hypnosis is to create responses in the outside world through post-hypnotic suggestion. I too, seek to help you create the responses you want for yourself, in the outside world. Only you know the emotions that drive and motivate you to become a better hypnotist. Only you can attach learning this material thoroughly to those emotions to make yourself a more skilled and awesome presence in hypnosis.

Feel free to listen to the audio portion of the program and read this workbook many times. I'm sure you'll get more out of it each time.

Of course, I'm just a hypnotist and that's just a suggestion...

Keith Livingston

A handwritten signature in black ink, consisting of the letters 'K' and 'L' in a cursive, flowing style.

President: Advancing Ideas LLC

## Recommended Study Materials & Resources

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*Explode your hypnotherapy practice profits.*

### **Hypnotherapists: Generate tons more clients, help more people and put a bulge in your bank account.**

While many of us are struggling to get by in the field of hypnosis, Katie Evans is doing very well. In fact, she's had **three offices in the same area, each doing six figures in the same year!**

#### **Look at all you get!**

- Grab Katie's strategy for creating tons of media-friendly publicity at no cost to you--and start raking it in.
- Take advantage of Katie's twist on radio advertising and skyrocket your profits.
- Score with Katie's little-known "Yellow Pages" method that can flood your businesses with new clients.
- Discover Katie's secrets on how to get radio spots for pennies on the dollar. This can make the difference between your success or losing your shirt on the radio.
- Learn how to set yourself up as an "advertising agency" to get deep discounts on advertising (this one's so easy, you'll laugh).
- When this person calls you need to "drop everything" and pay close attention; it could make your year! Who is it, and exactly what do you need to say to them?
- Uncover Katie's stealth methods for getting free coverage on the radio and in newspapers.
- Do you know what needs to be in your hypnotherapy ads if you want to be successful? Many advertising professionals don't. With Katie's tried-and-true hypnosis advertising design strategies you get the inside track.
- Learn how Katie practically steals newspaper ads, enjoying steep discounts--or even free ads.

- We expose Katie's #1 no-cost technique for getting clients.

**Marketing Your Hypnosis Practice: Million Dollar Secrets of a Hypnosis Marketing Maven**

<http://www.hypnosis101.com/maven.htm>

*Get Marketing Your Hypnosis Practice: Million Dollar Secrets of a Hypnosis Marketing Maven now.*

## How to Start a Hypnosis Practice

You'll get...

- **A Getting Started Checklist**, to help you know where you are and what to do next. It will cut out days of frustration.
- **Forms, forms, forms**. Feel like spending a few weeks at the computer making up intake forms, referral forms, disclosure information, release forms etc.? We've done most of the work for you. Just add your business name and information--modify to suit.
- **A handy little profit calculator** you can use to make income projections. Just type in your projected expenses, the number of sessions you expect to generate and how much you'll charge and voila! You'll see your net profit.
- **Tips on naming your business** (that one alone could make you oodles of money), office space, paperwork, insurance...
- **An interview with a brand new hypnotherapist** who has just set up an office. She tells us her experiences and lets us know what to avoid like the plague. Plus, I answer all her questions as you listen in.

I've talked to so many of you just starting out in this business. Many of you are frustrated, overwhelmed and don't know how to get started.

And the truth is, setting up a practice involves work. While I can't take care of every detail of running your practice, I can help you dramatically decrease the workload. It's so much easier when you have a roadmap. Get [How to Start a Hypnosis Practice](#) now.

<http://www.hypnosis101.com/start.htm>

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## Web Sites

Hypnosis 101 <http://www.hypnosis101.com>

Advancing Ideas LLC <http://www.advancingideas.com/>

Hypnosis Now! <http://www.hypnosisnow.com/>

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