



by: Rene A. Bastarache, DM, CHT

INTRODUCTION

As a hypnotherapy instructor I have had the opportunity to train many Hypnotherapist and help them with ongoing support to become successful in this lucrative business. There are so many different ways to make an income in hypnosis and it is my hope that this publication will enlighten you to the many different opportunities that are available.

This is the most comprehensive book on building a hypnosis business available today. It is designed to be a complete resource book including instructions, worksheets, samples, resources and details. Everything that you will need to build a business from A to Z is included. With this time proven program you will save hundreds, possibly even thousands of dollars by not making the same costly mistakes that many people make in this field.

DEDICATION

This publication is dedicated to my lovely wife Raluca. It is her loving devotion that inspires and encourages me. It is her confidence in me that motivated me to write and finish this publication.

Thank you for all that you do.



SPECIAL THANKS

I would like to give a special thanks to my editor Marilyn Bolduc, CHT. I've known Marilyn for many years as a peer and a friend, I appreciate your efforts.

LEGAL NOTICE

The contents of this publication reflects the view of the author and are an accumulation of information gathered throughout his experience in marketing and as a Hypnotherapist. Before any kind of legal process is begun in starting a business please use the advice of a lawyer or an accountant. The author is not responsible in any way, shape or form for any loss or liability caused by utilization of any of the information presented in this publication.

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HOW TO USE THIS MANUAL

Each page on the left should be used as a worksheet to aid you in building your business. USE IT! You may want to break it down into Notes, Do's and Highlights. As you study each page use the pages on the left to write down items that you feel can help you as well as any ideas you may have as they jog your memory. In the To Do List, write down any action items that you can do in your venture as they come to mind. Be sure to transfer these items to your daily "To Do" list if you utilize one. If you don't, it's a great idea to start one. Remember these words of wisdom ... *"If you fail to plan, you plan to fail."*, so plan well.

CHAPTER I Opening A Hypnosis Office

From Home

We have had students start their own clinical office as soon as three weeks upon graduation. You can help clients with weight loss, smoking cessation, panic attacks, stress reduction, pain management, sports enhancement and many other topics. The average session last from about one hour to an hour and a half, and the approximate cost is from \$80-\$200 per hour, depending on your location. This can be a very lucrative business. We'll show you many options how to get started quickly and inexpensively. You may even want to start from your own home to begin with.

There are several options to consider when you want to begin your own practice. Would you like to start a full-time or a part-time business? Do you want to work from home or outside the home? Would you like to have your own office or would you like to share an office with someone else?

Let's start with the first option, a full-time or part-time office. You may have already decided this by now, but if you have not and you have a steady income already, you may want to start this business on a part-time basis. This is something that can be easily worked on your day off or around your present schedule. Let's take for an example if you have Tuesday off each week. You can easily set up from two to four appointments comfortably on Tuesday and work your primary job the rest of the week. Lets say you charge anywhere from \$80 to \$200 per hour as we stated earlier. At those rates you can see that with just a few appointments you can build this business to a full-time income very easily. Once you have that Tuesday filled up and you making a good enough income, you can then expand to a second day. If you only have one day a week to work hypnosis or you don't have any weekday's off you can easily set up early evening appointments or even weekend appointments if you'd like. You'll find it is much easier to start on a part-time basis one day at a time and building up slowly rather than leaving everything that you have and try to start out full-time. This would probably be a more sound idea.

The next decision, you need to make is the location of your office. Here again, there are many choices you can have. I'll give you a few suggestions. If you're short on cash and live in a fairly convenient area to the public, you may

want to have an office in a spare room in your home. The important thing here is to make sure it is professional looking. If you have young children in your home, you may want to schedule your appointments at times when the children are at school or elsewhere. You're going to want to make arrangements to have your appointments at a certain time when the home is quiet. If you have pets, you must make sure that they do not disturb you while you're in session. In other words, anything that you think might interrupt or cause a disturbance of some sort, make sure you have a way of eliminating it during your sessions.

What do you want to have in your room? It should be at least large enough to have two chairs. One chair is for you and the second chair should be something comfortable for your client to sit in and it is important that it should at least support their back and neck. I find that a recliner works great for this, however if you do not have room for a recliner in your office a simple padded chair would work just fine as long as you have a way to support their head and neck.



Chair # 1 This chair is similar to the ones you will be using usually during group sessions or anywhere away from your office. Be sure that your client has his or her feet flat on the ground with their hands on their lap.

Chair # 2 This chair is preferable over chair #1 however you may want to use a pillow to aid in supporting your client's head and neck. Just place the back of the chair against or near a wall with the pillow in between the wall and the clients head.

Chair # 3 This chair is very comfortable and is similar to what I used in one of my offices for quite a while. I also used a 3 tiered pillow to support the client's head and a foot stool for more comfort.

Chair # 4 A recliner seems to be the preferred chair of the four since it

automatically supports the head and feet. You may want to get either a leather or vinyl one so you can clean it between clients.

In one office that I shared once with a doctor ... he had a very nice padded comfortable chair in his office that only came halfway up the back. So I went to a local department store and found one of those three tiered pillows that people use to read in bed with to elevate their heads. (*You should be able to find nice inexpensive ones at your local Wal-Mart*) I found that by using this pillow and putting it on top of the back of the chair, against the wall, the chair can be either pulled away from the wall slightly or pushed towards the wall to adjust the comfort level of the client's neck and head. This seemed to work fine for me. When deciding on what kind of chair you would like to have, keep in mind the many different sizes of clients that you may have. Although your chair may fit the comfort level of most people, there is always the chance that you may have someone excessively short or tall. I once had a gentleman that was approximately seven feet tall come in to my office and when he sat in the recliner his head extended way over the top and his feet extended almost a foot beyond the far edge of foot rest. Luckily I was able to compensate by having one of those three tier pillows nearby. Also in my office in addition to the two chairs I had a comfortable love seat and matching couch. Usually those were used if I needed to have more than one person in the room for consultation prior to a session. I found that the couch came in handy when doing weight loss sessions especially when I had clients that I knew were too large to fit on my recliner. In a case like that it is better to escort your client directly to the couch, without even attempting to put them in the recliner. This will save time, and most importantly embarrassment on their part.

In addition to the chair, something else you may want to consider is a stereo of some sort that can play relaxing music in the background. Again this is a matter of choice. Some people prefer to have relaxing music in the background while others prefer to have it completely silent. I think it's a good idea to have it there so you can have the choice. You may want to have a couple small tables so you have a place to put your scripts or paperwork while working with clients. Other than that it's completely your choice. Some people choose to hang their diplomas on the wall and you may even want to have your desk or workstation in there. Keep in mind that if you have a desk or computer in the same room it may be a distraction to the client. If this is the case, make sure that during sessions the volume on the computer is turned off as well as the ringer on your telephone so as not to disturb your client while in hypnosis.

Another consideration of having an office in your home is whether you are going to advertise it or not. If you're going to have it as a private in home business or registered with the town. Are you going to have signs on the outside of your building? As you can see there are many choices to make however they are not difficult ones. We will be covering advertising in a later chapter.

Sharing An Office

If you would like to start your business part time and do not want to begin from home, you can share an office with someone on a part-time basis. There are many ways to do this depending on how creative you want to be.

When I first started my own clinical office at the beginning of my practice, I worked mostly out of my home, however wanting to expand my business since I lived in a smaller town I decided to share an office with a local doctor. Here is the way it worked. This doctor happened to be an Allergist and had several offices in small surrounding towns. One of them was in a neighboring town to where I lived. So I came into an agreement with the doctor that I would rent one of his upstairs rooms, one day a week. I was to bring in my own furniture and I could use his waiting room. I paid \$100 a month to rent the room one day a week which happened to be Tuesday. This way I could start my business out slowly, and as it began to grow I could rent the room one more day a week, or as many days as needed at the additional costs of \$100 for whatever weekday I wanted for that month. This work out quite well for me but rather than renting the room a second day in the same office I decided to rent a room from him out of one of his other offices in a larger city. We'll speak about that in a few moments though. Going back to this first room that I rented from him, as I said it was an empty office. So I purchased an inexpensive desk, a recliner and the basic office materials that I needed to start my office. Each day as I went to work I brought my portable stereo with me as well as the various paperwork and scripts I needed for my clients. I had a phone installed and I was in business. He allowed me to put the name of my business on his sign in front of the building as well as on the door as you walk in the office, and also agreed to allow me to put out my brochures in his waiting room. So on the days that I wasn't there I still had people looking at my advertisements. As for the Tuesday that I was there each week, his office happened to be closed so I was the only

one in the building. This worked out nicely for me as when clients came in they would sit in the waiting room downstairs. When I was ready for them I went down to get them and brought them up to my office which made the whole situation seem much more professional than it would have looked just working out of a small room somewhere. There is much to be said for sharing an office with a doctor. The association with an established professional really seems to help your credibility too.

As for the second office that I rented from him in the larger city, this situation was a bit different. This was a much busier office for him and he didn't have any additional or empty rooms for me to rent, so what I did was I shared his personal office with him. Once again I was renting this office on Wednesdays, which was a day that his office was closed for business. When I came into the office on Wednesdays the only other person in the office was one of their accounting people catching up on paper work from the earlier days that they were open as well as a maintenance person cleaning the various offices. This made it very convenient because when my clients came in and waited in the waiting room, they were greeted by the person behind the counter doing the accounting who told them to take a seat and I would be right with them. She then paged me in the office to inform me that my client was waiting, which once again made my business seemed much more professional. As for the office as I said earlier, it belonged to the doctor himself. For those of you that have seen a doctor's office they are usually quite nice and this one certainly was. He had a large and very well made walnut desk, many bookshelves filled with medical books, a very comfortable leather chair, and many pictures and diplomas hanging on the walls, which unless I said something to the contrary may have been mistaken to be my own. You see where I'm going with this? Yes, it was a very nice situation. Since everything was already in this office, the only thing I had to bring into work with me each day was my portable stereo, a small case with the paperwork that I would need and since there was no recliner I brought in one of those three tiered reading pillows that I spoke of earlier.

So I had an office in my home, I shared an office on Tuesdays in one town and on Wednesdays in a larger city. Another advantage this gave me was with my local Yellow Pages. When I advertised I was able to say... 'with offices in' ... and I wrote down the several towns or cities in which I had my offices in. I had one phone number that responded to all three offices. Somehow looking at the different advertisements under hypnotherapy in the Yellow Pages people were drawn right to mine because they saw that I had several offices, which

made me look a lot larger or more established than the other existing hypnosis offices in the area.

Here is an example:

HYPNOSIS CENTER

Certified Clinical Hypnotherapy

Smoking - Weight Loss - Stress - Phobias

Rene A. Bastarache C.Ht, CI.

With offices in:

SACO, BIDDEFORD, PORTLAND, KENNEBUNK,
AUBURN, YORK, SANFORD, KITTERY,
SCARBOROUGH, ROCHESTER, & MILFORD.

Saco Island571-4005

What kind of situation should you be looking for if you would like to share an office with someone else? Well, if you can find a doctor's office to share with that would work out great. You may want to send out letters to many of the local doctors in the area to see if they would be interested in sharing an office with you, or renting out an extra room in their office to you. Some of the doctors offices in your town may even want to have you on their staff or maybe just one or two days a week on a rotating basis. Whatever you decide, it is still a good idea to get out there, introduce yourself to them and make yourself known.

Another option would be to look in your area to see if there are any massage schools or other similar or related type businesses, such as hair stylists, Reiki salons, various metaphysical type offices, or you might even find an office complex that has many different kind of alternative medicine offices renting different rooms within the same building. In one of the larger cities near where I live there is an office building that has approximately ten separate hypnotherapy offices, Reiki practitioners, acupuncture, massage offices etc.. They seem to each have one or two rooms connected to a main hallway. They all have their own sign on the door and this seems to be a place that most people in the city know that they can find these type of alternative healing practitioners. The rent is usually quite low and most of these offices work by appointment only which is usually quite convenient.

Here is a sample of a letter that you can copy and use to get a part-time office within another business. Read through it to understand the concept and then alter it to suit your needs.

January 26, 2002

Dear Sir,

My name is Rene and I am a certified Hypnotherapist with Southern Maine Hypnosis here in Sanford, Maine. The reason for my letter is that I am interested in expanding my practice to nearby cities however not interested in opening another full-time office. So I am writing to offer you my services on a part time basis or to see if you would have an additional room that I may be able to rent that you are not presently using much. If you would have any interest in having a Hypnotherapist visit your office perhaps once or twice a week to conduct clinical hypnosis for your patients, I would love to speak further with you about the many options available that can be lucrative and beneficial to us both.

What I am proposing is one of two options:

The first one is that I come to your office on a periodic basis depending on how many client appointments have been set up for that week, I can use an existing room at your location. All I need is to have a room with two chairs in it available to me. I would conduct the required sessions for that day and you would get a percentage of all fees collected that we would come to an agreement upon. This is a service that you can offer in addition to your practice for your present clients and I would also be including your business name and address in all my future advertising to my clients as well as to the general public making them aware that I will be expanding soon, conducting hypnosis in your office which would also increase your business exposure.

The second option would be if you have an additional room in your office that you're not presently using or one that you would not mind sharing one day a week, I could rent this room from you on a monthly basis and do all the advertising myself to build my own clientele. This would still give you added advertising exposure and you would be receiving compensation as rent for your room.

If you have any interest in either of these programs please call me at your earliest convenience so we can take a few moments to discuss options and details.

Thank you for your time and consideration and I look forward to working with you in the future.

Sincerely,

Working with a Hospital

One other thing that you may want to look into is your local hospitals. Many hospitals today are becoming more and more open to alternative healing methods and you'll find that quite a few of them have Hypnotherapist and other similar type professionals on their staff. You may want to contact your local hospitals to see if they have a need for Hypnotherapist and you may be able to work with them on a part-time basis from their location. Not only would that give you experience and exposure but it would also be a great networking tool to send more business your way.

Even if you decide not to work with a hospital, it is still a great idea to bring them some of your brochures and introduce yourself occasionally. You may get referrals from them.

Often times hospitals are very open to having group smoking and similar type programs in their locations. I know of some hospitals that will even do the

advertising for you. Do not ignore them, they can really help you.

A Full Time Office

Once you been working your business part time for a while and have expanded to several days a week you may want to consider opening a full time office. Having your own full time office can be quite lucrative. The first thing you'll want to look for is a good convenient location that has high visibility. The first one I opened happened to be on Main Street of my neighboring town about two doors up from a major intersection. This worked out quite nicely because as people stopped at the intersection especially in the busy times of day, almost all the cars in the city would line up waiting for the traffic light to change right in front of my store window which of course had many advertisements in it describing key features and benefits of my business. This kind of advertising is priceless. So try to find yourself a good location and if you can find one with large windows ... even better. Once you found your office location, then you need to begin furnishing it. Is there anything else you would like to have in your office, maybe an add-on business that would compliment what you are presently doing and would attract more traffic? There are many possibilities. In the office that I opened, when you walk in the front door, you walked into a retail store that had hypnosis books, many hypnosis and metaphysical tapes and CD's, lots of metaphysical items and related paraphernalia. Then once you walk through the retail section, you entered a door going into the room where I conducted my individual hypnosis sessions. Beyond that was a larger room where I held my group sessions. You'll want to spend time furnishing your office so that it seems professional and functional. Again, you'll want to have at least one good seat for clients and of course your seat. For additional privacy you may want to have a separate room for hypnosis. You'll want to make the general look of your office comfortable and relaxing. It's that simple, now you're ready to get started. Put big signs in your window saying "Grand Opening", run ads in the local newspaper and maybe even with your local radio station. I found the community bulletin board advertising on cable TV to be very good advertising for this venue. If you are just beginning in business it may be a good idea to join your local Chamber of Commerce. This will give you a bit more credibility just beginning as well as let the business leaders in your town or city know what you are doing. Networking of any type is a great way to spread the word about your business. Once a chamber member you can

host a Chamber After Hours meeting which is a get together of all the chamber members in your city, kind of like an open house. This could be a big boost in starting your business. Another advantage of being with the Chamber of Commerce is usually when you open a new business they will have a ribbon cutting ceremony in front of your office. They will send the press release to all the local newspapers so you will have free advertising with a third party endorsement from the head of the local chamber for all your city to see. *(See the marketing section of this manual for many additional ideas.)*

CHAPTER II Group sessions

Weight Loss and Smoking Cessation

Group hypnosis seminars can be a very lucrative business. Of these type sessions probably the most popular are the group smoking cessation and group weight loss sessions.

Many group hypnotist will travel the country in a circuit performing weight loss and smoking cessation sessions at various hotels in larger cities. You'll see large full page or half page advertisement in the city papers advertising their program coming to a local hotel on a certain weekend. Many people, often in very large numbers will attend these sessions for usually \$30-\$40 per person. Depending on the size of the city and the amount of advertising that has gone into it, I have seen as few as five people attend and as many as 1000. If you do the math you can see that this can be quite lucrative.

Self Sponsored

There are different ways of putting these type sessions together but probably the most common is what is called a self-sponsored session. In the self-sponsored session you would do all of the work yourself. The first step is to find a location where you would like to have it. You need to rent a hall that would be large enough for the amount of people that you project may attend. I have gotten many good deals in the past dealing with local clubs such as the American Legion or the Elks Club to rent their halls. Many times they'll even allow you to place a large sign on the street side in front of their hall a few days in advance prior to the event which can be very helpful. If you don't have one of these kinds of halls convenient to you, you may want to check various churches that might have a meeting place if they're in good locations or even the conference room of many Conference Centers or Hotels. Once you have the location selected then the next step is advertising. Below is an example of an advertisement that I have used in the past for my group sessions.

STOP SMOKING

Easily and Permanently



with

100% GUARANTEE

HYPNOSIS

Sheridan Tara Hotel

Maine Mall Rd.

South Portland, ME

Friday April 30, 2004 - 7:00 PM

You may want to advertise with a local cable station, newspapers, on the radio, or maybe even by posting fliers throughout the city. You may want to combine two subjects such as smoking cessation and weight loss on the same evening as a way to save money in advertising and possibly getting twice as much income from it. When I have done this I would usually run the smoking session at 6:00 PM and the weight-loss session at 8:30 PM as an example. This way you can have one session and as it finishes you have a few moments to clean up and organize before the next group comes in.

There are also ways of making residual incomes from these group sessions such as many of your clients as a result of the sessions will come to your office if it is within a reasonable distance for sessions on other subjects. If you have CDs or cassette tapes that you normally sell be sure to have them in plain sight set up on a table at the back of the room. Mention that you have them before people leave, you may find yourself selling plenty of them.

Another thing that you can do to increase the amount of people in attendance to your group program is to offer additional items in the advertisement that will

entice them to want to attend. I have found in my experience that the more things you can give people the better. They like to come home with something in a hand to show that they got something for their value. So it may be a good idea to offer a free CD or tape to each client in attendance. Since they are coming to see you for smoking or weight loss it would not be a good idea to give them a smoking or weight loss tape because it may lead them to believe that your session by itself is not enough to make them stop smoking or lose weight. So a good idea would be to include a relaxation tape or maybe a stress reduction tape. This way, now that they have stopped smoking, if they do feel stress at some time, they can simply sit down and listen to your tape and feel stress free, relaxed and in control again. Also by bringing this tape home if they listened to it and enjoy it they will tell all their friends about it. It's a great foot in the door toward them buying more tapes from you on other subjects also.

Guarantee

A guarantee is something else you can include in your advertising. By offering a 100% guarantee or as I have seen in another case a 120% money back guarantee if not satisfied, this will give your clients more confidence of the effectiveness of your program. Can you guaranteed that a client will quit smoking? Of course not. You can hope that they will quit smoking but there are no guarantees so how can you offer a guarantee in your advertisement? While there are several different ways of offering guarantees, whichever one you offer is entirely up to you. Here are some options. Your guarantee can state that if they do not quit smoking, that they can attend any one of your future seminars for free when you come back to their area. Another option is to guarantee that if they are not 100% satisfied with your program by the first break of the seminar then they will get 100% of their money back on the spot. In this situation you would simply have a 15 minute break before you perform the hypnosis session and if anyone comes to you for the refund simply give it to them on the spot. Do not make an announcement that you are having the break or if anybody wants their money back to come see you because you may live to regret that. You do not have to announce it since you already had it included in the handout you gave them or in the advertisement. If they want their money back they are aware of how the guarantee works already so they will be waiting for you during the break. Be aware that if you have done your job at the beginning of the group session, created expectancy and given them the impression that they are going to be nonsmokers then you should have no one ask for their money

back. As of the writing of this book I have not had anyone ask me for their money back.

Another option that will really catch their attention is a guarantee of giving them back 120%. One way this guarantee works is that if they follow all of your instructions in the program 100%, then you guarantee they will be a nonsmoker. Now if you notice the wording says if they follow “all” of your instructions 100%. First of all very few people will even show up and ask for a refund ... of those that do, take the time and asked them if they have followed each of your instructions 100%. Did they take a sip of water and eight deep breaths every time they had a craving for a cigarette? Did they replace everywhere they used to have an ash tray in the house with a glass of water for one week? Did they wait a full two minutes before acting on any impulses? In most cases you’ll find the answer to one or most of these to be NO, because they thought it was too silly or that they didn’t feel like doing it. In these cases, they did not follow your instructions 100%, which is why the program did not work for them and you do not owe them a refund. On the other hand, if they state that they did follow every instruction and want their refund, chances are there will be so few people asking for the refund that you should just give it to them. There are many other options for guarantees that I’m sure you can come up with. Be creative and make one that you feel comfortable with. The bottom line is ... include a 100% or more guarantee in your advertisement, it will make a big difference.

You can even state in your advertisements that your program includes a support group. Support groups seem to be very popular in programs today and usually where people see the words ‘support group’ they feel more comfortable about attending. How do you create a support group if you are only going to be there for one night? Simply have everyone write down their name and phone number on a piece of paper, make copies of it and give a copy to each person. Now they have a support group. They are required to call one person on this list anytime they are having a rough time or need someone to speak to about the smoking. Or you can break up the names into smaller groups and hand them out so everyone is being called and not always the same person. They will now have support of others to quit smoking and many of them will even become friends with each other as a result of this program.

Format

This is the format you would use in a group session. I have included some of my scripts you can use in case you do not have your own. The scripts are each placed on different pages so you may copy them for your sessions.

Have a table set out in the room for reception and also to place your CDs or any other materials that you may be selling. On the table have a sign up sheet and someone there to collect your clients money as they come in. On the sign up sheet as a minimum you should have them write their name, phone number, mailing address, and e-mail address so that you can use it at later time for marketing purposes.

Welcome - Welcome everyone and get them sitting down as quickly as possible.

Introduction - Give your credentials and describe why they are there.

Orientation - Give a brief description on group hypnosis and how it works.

Session - Begin the session - (*See sample script on next page.*)

Closing remarks - Congratulate them, thank them for attending, and be sure to mention your items for sale at the reception table.

FINGER TEST

“Sit back comfortably in your chair, lift both your hands and clasp them together as if you are praying... extending both your index fingers upwards holding them about an inch to an inch and a half apart. Concentrate on the space in between your fingers and as you concentrate on that space I want you to imagine that I am placing a big thick red rubber band around your fingertips, and as I let go of the rubber band, you notice how it’s pulling your fingers together tighter and tighter as they come closer and closer together. The rubber band’s pulling them tighter and tighter and closer and closer as your fingers come closer together ... visualize it and see the rubber band clearly, as your fingers come closer and closer together until they eventually come together and touch and once they touch you can put your hands down.”

There are three results for this test. If your clients fingers go together fairly quickly they are considered non analytical. If they stay straight up and do not go together at all or they move just a little bit then they are analytical. In some cases their fingers will actually go the opposite direction, in this case it usually means that your client is either fighting your suggestions or is still very nervous or scared. If this happens you should take a few moments to find out what is going on such as what their afraid or apprehensive of or why are they resisting you. As you can see as a result of this test there is no pass or fail... no matter how they respond the test tells you much about their makeup.

PROGRESSIVE RELAXATION

Close your eyes and relax. Take a deep breath...and take a second deep breath...and on you third deep breath, hold it for about three seconds...and exhale and relax.

I'm going to have you relax, every part of your body starting from the top of your head all the way down to the bottom of your feet. And as you relax each part of your body, I'd like you to use your imagination to visualize... and even feel... each part of your body relax and let go completely... starting with the top of your head...your scalp and your forehead...your eyebrows and your eyelids...and feel that relaxation going down through your cheeks and your nose...relax your mouth and especially all those muscles around your mouth and lips...make sure your teeth are not clenched together... and just relax...relax your chin and your jaw ...and allow all of those muscles in your face to just let go...and your neck relaxes... starting with the front part of your neck... and the back part of your neck ... all the way down to your shoulders ...just feel your shoulders relax completely...get rid of any tension that might be in your shoulder area ...it should feel good to do that... and your arms relax...starting with your upper arms... going down to your elbows ...relax your wrists ...your hands ... and even the fingers relax and let go... And notice how deep and regular your breathing has become... just so much more than just a few moments ago, when we began...feel your breathing...feel the rhythm of your breathing...notice the contraction and expansion of your diaphragm and your chest...and allow your chest muscles to relax completely...all the way down to your stomach... just feel your stomach muscles relaxing and letting go... get rid of any tension that might be in that area...just allow everything to let go completely...and your back muscles relax ...those larger muscles in the upper part of your back...going down your spinal column...and into your lower back...and allow all those smaller muscles in the lower part of your back to relax as well...and your hips relax...and especially your legs... starting with your thighs...your knees...and feel that relaxation going down into your calves... and your ankles...relax your feet...and even your toes just relax completely ...as you begin to drift into a deep relaxed state... just letting yourself go... letting your mind and body become one ... just feeling so good...

In just a moment I'm going to count from 20 down to 1...and as I do... you can allow yourself to relax at your own pace ...but before I do that I'd like you to use your imagination ... I'd like you to imagine a custom cloud snuggling up

to your body in the shape of a chair ...and imagine that this chair has arms on it... it's a very warm and comfortable cloud...its your personal cloud...notice how it snuggles up to your body... now it is going to take you to a very beautiful place... a special place in your life... a place where your happy ...a place where you feel good ...and a place where your totally relaxed...So as I begin counting just allow yourself to relax completely on that comfortable cloud and let it take you to that wonderful place where your happy... relaxed... and very calm... just allow yourself to be there for a moment as I begin to count...and you allow yourself to go deeper and deeper into relaxation.

20 ... just let yourself go completely ...19... 18... all the way down deep... 17... 16... deeper and deeper ...15 ... 14... just let yourself go... 13... 12 ... give yourself the permission that this is what you want to do ...11 ... 10... allow yourself to just let go... 9... 8... deeper and deeper ...7... 6 ... all the way down deep... 5 ... 4 ... tired and drowsy... 3 ... 2 ... so very relaxed ... and finally...1 ... deep...deep... relaxation.

ELEVATOR

A deepener

I'd like you to use your imagination for a few moments. Just imagine that right in front of you within a few feet is an elevated door, visualize the door clearly in your mind ... the color ... the texture ... how tall it is ... how wide it is ... what it is made of ... in just a moment you're going to enter the elevator and it will take you on a wonderful relaxing journey. It will be a very comfortable, spacious elevator, and that no time will you feel closed in or uncomfortable. You will only have wonderful, relaxed feelings ... Now the elevator doors open as you imagine yourself walking in and turning around so you're facing the doors and you see them close in front of you. You notice how comfortable you feel and how much larger the elevator seems on the inside than you thought it would be. As you are looking at the doors of the elevator you notice just to the right of the door a large panel. On this panel there are 50 buttons arranged from 50 on the top going all the way down to the number 1, which represents the bottom floor. Visualize this panel as clearly as you can, if you can't see it clearly, just imagine it and the same purposes is being served. What are the shapes of the buttons? Are they square, or rectangle or round? What color are the buttons, what color are the numbers of the buttons? Are they large or small? See as many details as you can ... you are on the 50th floor, and in just a moment, you are going to press the number one button and you'll feel yourself descending downward. With each floor that you descend, you'll feel your body relax more and more until you get all the way down to the bottom floor, and when the doors open you'll find yourself more relaxed than you have ever been before. So let's go ahead and begin ... imagine yourself reaching down and pressing the number one button ... as you feel the elevator descend downward to the 49th floor ... and you allow yourself to relax ... 48, 47, 46 ... deeper and deeper ... 45, 44, 43 ... as the elevator goes downward, you feel yourself letting go more and more ... 42, 41, 40 ... all the way down deep ... 39, 38, 37 ... peaceful, relaxed ... 36, 35, 34 ... the more that you allow yourself to relax, the better you feel ... 33, 32, 31 ... just letting go ... 30, 29, 28 ... all the way down deep ... 27, 26, 25 ... giving yourself permission to relax ... 24, 23, 22 ... deeper and deeper ... 21, 20, 19 ... with each floor you descend you go deeper and deeper ... 18, 17, 16 ... more and more relaxed ... 15, 14, 13 ... all the way down ... 12, 11, 10 ... peaceful and serene, all outside sounds just fading away into the distance ... 9, 8, 7 ... deeper and deeper ... 6, 5, 4 ... total relaxation, feeling wonderful in every way ... 3, 2, ... and finally ... 1... Deep Deep ... relaxation, and you can remain in this deep relaxed state

and even deeper if you decided too for the remainder of the session.

SMOKING CESSATION

by Rene A. Bastarache, DM, CHT

You have decided to quit smoking ... and the way that you are going to quit smoking today, is simply to relax ... that's right you're going to slow down, relax, and just let everything go ... and take this time ... that you've chosen for yourself ... to feel comfortable, relax, and totally at ease ... you have no place else to be right now ... and nothing else to do ... you have selected this time to be here ... so just let everything go ... leave all bothersome thoughts behind ... and take this time that you've chosen to be here ... to be completely relaxed ... the more you allow yourself to relax ... the closer you are to becoming a nonsmoker ...

You have come here today because you have a strong desire to stop smoking ... No one else has forced you to come here ... You have come here because you have decided that today is the day ... Today is the day that you have decided to be a nonsmoker once and for all ... no little piece of white paper wrapped around tobacco is going to control you any more ... because you are now in control ... and you have taken the first step ... here ... now ... and today ... To become a nonsmoker ... and by the end of this session ... and just in a few moments ... your goal will be reached ... and you will leave this session a nonsmoker ... you will have stopped smoking ... once and for all ... that nasty habit of the past will be gone ... you'll begin your new life as a nonsmoker ... and you'll never smoke again ...

So as time passes by ... right now ... think of yourself in the following way ... I am a nonsmoker ... I have stopped smoking ... and I will never smoked again ... and as a nonsmoker I have the ability to be around other people who smoke ... I have the ability to enjoy life as a nonsmoker ... everything I do ... from this moment on ... is better as a nonsmoker ... it doesn't matter whether I'm at home ... at work ... Alone or with others ... I am in control ... anywhere I go ... and no matter what I am doing ... whether I am having dinner ... relaxing ... driving ... working ... or having a break ... everything is so much more enjoyable ... so much better as a nonsmoker ...

You feel so much better ... As a nonsmoker ... so much healthier ... so much happier ... you'll find that each and every day you'll be able to breathe easier ... enjoy life more ...

Just feel that confidence begin to move through you ... allow a wonderful feeling of confidence to move through you right now ... at this very moment ... realizing that you are a nonsmoker ... feel the confidence that you now have ... you have overcome that negative habit ... you have reached your goal and become a nonsmoker ... here and now ... you can feel that confidence moving through you ... just filling you up ...

It is important to realize that to accomplish anything worthwhile in your life ... you must give it 100% effort ... and to remain a nonsmoker is no different ... you must give it 100% effort ... 100% to win ... by giving it 100% you have made a commitment to win ... you have made this commitment to yourself ... that you will always move forward ... and always give it 100% ... 100% to win ... You have stopped smoking ... you are a nonsmoker ... and you will never smoke again ... from this moment on ... your desire ... your commitment to your health ... is stronger than ever before ...

In addition to being a nonsmoker ... you are also beginning a new positive habit ... one that will help you in every part of your life ... you'll find that from this moment forward ... that water will taste better to you than ever before ... that wonderful crisp, refreshing, water will quench your thirst like it never has ... that life giving water will help you in every step of the way to become healthier ... you have overcome a negative habit and are replacing it with this new positive habit, of drinking water ... that wonderful refreshing water ... in fact you might even be noticing right now ... that by just thinking about water ... your mouth is beginning to be dry and parched ... you have more of a desire than ever before to drink that wonderful crisp refreshing water...

You know, now that you have stopped smoking you'll find that you have more energy, energy that will be needed to be put to good use ... You'll find yourself being able to move easier ... feeling better about yourself ... There are many things you can do that will help you to be healthier ... maybe going for a short walk in the morning ... maybe parking your car a little further away from work or at the grocery store to get more exercise ... You may even find yourself eating healthier ... all of these things ... are a natural by-product ... of becoming healthier.

Congratulations you are a nonsmoker now! ... You have stopped smoking ... and you will never smoked again ...

Awakening

In just a moment I am going to count to five ...
... and at the count of five you will come all the way back from hypnosis to the here and now ...
... feeling totally relaxed and comfortable.

1. you are beginning to emerge from hypnosis ...
2. feeling wonderful in every way ...
3. your mind is clear and alert ...
4. your eyes are starting to open ... and ...
5. eyes wide open, fully awake ... and feeling fine.

Here is a Weight Loss script if you are conducting it rather than Smoking Cessation, just swap them.

Weight Loss

by Rene A. Bastarache, DM, CHT

Now take a deep breath ... exhale ... and relax ... just allow everything to let go ... you have no place else to be ... nothing else to do ... but just sit back, relax, and let go completely ... you are here to lose weight and to become healthier ... and the way your going to lose weight ... beginning right now ... is just by relaxing ... that's right you going to sit back ... Relax ... and allow yourself to accept all the suggestions ... that I am about to give you ...

If you can accept all the suggestions that are being given to you without being critical of them or without over examining them ... and can follow my instructions exactly as I give them to you, you will lose all the weight you desire and attain your goal weight ... Let me repeat that again so it is perfectly clear ... If you can accept all the suggestions that are being given to you without being critical of them or without over examining them ... and can follow my instructions exactly as I give them to you, you will lose all the weight you desire and attain your goal weight ...

Yes, this is a very strong statement to say, however in the relaxed state that you are now in, your mind is more open to suggestions than at any other time ... and suggestions given in this state are very effective to the subconscious mind ...

Being in this relax state that you are now in you may be hearing everywhere that I say ... or you may only be hearing bits and pieces. As your mind strays back and forth ... here ... and there ... it doesn't matter whether you're listening to me as I speak or not ... all you need to do is relax ... you conscious mind may be floating all over with many different thoughts going through it ... however you're subconscious mind hears everything, and always pays attention ... and it is to the subconscious mind that I am speaking to right now ...

From this very moment, starting right now ... You no longer have the urge to overeat, or to snack in between meals ... Because healthy, well-balanced meals, more than satisfy your appetite ... and the taste and fragrance of your food are better than ever before ... Rich, heavy, sweet, fattening foods and drink just no longer appeal to you ... Because healthy life-giving foods taste wonderful, and fill you up.

From now on you noticeably eat your food slower ... Chewing your food thoroughly ... You put down your fork in between bites and don't pick it up again until the bite in your mouth is gone ... you chew slowly so you can digest your food better and you find that you become full, even though you have eaten much less than before.

Imagine yourself right now, standing in front of you at your goal weight ... Imagine yourself standing there and notice what you are wearing, how you look ... How you feel ... Notice how healthy you are ... Notice the confidence that you have ... Look at yourself, get it clear in your mind, because this picture is your goal. How much do you weigh in this picture? ... Get that weight clear in your mind ... This is the weight that you feel you can comfortably reach, your goal weight ... See yourself clearly, with as much detail as possible ... This is you, this is your goal ... this is what you will become if you follow all of these instructions, exactly as they have been given to you ...

You will find you'll be drinking water more than you ever have before ... water will be in there to help you to lose weight and to remain healthy. Before every meal, you will drink at least one glass of water ... That wonderful crisp, clear refreshing water will taste great to you ... You'll find yourself craving water more and more each and every day ...

From now on you will eat only healthy meals, not becoming hungry in between meals ... You'll not want to overeat or stuff yourself because you'll feel so much healthier, so much happier, so much more vigorous, without an uncomfortable over filled stomach ... You will eat until you are satisfied, and not until you are stuffed ... You will best accomplished this by eating slowly ... By eating slowly you will not become full as quickly as before ...

When you do snack from now on you will snack on healthy items ... No longer will sweets or unhealthy munchie crunchy foods appeal to you. From now on healthy foods appeal to you and when you find yourself in need of something to eat, you'll search out healthy foods and of course you will drink water.

You'll not lose weight so quickly that it will harm your health, but you will lose weight in a steady constant manner ... and with your new lighter physique you'll find that you have more energy ... Energy that will be needed to be put to good use ... You'll find you can move around more easily and exercise more

than you have before ... Everything you do will become easier.. and you will want to do more each and every day to increase your health.

No longer do you eat for boredom ... No longer do you eat just for something to do ... No longer do you eat because you are nervous, tense or frustrated . Negative eating is all part of the past.

From now on, you eat to sustain yourself ... You "eat to live", and not "live to eat", that is all part of the past ... You now get enjoyment from other things rather than just food ... You find that doing healthy fun things, brings you enjoyment ... Eating is just something that you do to get energy so you can continue doing the things you enjoy ...

Each meal that you eat, you'll leave a small portion of food in your plate, that you will then throw away once you are finished ... It is no longer important to eat every morsel of food in your plate ... As you find yourself doing this, more and more you'll find that the portion you left in your plate is becoming more and more ... This will aid you in not eating such large meals ... When you are eating at home you'll leave the food on the stove or the serving area and only bring the food to the table that is in your plate. By not having all the food around you at the table you'll find it easier to eat less. You'll find that by having one plate of food that you will be completely satisfied, even knowing that you have left some food on your plate ... It will give you confidence to know that you can walk away, leaving food on your plate ... confidence that will continue to grow more and more as you proceed toward your goal ...

You are in control of yourself now and are taking the first step at controlling your eating habits ... right now ... Take control ... Eat healthier ... And attain your goal weight.

Corporate Sponsored

Another way of conducting group sessions other than self sponsored is to be sponsored by someone else such as a corporation. Smoking cessation has become a multi-million dollar business today and as you know smoking cessation is a very visible subject right now and high in importance to businesses. Many businesses you'll find have incentive programs for their employees to quit smoking. You may want to call many of the local businesses in your area to offer them a program for their clients to quit smoking.

You have a couple different options of how you can perform the sessions. First of all the most basic way to do it is to just have a general group session as you did with the self sponsored sessions. In this session you would have everybody attend a one time meeting where you would describe your program and hypnotize them all at once. The owner of the business will pay you a fee for all the people that have attended or you would collect the money individually from each employee. This is something that you will want to discuss and come into an agreement with the business owner before you begin.

Another option to this would be to have all the employees attend a general assembly where you would explain the basics of hypnosis and what was going to happen. Then you would set up a series of half hour sessions throughout the day where each one of the employees would come to you in a private room where you would conduct individual one on one sessions until you have hypnotized each employee. To do this you may want to ask the employer for payment in one lump sum or you may tell them that you will do it for an hourly rate. Keep in mind if this is a large group it may give you work that would last anywhere from two days to two weeks. Doing it this way would take longer but could be much more lucrative and ultimately will be much more effective for the employees and have a higher success ratio.

One of the things you'll want to discuss with the employer is who is actually going to pay for the fee ... will it be 100% the employer or just the employee or maybe each contribute a portion. It has been my experience throughout years of hypnosis that if the employee pays at least part of his own fee, you will have a lot higher success ratio than if the employer pays the entire amount. If the employer pays the entire amount then there is no financial incentive for the employee to remain a nonsmoker. Many of them, once they leave your office if they have a slight craving may realize that since it cost them nothing to quit then

they have nothing to lose if they continue smoking again. Whereas if the money came out of their own pocket, and they had a slight craving, they would realize that it would cost them money if they were to start up again. This will give them more of an incentive to remain a nonsmoker and of course this is your goal, because the higher success you have the more business you will get in the future.

In addition to smoking cessation programs with businesses, other areas that you may be interested in is doing group sessions for business productivity or maybe even to increase sales ability. Just remember, when negotiating with businesses, to listen more than you speak and you may get clues as to other needs that they might have that you hadn't thought of before. Always keep an open mind and you'll be amazed with the opportunities that may become open to you.

CHAPTER III Seminars and workshops

Another great way of making an income is through seminars and workshops. There are many subjects in hypnosis that you can create seminars on. Two of the most popular ones that I have conducted are probably learning self hypnosis and Past Life Regression.

Other subjects that I have found there to be interest in are:

Stress Reduction

Sales Ability

Contacting Spirits

Self Confidence

Self Hypnosis

With all the stress that people encounter throughout in their daily lives learning to deal with stress has become a major topic that people are willing to attend seminars for. Teaching a workshop or seminar on self hypnosis is something that many people have an interest in because once they learn the art of self hypnosis they can use it to help themselves or their friends and family in virtually any area. The average self hypnosis workshop or seminar can run from two hours to up to six hours. The advantage of learning self hypnosis at a seminar rather than learning it on your own through a book is that with the seminar workshops you can take your group into a deeper state giving them a post hypnotic suggestion that they will be able to attain this depth of hypnosis anytime that they go into self hypnosis on their own. Therefore people who have learnt self hypnosis at a seminar are able to attain deeper levels of hypnosis than those who learnt from a book.

Like most other group sessions self hypnosis can be taught either in a self sponsored situation or you may find an organization such as a school or library or even a business that would like to sponsor the program as a way to help its patrons.

Past Life Regression

With all the interest in metaphysics today a subject that has become very popular is that of past life regression. The first step in running a past life regression seminar is of course to advertise it. You may want to refer to our chapter on advertising to get ideas on how to do this. Some things that you may want to include in your advertisements are questions such as have you ever experienced a déjà vu? Have you ever gone somewhere and felt like you have been there before? Have you ever met someone and felt like you knew them before? Have you ever felt a closeness to a certain area or a certain people or certain time period? If you can answer yes to any of these questions then chances are that you have visited one of these areas in a past life. You'll find that many of the clients that attend your sessions will have the experience of one or more of those scenarios.

There are many reasons people desire to experience past life regression. Probably the most popular one is just to see what it's like. Many people want to go back to another life to see why they are so close to a person in this life and if they knew them before. Many will want to go back to a past life to help them understand more about why they are the way that they are today. To see if they had any similar habits or characteristics in a previous life. Past life regression can also be used to go back and find any cycles or patterns of negative behavior from life to life that can be 'learned from' so as to not make the same negative behaviors or mistakes in this life. Whatever the reason is for wanting to experience a past life regression, they will all find it extremely interesting and rewarding.

You will need to find a good location to hold your past life regression, whether you're renting a hall or having a room supplied by a sponsoring body. You may want to put into your advertisements for people to bring a blanket and a pillow with them as most public places will have very basic chairs that are not too comfortable for hypnosis and they may want to lay down on the ground or sit up against a wall on their blanket.

Like most other group sessions the way you would run this is as people enter your meeting place they would register and you would collect their attendance fee. You would then have them sit in a comfortable manner. I usually have them sit in a circle facing each other if it is a smaller group.

The basic session format:

Introducing myself - Telling a little bit about what is going to be happening.

Introduce themselves - Then I asked everyone going around the room to introduce themselves, why they are attending the seminar and what they expect to get from the program. This helps you to understand the general mindset of your clients. Having an idea of what they are expecting helps you to get your session moving in the right area. It also helps you to know whether you have experienced metaphysical people, psychics or brand-new people there.

Orientation - After they've all introduce themselves I explain a little bit about the concept of past life regression, tell them what they should expect and even give them tips on things that they can do to make this a better situation for them, such as how to sit comfortably, to be open minded, not to have any preconceived expectations and to just open their mind and let things happen.

Preparation - I then make sure they are comfortable and prepared. I usually start the music in the background and begin my session. Since this is a group session, any questions that I ask them during the session they will have to answer to themselves quietly. Before I begin the session I usually pass out to everyone a form and a pen. This form is a questionnaire about their session that they can fill out as soon as they have opened their eyes. The purpose of having a questionnaire is so they can write down as much of the details of as they remember from their session while it is still clear in their minds. It will give them something to refer to later on when their at home. *(You can create one easily by including the same questions that you will be asking them in the session.)*

Body scan - You will begin like any other session by relaxing them with some sort of body scan induction.

Deepener - Will help them to become more open to suggestion.

Calendar regression method - With the script I have provided you, it is

designed to be used with the calendar regression method. If you are not familiar with the calendar regression method ... It works just like the regression methods that you used to see on cartoons on television as a child. If you recall on certain cartoons, when a character was going back in time, he used to visualize a desk calendar flipping back one day, then another, then the speed would pick up and it would flip back a month at a time, then a year at a time, and they would keep on going faster and faster until they finally ended up on the date of whatever the event was.

Session - Use your own script or the one provided in this manual.

Awakening - Gently count them out of hypnosis.

Questionnaire - If you have passed out a questionnaire for your clients to fill out, they would fill it out at this time.

Post session - Take some time to go around the room and ask everyone what they have experienced. This is my favorite part of the entire session as some of the things that are spoken of can be extremely amazing.

Here is a script you may use for your past life regression session. It is separated on it's own page so you may copy it and use it.

Past Life Regression Script

In just a moment you are going to step through a beautiful white light ... This is a warm, healing white light that makes you feel very cozy and happy ... and especially more relaxed than you could have ever expected you could be ... Now experience yourself moving through this white light ... Feeling anxious to see what's on the other side ... and as you pass through the light ... you find yourself out in the country on a beautiful sunny Summer's day ... You are standing on a path, going through the forest and flowers ... such a happy colorful place ... It seemed just like the ones you read about in fairy tales ... perfect in every way ... As you walk down the path you notice that just up ahead is a small bridge, going over a babbling brook ... On the other side of the bridge, the path splits off into three different directions ... as you approach the bridge, you notice that someone is standing on it, blocking your path ... This person seems mysterious ... as he or she is wearing a long full length robe, and their head is covered with a hood ... You wonder who it is as you get closer ... It is a brown robe made from a very fine material ... you feel good about this person, and as you finally arrive, right in front of this guardian of the bridge ... and look into the hood ... you realize that you recognize this person ... and that they are here to help you ... to guide you through this journey, and protect you ... This person also has magical powers, and can cast a sphere of protection around you ... and as this person does that, you notice that it is a clear sphere ... in the shape of a large bubble ... You know that it will protect you throughout this journey to come, and will stay with you until you are back ... This person, your guide, reminds you that wherever you choose to go from here, you will be safe, and will not experience anything first hand ... instead it will be as if you are sitting somewhere, watching your journey unfold in front of you, like on a movie screen ... You thank them, and are finally allowed to pass ... As you approach the three paths, you notice three signs labeling each one ... The one on the right says past ... the center one says present ... and the one on the left says future ... You decide to go to the one on the right, and proceed along your journey ... You notice up ahead that there are smaller paths going off of this main one on either side, each one seeming to disappear into a white blanket of fog ... You realize that each one of these paths represents a different life that you may have had ... You decide to walk down the path, until you feel one path is beckoning you ... or you just feel that you have a desire to go down one ... You choose that path, and enter the comfortable fog, realizing you are safe ... As you emerge on the other side of the fog, you find yourself in a past life ... Just feel for a few moments all the sensations around you ... I will be asking the

questions, to help you with your journey, and the first thought, or impression that comes to mind is the right one ... Don't try to analyze it or think critically of it, just let it happen ... So get an idea of where you are now, your surroundings ... taking in all the feelings, the sensations ... First of all, where do you think you are right now? ... Is it light or is it dark? ... Is it cold or warm? ... Do you think you are indoors or outdoors? ... Once again remembering the first impression that comes to you is the right one ... Get a feel for yourself, does it seem as though you have anything on your feet ... If so what is the texture like? ... What do you think you are wearing? ... What about clothing, if you have clothing on, describe them as much as you can ... How tall are you? ... How old do you think you are? ... Are you male or female? ... What color is your hair if you have any ... your eyes? ... What are you noticing around you? ... Are there any landmarks or things that would give you an idea of where you are ... or maybe even what year it is? ... Describe your surrounding to your self in detail ... If you are outdoors ... what's there? ... What can you see? ... If you can't see much, then walk a little ways to see if you can see more there ... If you are indoors, describe everything you see ... If there is not enough for you to get an idea where you are, then walk over to a window or an opening, somewhere where you can see outside ... Is there anyone there with you? ... What do they look like? ... Describe them ... Who are they? ...

Now take a deep breath ... and as deep as you can, and as you exhale just relax completely ... I want you to feel yourself going ahead a few years now in the same life if you can, alright now stop ... and wherever you are, get a good feeling for your self and your surroundings again, and answer to yourself the same kind of questions that I asked you earlier ... First of all, where are you now? ... Is it dark or light? ... Is it cold or warm? ... Do you think you are indoors or outdoors? ... Get a feel for yourself ... Does it seem like you have anything on your feet? ... What do you think you are wearing? ... How about clothing, describe them as much as you can ... How tall are you? ... How old do you think you are? ... What color is your hair ... your eyes? ... Who are you? ... What do you think your purpose is? ... What is your name? ... What do people address you by? ... What are you noticing around you, are there any landmarks or things that would give you an idea where you are ... or maybe what year it is? ... Where do you live? ... Imagine your dwelling right in front of you ... What does it look like? ... Describe your surroundings to yourself in detail right now ... If you can't see that much, again take a little walk to see if you can see more ... If you are indoors, describe everything there ... You may even want to walk to a window or an opening to see what is outside ... Is there anyone here with

you? ... What do they look like? ... Who are they? ... Describe their face ... Their mouth, hair, eyes ... Look deeply into their eyes ... Do they remind you of someone you might know? ... Who are they in relationship to you? ...

Once again take a deep breath ... as deep as you can ... and exhale and relax ... I want you to move ahead again, just feel yourself moving ahead in time ... and I want you to stop approximately a few minutes just before your death scene ... Whatever you died of ... remember you will be viewing this as if you are sitting someplace comfortable, watching yourself on a movie screen, so you will feel no discomfort, or pain, or anything negative whatsoever ... You will just be watching it on a screen ... So bring yourself now to just a few minutes before your death scene ... Get a feeling for what's going on around you ... Sensations, sounds, smells ... What do you see? ... Where are you? ... Is there anybody there with you? ... If so who are they? ... What kinds of things are they saying? ... What are you dying of? ... Describe yourself wherever you are ... What do you think is wrong? ... What kind of thoughts are going through your head right now ... Feelings? ... Is there anyone close to you nearby, relative, loved one? ... Who is it? ... Once again describe their face to yourself, look deeply into their eyes ... Do you recognize them as anybody you might know in your present life? ... Do you have any regrets, anything that you feel you might have wanted to do differently? ... Are there any nice things, or things you'd like to remember, or bring back with you? ... Reflect on your life ... Is there any lessons you can learn, or is there a "moral" to the life? ...

Take a deep breath ... and exhale ... and imagine a large door of light right in front of you ... warm, comfortable, inviting light ... Go ahead and step through the light now leaving that life behind ... As you step through the light, you are coming to a comfortable, relaxing, wonderful place ... If there are any memories you want to keep from this past life ... Any good things, you can take them with you ... If you have any negative thoughts or feeling or any negative baggage from your present life ... you can leave it back there, you don't need it ... Bad thoughts, anger, hatred whatever it might be, just throw it in that past life and leave it there before you come back ... You turn away with your back to the light and you see that path in front of you once again that you came down initially, and you go back down that path heading back to the present time and place ... walking down the path going back to the bridge ... at the top of the bridge you see your guardian back there ... Walk up to guardian ... you can take a few moments if you'd like to speak to your guardian ... to ask any questions ... to learn from your guardian ... or even to reflect on some of the circumstances and

things that you experienced from this past life ... take a few moments now to speak to your guardian (*pause for about 1 1/2 minutes*) ... At this time you can say goodbye to your guardian ... and thank them for helping you and protecting you, throughout this journey ... As you go back down the path through that other door of light ... that you initially came through ... walking through the door of light, you come out on the other side ... and you feel yourself coming back to the present day and time, seeing the calendar moving back a day at a time, a month at a time, a year at a time, five years at a time, all the way to the present date ... The calendar slows down, and you find yourself right back ... To today's date and time ... Right back here feeling wonderful and refreshed from the journey.

Workshop can be conducted on many subjects, the possibilities are limitless. You can begin with basic ones such as workshops and learning self-hypnosis and if you're interested in the metaphysical field you can even conduct them on contacting spirits or astral travel. There are workshops on pain management, and even hypno-birthing which has become a very popular program through recent years.

Whatever the subject is you choose, you can have single, one shot type seminars and workshops or you can extend them weekly or monthly. Many people will have traveling workshops on the road from city to city advertising in advance in major newspapers before they arrive or even working a circuit of local cities over and over. You'll find that as a result of your group seminars and workshops that many of your clients will ask to come see you for individual sessions, which will help you with an added income.

CHAPTER IV Comedy Hypnosis (*Complete program*)



"Imagine a career where you get paid entertaining people and the stars of the show are their own peers"

and also . . .

Requires virtually no set up time.

Little to no props or equipment needed.

Can be done anywhere.

Draws the largest crowds of most entertainment venues.

Leaves your audience spellbound.

Brings in residual income.

And all you need is your mind and a positive attitude.

IN ADDITION: You will be taught by one of the foremost leaders in the industry. Your instructor Rene A. Bastarache, DM, CHT a.k.a. "*Ozzie Ozner*" is one of New England's leading Comedy Hypnotists, Magicians & Mentalists, he is also the Director of the American School of Hypnosis & Alternative Healing where he instructs students to "BE" Hypnotherapist and Comic Hypnotists. In this course you will learn from doing! There is NO substitute for hands on practice.

Comedy Hypnosis

Depending on your expertise and personality you may want to get into the comedy hypnosis field. In my experience I have found performing comedy hypnosis shows to be one of the most enjoyable things that I have ever done. If

you are an entertainer now or have ever been one in the past you'll find hypnosis to be a little different because "you" are no longer the "star" of the show! The stars of the show are actually the volunteers from the audience. You'll find people love to watch themselves and their friends entertain so just about every show will be an astounding success. Your job is merely to be the facilitator of the show. The success of the show or lack of ... rest solely on your volunteers. Isn't that a different concept?

In addition to being extremely enjoyable, comedy hypnosis shows also very lucrative. The average comedy hypnosis show can run anywhere from \$500 an hour up to \$2500 depending on who you are performing for and of course your experience level.

Dear Friend,

If this sounds like a great opportunity, it is! Performing comedy hypnosis shows has been the most fun I have had in my professional career. This is the only program I know of that in just one 45 - 60 minute show you can earn enough money to pay off your entire training and still make a great profit. Most Comedy Hypnotist earn from \$450.00 to up to \$3000.00 in just one performance. If the show is performed well you can easily earn another \$300.00 - \$3000.00 in private session revenues. Also the word of mouth advertising from a successful show will bring in repeat bookings as well as help propel you further ahead in this rewarding career.

You do not need any equipment, overhead, a big investment or an office for this career. Just an open mind and a desire to entertain.

High Schools and Colleges

The most common clients you'll find for comedy hypnosis would be colleges and high schools. These are excellent venues to get started with because college and high school students are probably the easiest, most eager and enjoyable people to hypnotize. Comedy hypnosis is quite popular at high schools for graduation activities and fundraisers. Colleges enjoy having them for general assembly and holiday functions. Both of these venues are very easy to get into. Usually just by making a few phone calls you should be able to line up one or

two of them in a relatively short time right in your surrounding area.

Comedy hypnosis shows are very easy to plan and if you understand the basics of hypnosis you should be able to create a comedy hypnosis show in no time. You would use the same format in group hypnosis that you do in an individual session starting with:

Suggestibility Test - These are real fun in a group session. I conduct these as demonstrations in waking hypnosis. Usually I will conduct 4 - 5 separate tests as a conditioning tool to weed out the least suggestible candidates and to create expectancy and the beginning of a belief system in the remaining ones.

Introduction - What is going to take place and any conditioning remarks.

A simple induction - To get them relaxed and open to suggestion

A deepener - Once you have had experience as a Comic Hypnotist you will be able to replace most of the induction and the deepener by use of rapid or instant inductions. These are both amazing and save lots of time in a show. Until then just conduct them as you would any group session and they will work fine for you.

The skits - These are limited only to your imagination. You will want to create your own but here are some of the ones that I use:

A bus trip to the country: It gets very cold, then hot, then bumpy, then smelly.

A great beginner skit to condition candidates to get moving.

A casting call: All candidates are auditioning for a part in an upcoming movie.

Amnesia: The volunteers cannot remember their name.

Regression: Everyone on the stage is regressed to age 4 in nursery school.

Hallucinations: Everyone in the audience seems to be in their underwear.

Negative hallucinations: the candidates cannot see me or my microphone anymore and many strange things begin to happen.

An awakening - When the show is over you count them out of hypnosis, removing any suggestions given during the show, leaving them only with good, wonderful feelings..

You will find that most colleges book their events through visiting showcases where the entertainers attend and perform at showcases. This is where you can find many of them:

N. A. C. A. - National Association for Campus Activities

This page is for the Northeastern States:

<http://www.naca.org/NACA/Events/RegionalConferenes/NSTREG04.htm>

N.A.C.A. links to all States:

<http://www.naca.org/NACA>

If you are interested in performing for colleges in Canada you can go here:

<http://www.coca.org/>

Canadian Association of Campus Activities

Comedy Clubs

A popular venue for comedy hypnosis is in comedy clubs. Many comedy clubs enjoy having comedy hypnotist on a regular basis. You may want to call your local comedy clubs or any clubs that have different sorts of entertainment and make them an offer, you'll be surprised how many would want to hire you. You might charge a little bit less for these shows. Many of these clubs will want you to perform two to three nights per week. You'll also find by working clubs that within a very short time period you'll begin to have your own following that will attend whenever you are performing in the area. This is very helpful because they are the ones that have usually volunteered in past shows and enjoy the show the most and they will always be trying to bring new friends to see your show which should give you many quality subjects to choose from.

Corporate

Corporate shows are another large area for comedy hypnosis. Most large corporations will have company outings, sometime in the summer for their

employees as well as holiday parties. So you can see that there are many opportunities here. The nice thing about corporations is that they have much more money to spend on entertainment than most of the other venues we have spoken about.

The best way to get in contact with corporations are direct phone calls, mailers with your brochure, intro letter, offer a video demo if possible. Web pages play an important role if you are able to get one made. You can even place several video clips on your web page which usually catches their attention. You can see an example of this at: <http://www.choosehypnosis.com/ozzie.htm>. Another good way to get into this market is to contact talent agents to solicit for you. You should be able to find many talent agents by doing a simple search on the net. I have included the names and contact information for national and international talent agents in the section on Agents in this manual.

If you are interested in working for corporations at trade shows here is an excellent site to become familiar with as it gives valuable information of all states and has ways for you to get started advertising for free.

Trade Show Promotion Web Directory

Add your website related to Trade Show Promotions, Web Directory For web sites related to Video Services, Trade Show Promotions, Trade Show Traffic Builders, Traffic Builder Products, Sports Promotions, Grand Opening Promotions, Trades Show Products, Traffic Building, Trade Show Marketing, Trades Show Prop's, Money Booth Rental, Cash Cube Rental, Sumo Wrestling Rental, Mountain Climbing Equipment Rental, Climbing Wall Rental, Traffic Promotions and Event Marketing, Store Promotions, Corporate Hospitality, Hotel, Temp Housing, Mechanical Bull Rental, Party Rental, Party Decoration.
<http://www.tradeshowpromotionsdirectory.com/>

Fairs and Festivals



County Fairs are another great venue for comedy hypnosis. Even small county fairs can run from seven to fourteen days and most have many entertainment programs. One thing to realize about Fairs and Festivals is that they do not usually pay very high however if you offer them a lower cost for your show you may be able to book a couple shows per day. So even if you have to go as low as \$400 per show ... if you can do two shows per day for a seven-day period ... as you can see that can turn out to be quite a bit of money. Another nice feature is that Fairs and Festivals are in every state and you can usually find them year round. You can even find them in the winter months in the southern states.

Here is a sample letter that I've used to book Fairs and Festivals.

Quality "Headliner" type acts at an affordable price!

That's exactly what I am offering you. Hi, my name is Rene and I am a Comic Hypnotist, Magician, Mentalist and Balloon Artist from Southern Maine. I'd like to explain to you how I can save you hundreds and maybe even thousands of dollars on what you are already spending on entertainment, make you look like a hero, and benefit us "both" at the same time. Yes, I said "both", this is what is called a WIN-WIN situation! Let me get right to the point. I realize that it can be hard for you to find quality, professional entertainment at a reasonable rate so you can make a profit. Most reputable entertainers usually charge from \$400.00 to \$900.00 per show and often times even more, myself included. However, we are all trying to make a living and the bottom line is steady work and how much we make in the long run, not just getting rich on just one show which I'm sure that is how it appears at times.

If you normally hire several or more entertainers to perform for you in a day, whether it be for two days, seven days or even more... here is where I can save you a bundle. I would like to offer to perform for you 2, 3 or even more shows per day if needed for the duration of your event. As you can see from my enclosed brochure I have quite a variety of acts available. By my performing several shows a day at your event I can give you a very affordable rate when comparing to the individual entertainers you are presently hiring which can save you hundreds of dollars! As I said earlier, I do not need to get rich off of just one show and it is the bottom line that counts. That is how I am able to offer you this package. Here are the rates I am offering:

2 shows per day - \$250.00 ea.

3 or more shows per day \$200.00 ea.

(Each show runs approximately 1 hour but can run shorter if necessary)

(One of the shows can be substituted for two hours of roving balloon creations and magic through your patrons.)

I was responsible for all of the entertainment at a theme park here in Saco, Maine called Funtown / Splashtown USA for over 7 years and performed several shows a day. I found that the comedy hypnosis shows pulled the largest audiences in the park of all entertainment including bands and well known headliners. This is due to the fact that people love to see their friends and loved ones on stage. It is hysterical, clean fun and very close to home for them. All of my shows are G rated and have a... 100% Guarantee. I have been offering this unheard of guarantee for over 15 years. If your audience is not entertained or happy with my performance, you pay nothing! That simple.

Enclosed you will find a brochure with pictures and information on my performances and many references. To book your event or for more information, please do not hesitate to call me at the phone number above.

Thank you for your time and consideration and I look forward to working with you in the future.

Sincerely,



Rene A. Bastarache, DM, CHT

Here is a link to information, locations and addresses to State Fairs nationally:
<http://www.oklahomashowsteer.com/statefairs.html>

This link is to Festivals nationally with dates and contact information:
<http://www.festivals.com/>

Weekend Events - Festivals and Fairs:
<http://www.weekendevent.com/statefairs.htm>

Cruise Ships

One last venue that should not be overlooked is cruise ships. Many cruise ships have entertainment on board and comedy hypnosis works out really well. In addition to being paid you are also given a room and can take part in most of the activities. So this is kind of like having a job and vacation at the same time. A few things to consider before you take on a cruise ship job is that you will be at sea and many times for a week or longer, so you might want to make sure that you consider that into your schedule. Also if you're performing each evening for that week, you may want to make sure that you have enough material so that you're not repeating the exact same thing each evening. You can find a list of cruise ships that book entertainment on the internet but most of the larger, more reputable cruise lines hire through booking agents.

Agents

Here is a list of talent agencies that you may contact directly through their web page, e-mail, or call. You should contact them first before sending your promo information package. Once you contact them they will inform you where to mail a promo pack to if they require one. Keep in mind that even in your first contact on the telephone or in an e-mail letter that you are already selling yourself. The first impression you make is the most important one.

These are a combination of national and international agents. They handle many types of entertainment from large bands and comedians, to comedy hypnotist and in many cases public speakers.

Gig Masters

<http://www.gigmasters.com/party/>

National booking of all types shows. Headliners, comedy, variety and Emcees

Chuck Wozlick

CharterTalent@aol.com

Barber & Associates

<http://www.barberusa.com/index.html?source=overture&kw=talent+agency>

Telephone: 865-546-0000 Fax: 865-673-4680

PO Box 11669 Knoxville, TN3 7939-1669

Comedy venue and Speakers

Bookingentertainment.com

<http://www.onlinetalent.com/>

275 Madison Ave. 6th Floor

New York, NY 10016

(212) 645-0555 Fax: (212) 645-0333

agents@bookingentertainment.com

Rising Stars Entertainment Agency

<http://www.risingstars.com.ua/>

International Talent Agency "Rising Stars"

286, Moskovsky Aven, apt 30

61032 Kharkov, Ukraine

An international agency if you'd like to travel

Contact Gary L Berg

<http://www.glberg.com/>

Main Office: (320) 654-6901 Toll-Free: (888) 654-6901

info@glberg.com

Costello Entertainment

<http://www.costelloentertainments.co.uk/artistes.htm>

Costello Entertainments, 6 Lightwood, Worsley, Manchester, M28 1ZL

Tel: 0161-703-8737 Fax: 0161-661-3089

International Bookings

Loco lobo Events

<http://www.locoloboevents.com/>

email: info@LocoLoboEvents.com

Hudson Valley Office phone: 845.647.3821, fax: 845.622.3646

Media packages/press kits should be sent to:

Pat Horgan

Locoloboevents.com

PO Box 158

Pleasant Valley NY 12569

Listings of agents worldwide - Over 150 listings:

<http://risingstarstv.com/agents-world-wide2.htm>

WELCOME AND INTRO



Thank you, My name is Ozzie Ozner and I am a comic hypnotist with the American School of hypnosis. I'd like to thank you for inviting me here tonight. In just a few moments I'm going to invite some of you to come up here on stage to participate in a comedy hypnosis show. But before I do let me give you a small demonstration of what hypnosis is like. (Go to finger gun demo below)

Create and practice one of your own

Welcome - Welcome everyone and get them sitting down as quickly as possible. Be sure to start on time as it shows courtesy and respect for your clients. If your event is not sponsored by you it would be best if you can have a representative from the sponsoring organization introduce you. A third party intro and endorsement is always preferable. If so, make sure how they introduce you is correct and professional. A bad introduction can be worse than not having one at all. If you are able to... prepare your own introduction before hand and give it to the announcer already typed on a card for them. They will appreciate it and you will come out looking like the hero by them as well as on stage.

Grab them A.S.A.P. - Just as in sales, in any group presentation you must grab the attention of your crowd as soon as possible. Within the first few minutes of your presentation your audience/clients will have made up their mind if they like you, or if you are credible or not. The sooner in your presentation you can do that the better. You can do this by starting with a witty story, a simple joke or a quick demonstration. Once you get them on your side, just go through your presentation and they will be eating out of your hands ...

Finger Gun - Opener

Here is something I learnt many years ago from a fellow Hypnotherapist/entertainer named Jerry Valley that you can use at the beginning of your presentation that has always worked very well for me.

Everything you say once you begin this process should be said quickly, and you should make the hand motions at the same precise time that you state the command. (The timing is imperative for this to work successfully!) The idea is to get your audience following your instructions very quickly, not giving them enough time to react properly. They will eventually be doing what you are doing and not what you are saying anymore as they are having a hard time keeping up with you.

Usually within the first five minutes of my presentation I will say something like “Let me give you a demonstration of what hypnosis is like. What I’d like you all to do right now is to sit up straight in your chairs and try to follow my instructions, do exactly as I say as quickly as you can without thinking ... *(Now speed up your pace!)* Raise your right hand up in the air and wiggle your fingers, make a circle, make a gun, make another circle, look at your circle, look at my circle, put the circle on your chin! *(At the instant that you say put the circle on your chin, place your circle directly on your cheek instead. You’ll find that almost all of your audience will also placed their hands on their cheeks rather than on their chin as you said ... At that point you simply would smile and reply...)* Folks your chin is down here!” *(pointing and your chin.)*

This always brings the house down with everyone laughing. You can then go on to explain how they were all in a state of hypnosis in those few moments because you gave them the suggestion to place their hand on their cheek, even though you said chin.

Following is the presentation once again with pictures so you can see the hand movements with the words.



WIGGLE YOUR FINGERS,



MAKE A CIRCLE,



MAKE A GUN,



MAKE ANOTHER CIRCLE,



LOOK AT YOUR CIRCLE,



LOOK AT MY CIRCLE,



PUT THE CIRCLE ON YOUR CHIN.



FOLKS YOUR CHIN IS RIGHT HERE...

With this short demonstration you will have pulled your audience over to your side. Within the first few minutes of your presentation you are able to amaze them and make them laugh. From this point onward they will be paying attention to your presentation.

SUGGESTIBILITY TEST

ARM RISING AND FALLING (Suggestibility test) (A.S.H.)



This is a very effective tests that I use for almost all of my clients. Have your client stand up facing you with his feet a comfortable distance apart hen say. “Now go ahead and close your eyes and extend both your arms out in front of you and with your right hand make a fist with your thumb pointing upwards, and with your left hand, extend your fingers outward with your palm facing upwards. Now use your imagination and imagine that in your right hand you are holding the strings connected to a group of 15... Big ...25 inch colorful helium balloons as you know helium is a gas that rises and you can feel them pulling your right and arm upwards so light and weightless as you feel them pulling your right arm up, up, up... and on top of your left hand I am placing five... very large... heavy encyclopedias. You can feel the weight of the encyclopedias pulling your left hand down... down... down... you might even feel some discomfort in your upper arm weight of the encyclopedias as they pull your arm down... right arm up...up...up... left arm down... down ...down... in just one moment on going to drop another heavy encyclopedia on top of the pile you already have on your left-hand on the count of three, 1 . . . 2 . . . and . . . 3 (as you say three snap your fingers at the same time)... now open your eyes and look at your arms.”

For the results on this test if their arms responded to what you said and moved a little to a lot then they are not analytical. Depending on the severity of how much their arms move would constitute how much or how little non-analytical they are on the scale. If their arms moved very little to not at all, then that would show that they are analytical. And again if their arms moved the opposite direction then they are either resisting you or have some kind of fear or

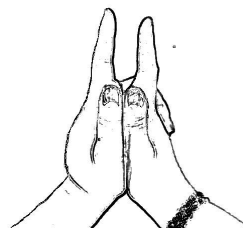
issue you'll need to discuss with them.

BODY SWAY ON GROUND (Suggestibility test?) (*A.S.H.*)

This one is best done with multiple clients at the same time. For this one you would say to your clients, "I'd like you to all stand side-by-side facing me with your arms extended outwards... I want you all to kneel on your right knee as you bring your hands downward ...placing them on the ground... as you do this you can also put your left knee on the ground. Now everyone sway your body back and forth and say mooooooooo. (pause for a moment and then say) There is absolutely no reason for this, I just wanted to see if you would do it.

I have used this many times as an icebreaker at the beginning of a talk or a show, especially with a younger group such as high school or college students.

FINGER TEST (Suggestibility test) (A.S.H.)



“Sit back comfortably in your chair, lift both your hands and clasp them together as if you are praying... extending your index fingers upwards holding them about an inch to an inch and a half apart. Concentrate on the space in between your fingers and as you concentrate on that space I want you to imagine that I am placing a big thick Red rubber band around your fingertips, and as I let go of the rubber band, you notice how it’s pulling your fingers together tighter and tighter as they come closer and closer together . the rubber band’s pulling them tighter in tighter and closer and closer as your fingers come closer together... visualize it and see the rubber bands clearly, as your fingers come closer and closer together until they eventually come together and touch and once they touch you can put your hands down.”

There are three results for this test. If your clients fingers go together fairly quickly they are considered non analytical. If they stay straight up and do not go together at all or they move just a little bit then they are analytical. In some cases their fingers will actually go the opposite direction, in this case it usually means that your client is either fighting your suggestions or is still very nervous or scared. If this happens you should take a few moments to find out what is going on such as what they afraid or apprehensive of or why are they resisting you. As you can see as a result of this test there is no pass or fail... no matter how they respond the test tells you much about their makeup.

HAND CLASPS - Authoritative (A.S.H.) (Suggestibility test)



This test must be done in an authoritative manner for it to work properly. This test also works great for multiple people at the same time, such as in group sessions or even a comedy hypnosis show. Have your client stand facing you with their feet a comfortable distance apart and say.

“Place your arms straight out in front of you facing me locking your elbows with your hands and palms clasped tightly together. If you follow my instructions and use your imagination, on the count of three you will not be able to separate your hands. 1 . . . imagined that your hands are glued tightly together so very tight that you will not be able to separate them . . . 2 . . . hands clasped tighter and tighter and you notice as you focus on the thumb knuckles that they are turning whiter and whiter, tighter and tighter, you will not be able to separate them . . . and . . . 3 . . . (now say this in a loud authoritative voice) **you cannot separate them, try...you cannot** . . . (wait about two or three seconds) now stop trying and relax.”

LOCKING ELBOW (Suggestibility test) (A.S.H.)



This test must also be done authoritatively. Have the client stand facing you and say “I’d like you to place your right arm facing straight out with your fingers extended. On the count of three if you follow my instructions and use your imagination you will not be able to bend your arm at the elbow. . . 1 . . . concentrate on you arm as a solid steel rod from your shoulder all the way to your fingertips... locking your elbow ...it will not bend . . 2 . . . from your shoulder to your fingertips... one solid piece of steel... it’s as if it’s not even part of your body anymore... a solid steel rod ... you cannot bend it . . . And 3 (say this in a loud authoritative voice) go ahead and try **you cannot bend it, you cannot** bend it ... and stop trying.”

POSTURAL SWAY (Suggestibility test) (A.S.H.)

If you have a client as a result of the testing that you've done so far, that you feel is very non-analytical then this is a great test that you can use that will have a strong effect on them. It is a great test to use if you're trying to build their confidence in you. Here's how it works.

“I'd like you to stand up here in front of me facing the wall with your arms to your side, with your toes in heels together. I'd like you close your eyes and imagine that your entire body is stiff from head to toe like a tall piece of wood (at this point I would rock them gently all wood and backwards just to make sure that they understand the concept) Now I am going to place my foot directly behind your heels to make sure that your feet do not slip backwards. I want you to use your imagination... I'd like you to imagine that there is a steel bar embedded in your shoulders, a solid steel bar ... just imagine it ... I also like you imagine that my hands are the most powerful magnets in the world...just like the big magnets that pick up car in the junkyards. In just a moment I'm going to pull my hands backwards and you'll feel a strong magnetic pull pulling your whole body backwards...you will feel you body fall backwards but I will catch you so don't worry ...you a very safe. Now concentrate on the steel rod and the magnets in my hands . . . as you feel the magnet pull your body back further and further... concentrate... use your imagination and feel that magnetic pull ... pulling you all the way back until you body falls, and I catch you nice and safe.”

With most non-analytical clients, this will work very well and as they fall backwards you'll see a shocked look on their face. It is a very convincing test of the power of waking hypnosis.

Magnetic fingers (A.S.H.)



Lift both of your hands in front of you with your index fingers extended, touching the tips of your fingers together. Focus on where your fingertips touch and using your imagination, imagine that your fingertips are actually fusing together visualize them as one finger, one bone, visualize the skin connecting so there is no separation. In just a moment I am going to count to three and at the count of three you will try to separate them and you will not be able to do so. One ... your fingers are completely fused together you cannot separate them ... two ... they are one finger, one bone, they will not separate ... Three! go-ahead and try, you cannot! Keep on trying. You cannot! ...Now you can stop.

INSTANT & RAPID INDUCTIONS HOW THEY WORK

While conducting these rapid and instant inductions, at the instant when the client's head is being pushed a backward or body is being jarred in some manner with their eyes closed, this produces a "shock" type effect to the conscious mind. At that split-second the conscious mind is placed off-balance and is trying to regain control however while it is off-balance and trying to regain control, any "one word" commands given in that same moment will not meet resistance by the conscience mind and will be acted upon immediately by the subconscious. Two of the most effective words that may be given are the words "sleep" and the word "heal".

From Handclasp Test - Rapid induction (A.S.H.)

Once you have conducted the handclasp test (see suggestibility tests for details) and their hands are still extended outward together you say this ... "Your hands will remain stuck until I come by and touch them, and as soon as I touch them your hands will drop down to your side and you will drop into the deepest state of relaxation." Remember, if they are standing you should tell them that they will not fall.

If there is only one person you are doing this with, you would simply place your hand on top of their hands and then push downward on their hands, saying the word "sleep", and notice their head drop down as they go into a deep hypnotic sleep.

If you have many people you are doing this with for a larger show you would simply do the same thing saying sleep and pushing their hands downward, then going to the next one in line doing the same with them going down the line to each one of them.

If they are sitting you can also tell them that as soon as you touch their hands, their hands will drop to their sides and their head will fall sideways onto the shoulder of the person on the right of them. This works out to be a very funny routine for a comedy hypnosis show, but beware that the last person in line will have no place to put their head. You will want to tell them that their head will go the opposite direction on top of the head of the person to their left.

Hand Release Method - Rapid induction (A.S.H.)

This method can be conducted either sitting or standing. With this method you would tell your subject to place their left arm straight out in front of them locking it at the elbow. now place your hand palm upwards under their wrist and tell them to push down on your hand as hard as they can as if they were trying to push your hand down to the ground. Then say “The harder you push down on my hand, the more tired you will become.” and repeat it several times if you do not feel they are pushing very hard. then continue I saying “You are so, so very tired that all of you want to do is just “ sleep”.” (As you say the word “sleep” simply lower your hand quickly a few inches and as you do their arm will drop. As it drops they will go into a deep sleep.)

Shake hand method (A.S.H.)

This one can be conducted with the client either standing or sitting. As with all instant or rapid inductions if your client is standing, as a safety precaution, you must always tell them in advance that at no time will they fall, that they will remain standing even while in hypnosis.

Standing in front of your client while their eyes are still closed, ask them to extend their hands and arms outwards so they can shake your hand. As they do so, you simply take their hand and shake it as in a greeting. You may use your other hand to support their forearm if you wish ... Then gently tug their arm towards you slightly while at the same time stating the word, “sleep”.

Always be attentive while conducting a rapid or instant induction of your clients posture. Be aware that if they are pulled too much off-balance that there is always the danger of them falling. Be careful and ready to catch them if needed.

INDUCTION

(Alternative to instant induction)

BODY SCAN (simple) (A.S.H.)

Close your eyes ... take a deep breath ... take a second deep breath as deep as you can ... and on your third deep breath hold it for about three seconds ... and exhale and relax ...
with each breath that you take, allow yourself to relax deeper and deeper ...

I'm going to have you relax each part of your body starting from the top of your head, going all the way down to the bottom of your feet ... and as I mention each part, just allow everything to let go ... starting with the top of your head ... your scalp and your forehead ... let go of all the tension and stress ... your eyebrows ... your eyelids ... feel that relaxation going down through your cheeks in your nose ... relax all the muscles around your mouth and lips ... relax your chin and jaw ... and allow all those muscles in your face to just relax and let go ... feel that relaxation going down into your neck and shoulders ... get rid of any tension that might be in your shoulder area, it should feel good to do that ... relax your arms ... all the way down to your hands and fingertips ... just let go ... let go completely ... and notice how deep your breathing has become ... so much more relaxed than just a few moments ago ... and as you breathe in deeply and exhale slowly ... allow all the muscles in your chest to just relax ... all the way down to your stomach, get rid of any tension that might be in your stomach area ... down to your hips ... just let go completely ... and your legs relax ... your thighs ... your knees ... relax your calves and your ankles ... feel that relaxation going down into your feet ... and even your toes just relax completely ... as you drift down deeper into a very relaxed state ...

Spot on Hand

Depth Test

In just a moment I am going to have you bring your right hand up in front of your face with your palm facing you, about 8-10 inches away, fingers pointed upwards and lightly press together ... Then I am going to have you try to open your eyes and focus on one spot on the palm of your hand, looking no where else in the room, just focusing on that one spot ... The one thing that you must accomplish is you must remain totally relaxed, and completely at ease, even with your hand in that position ...

So now remaining totally, completely relaxed ... I'd like you to raise your right hand up in front of your face with your palm facing you, about 8-10 inches away, fingers pointed upwards and lightly press together ... that's good ... Now try to open your eyes and focus on one spot and only one spot on the palm of your hand ... and as you focus on that spot your fingers are beginning to separate ... that's right as you focus on that spot, your fingers are separating ... wider and wider, more and more relaxed ... and don't let it bother you now that your fingers have separated now ... it's a very natural and normal sensation, and in just a moment as I begin counting ... you'll notice that your eyelids are becoming heavier and heavier ... that's right heavier and heavier ... as your fingers separate even more

1. Your eyelids are becoming heavier.
2. The more you concentrate ... the more your fingers separate ... wider and wider.
3. All outside sounds are just fading away into the distance ...

(NOTE: If their fingers have not separated by now continue adding in more numbers before ending this exercise.)

4. So tired and drowsy ... Let your eyes close all the way down ... and
5. Return your hand down to your (lap / or to the chair), as you go deeper into relaxation

THE AGREEMENTS

Contract with Committee

Everyone on stage from this point forward I will call you my committee. I'd like to come into a contract with you right now and here is the way it works. What I'd like you to do is, I'd like you to follow all my instructions as quickly and thoroughly as you can. I'd like you to use as much imagination, excitement and energy as possible ... and most importantly to have fun! If you can do all of these things for me, I promise you that by the end of the show you will feel better than you ever have in your entire life. I will give you more confidence and self-esteem and you can imagine. Yes you will be **all that!** If you agree with that nod your heads.

Contract with audience

Now everyone in the audience I'd like to ask you to come into an agreement with me. If you can give me about five minutes of silence as I bring the committee into hypnosis, without yelling, screaming or making any loud outbursts, I promise you the most entertaining show you have ever seen. After the are in hypnosis you can make all the noise you want. Do we have to deal? If not ... security is standing right over there. *(said while pointing towards the door)*

A COMEDY SHOW ROUTINE

HEAD STUCK - on the shoulder of the person next to them during instant induction

BUS - trip to the country

CASTING CALL - from NGM studios - Ending with forgot my last name!

ALWAYS DIFFERENT NAME & FORGOT NAME

TONGUE STUCK OUT - then interview

FORGOT THE NUMBER 7

SPLIT MY PANTS -

HORSE RACE -

STOMP FOOT - Incorporate with pinching, smells, and underwear tight

BIRD ON FINGER - singing and then diarrhea

FARM Cow milking contest

 Cat

 Mouse up leg

 Bees

UNDERWEAR - audience in underwear, then volunteers

LOST HER HEAD - supermodel with broom

ASK FOR A DATE / FORGOT NAME - good commercial for confidence

PSYCHIC -

MAGIC FINGER - shows the strength of hypnosis

AMBASSADOR FROM THE MOON

4 YEARS OLD - regression

HOT CHAIR

BUTT FELL OFF OR BOUNCE

NEGATIVE HALLUCINATION - I am invisible - bees - chair chases them

SCARVES - and bathroom breaks

HUGGING AND STUCK

SEND TO THEIR SEATS -

 As Santa

 Exotic birds

 Ballet instructors

 Rap artists

 Farmer and cows loose

 Bunny rabbits

 Feet stuck one by one

 Bonzai as they sit or every 10 seconds not knowing why

 Noise police

ANOTHER SHOW OPTION

Have someone show me cue cards in the front row as I go along
Prelude music while setting up and while audience is taking their seats.
Intro music

THE REMOTE SHOW

Suggestibility Tests

In audience

Finger / gun with group
Finger - Rubber band

On Stage

Finger with the group
Arm heavy and light
Men - Cow one
Men - Arm bending
Women - Hand clasps
All - Fingers stuck together
All - Fingers opposing magnets

(Have them all flail their arms and legs wildly and shake head with tongue sticking out. This is the strangest thing you will do the entire show)

Induction

Background music

Eye catalepsy

Right arm out - can't lower it, bounce back up, stop then
Rapid induction -

Your head will fall on shoulder of person on the right of you.

Your head is now stuck there...

When you "open your eyes" your head will stay stuck on the shoulder of the person next to you.

Reality Show

You are auditioning for a new reality show.

(Have a suitcase of money)???

We need to see how well you can use your imagination for the show.

Everyone stands up.

1. Imagine you are in a stick-up (robbery) you put your arms in the air above your head and you can not lower your arms.
2. Imagine yourself ... revolving arms - you can not stop no matter how hard you try.
(flight of the bumble bee music) stop them with a rapid induction by touching the back of their heads and they stay standing and their heads droop and arms fall to their side.
3. Everyone put your right arm all the way out onto the shoulder of the person to the right of you... your arm remains stuck there... Now put your left arm all the way out and put it on the shoulder of the person to the left of you.... It also remains stuck. NOW as your arms remain stuck, begin marching in place like a high school marching band... you cannot stop marching...
(play a chorus line)

Now try to make the front row march with their feet higher like the ROCKETTES!
(Announce them as the Rockettes) all look left! All look right!

STOP

Have them close their eyes

Congratulate them on a wonderful job and ask each of them their name and they will not be able to say their last name.

1. You will always tell me a different name for the rest of the show
Plus
2. When ever I stomp my foot someone pinched your butt
Let out a fart
Smells wonderful
Plus
3. Your underwear are getting a size tighter and tighter, squirm.

The back of my pants are split. You can't let me know you see it. It is hysterical.

Western

1. *Wild Wild West (intro music) &*
2. *Good, the bad and the ugly - during duel*

Everyone is in the wild west in a bar. You get in an argument over a saloon girl and take it into the street for a duel. You begin by psyching each other out, eye stare and posture, then finally draw but it doesn't shoot, turns into a banana, go to throw the banana at each other but it gets stuck, turns into a rope putting your hand straight up into the air and you arm gets stuck that way, then the other arm gets stuck up that way, then it turns into a 500 pound weight which falls to the ground, now there is another pistol just out of reach. Music ends and your hand is still stuck and you wonder what you are doing in this position.

Mighty mouse super hero (get a cape that ties at neck and mouse ears hat)
Whenever you hear music you jump up and act like super hero.

Commercial (Smoking Cessation)

Horse race

race horn
horse race

Game show

The Price is Right

Welcome to the new price is right!

I say (all my words can be put on cue cards for this game)

Today some lucky winner is going to have the chance to walk away with a showcase worth over \$100,000 in cash and prizes.

And all you will have to do is answer one simple question.

Whenever you try to say the word TRUE , you can only say the word FALSE

Have my questions on cue cards to be read.

Find a buzzer sound that can be played to signify a wrong answer.

Psychic network

X- Files?

(Have announcement dubbed over music)

“The mysteries of the paranormal... In this episode of the x- files we will be examining the truth of psychic phenomena. We have with us today the world renown psychic and author Mr. Rene Bastarache who has aided countless law enforcement agencies to apprehend dangerous criminals. Now join us as he demonstrates here today this powerful mysterious talent from the depths of the subconscious mind.”

Worlds greatest salesman - Commercial (salesmanship)

They are on commission and the one who passes out the most fliers (only one per person) and sells the most people wins.

Two are on stage trying to convince the entire audience to buy product in the manner of fire and Brimstone.

Animal Channel

Farm Animals Sounds

Benny Hill Show

You are all on a farm and going to have a cow milking contest. Take your imaginary bucket and put in under the cow in front of you and grab the udders and get ready, set and go...

(MUSIC STARTS - Benny Hill Show)

The milking contest begins ... half way through they become the cows being milked, mooing very loud. Then begin grazing on grass and when the music stops they wonder what they are doing on the ground.

Everyone sits back in their seats. And hears a cute little barn cat purring at their feet,
(find cat purring and friendly meow sounds...)
Reach down to pet it,
Pick him up cuddling and petting (Find angry cat sounds and hissing)
Throw him on the floor and he chases a big rat around the barn, they run like crazy towards
you and the rat runs up your pants leg.

Dating game

Dating Game

1. Have a small portable wall to separate the bachelorette and the three bachelors.
2. Create a card with the prepared questions she is to ask the candidates.

Bachelor # 1 His tongue is stuck so far out of his head the he cannot talk properly.

Bachelor # 2 Is so drunk that he cannot say anything correctly.

Bachelor # 3 Is a cartoon character that continually stutters and hiccups when speaking.

Three contestants all have to answer the questions "in character"

They all think they are playing for a date with their favorite super model / movie star.

The winner meets his date (broom with head fall off)

Fashion Show

Auto racing

Street auto race from city to city with many obstacles in the way. extreme turns and
stopping, flat tire, pedestrians, girl scouts, raining in windows, stuck in the mud, etc.

Police show

Cops

Police line up - ask your name (say the name of the criminal) complete set-up
with an obvious mistake in identity. It's woman criminal and I place a wig on the suspects
head in negative hallucination.

A witness described the suspect as a blonde woman - get a blonde wig

a clown - clown wig, nose, Horn, big bow tie.

(need a card table, on of the rectangle ones instead of square)

Robbed a bank - tons of cash falls on the table when cop turns around.

Robbed a drug store - many pill bottles fall on table. Or tons of weapons.

People's court

People's court

Trumped up charge that you are set up for. You are an innocent victim.

Ideas:

Whenever I say "innocent" you say "guilty"

Whenever I turn around you stand and make faces.

Whenever I ask who did it you raise you arm and it gets stuck for three seconds in the air.

Commercial (Weight Loss)

Children's show

1. *Sesame Street*
2. *Lamb Chop - Song that never ends*

Sesame street music starts loud and then fades as I give instructions... When you open your eyes you will all be 4 years old, you will have the same thoughts, feelings, and actions of a four year old child. You will be very anxious to volunteer for and do anything I ask you. When ever I turn away from you, you will give me the funniest faces that you can but can not let me catch you.

Have everyone form a half circle in front of me standing up.

I turn and talk to audience. (They make funny faces.)

Have them march in a circle during the Song that never ends, playing different instruments.

Volunteer to sing song "Oscar Meyer Weiner" for a contest.

News

Headline News

Certain words will make you say the opposite - butt or rain, twirl for snow, etc.
In office news casters - two of them are live in a tornado. Two are live at the north pole, blizzards - other fun things.

Soap opera

Days of our lives

When I snap my fingers your tongue will stick way out of your mouth and you will not be able to talk properly.

Oscars

You won for best supporting actor, give a speech.

Commercial (Confidence)

Go into the audience and ask for a date and when you are asked for your name and number you cannot remember.

Spy

Mission Impossible or James Bond ??

Shoe phone - music from ? You are trying to blend in with as part of a mafia crime family and all you spy items go haywire. hidden mike makes noise, shoe begins to ring like a phone.

Horror

Twilight Zone & Ghost Busters

Negative Hallucinations - things begin to move - Huge inflatable ghost or dinosaur

comes to life... Things are touching their hair and neck, bugs etc. Then they turn into ghostbusters, and it all gets better.

Silly string

FINALE

All hug and get stuck

Find a creative way to send everyone back to their seats.

Last minute announcements / sales.

Thank everyone for coming.

Take everyone out of hypnosis.

Play "This is the song that never ends" as I walk off of the stage.

Things to Add into the show somewhere.

Bathroom and everyone is gone

Scarves or similar prop

Point from back of room and they all go to sleep

You think you can turn invisible when ever you want to

Pregnant?

As they are in the audience, the entire audience is in their underwear. Then they are in their underwear and the only place to hide is on the stage.

SKITS



Here is a list of both time proven and new skits you can use in your shows.

AIRPLANE FLY OVER -

You are a pilot of a small airplane. It is a bumpy takeoff, once flying the plane takes a sharp turn to the left to avoid a flock of seagulls, then a sharp turn to avoid a blimp, and a steep dive to avoid any other objects you made to us. Then the pilot it's a certain button put the plane into automatic pilot and you can then let go of the steering wheel. You notice found below to your right that you are flying over what appears to be a nudist colony, and you also notice that there is a set of binoculars to your side. As your volunteers began to focus with the binoculars you then realize that it is not a nudist colony that it is in fact a nursing home. This is a very funny routine.

ALWAYS TELL ME A DIFFERENT NAME -

Give the subjects a suggestion that each time there name is asked, they give you a different name either of a man or woman. This is an ongoing routine that can be used throughout entire show.

ASLEEP IN THE AUDIENCE -

Your subject is given a suggestion to go into the audience Is now. As soon as he sits he falls asleep and stays asleep. Two people from the stage go into the audience and pick him up and bring him back to the stage where he is put into his own care. The subject stays asleep the whole time than when he is awakened is very surprised that he Is back onstage.

AMBASSADOR FROM THE MOON -

One of your volunteers is the ambassador from the moon and only speaks moon talk. Another volunteer is the translator for the ambassador and also speaks English. You ask a series of questions to the Ambassador as a reporter and the fun begins as they translate your message back and forth. This ends up with them both singing the alien National Anthem.

BAD TIE -

A female subject is given a suggestion that when she opened her eyes she will criticize the terrible looking necktie her husband beside her is wearing. She does this on a certain cue however the person she is criticizing is not her husband but a stranger.

BARN CAT -

You give suggestions to the volunteers that there is a cute, cuddly Cat on the ground near their feet and rubbing up against their legs. Tell them to bend over and pick up the cat and start petting it. As they began to pet the cat all of a sudden it begins to get out of hand by howling in becoming very angry and nasty. You tell them to quickly put the cat down on the ground, as they noticed the cat running away from them chasing a mouse. The cat continues to chase the mouse around the room as they begin to come towards the volunteer and the mouse runs right up the volunteer's pants leg.

BALLET -

Have a ballet contest choreographed to a famous ballet number. The contestants are dishing for a part in an upcoming play.

BALLROOM DANCE -

Have the volunteers pair off to male and female teams, begin to play ballroom music and had a ballroom dancing contest

BASS MASTERS -

You are fishermen on the ESPN program Bass masters. When people walk by you think they are large bass and you are trying to catch them

BATHROOM BREAK -

Take one of your best responding subjects and tell them that when they open their eyes they will feel a strong urge to have to go to the bathroom at which time they will make an excuse to leave the stage and go, however as soon as

they reach the edge of the stage they will no longer have to go and return to their seat, as soon as they said they will have to go again. This proves to be a very funny it. It can be concluded by giving them another suggestion that when they returned from the bathroom that everyone in the audience is missing and the two of you are the only ones and the entire building.

BEES -

This is a great addition to any skit whether It be on a bus or outdoors during a picnic for example. Simply tell your volunteers that there is a bee nearby them as you either make the sounds of a bee yourself or use a sound effects of bees flying.

BIG DOG -

Tell the subject to imagine that they are walking a dog outside through the park while holding lease. The Dodd turns into an extremely large dog who is pulling the subject in every direction uncontrollably.

BODY BUILDING COMPETITION -

Everyone on stage is in a bodybuilding pose down competition. This is a competition so everyone is trying to outdo each other by flexing their muscles and posing to the judges.

BOXER -

One of your subjects is told that he is the world's greatest boxer and he is being interviewed by a reporter for a local Sports Channel. He will act like a boxer and even demonstrate his fancy footwork and shadow boxing for the viewers.

BRUCE LEE -

The subject is an actor and believes that he is Bruce Lee playing In a B rated movie. Whenever he is asked a question he annexes its standing in a karate stance showing his cur are the moves however the sound coming out of his mouth is not correlate with the words coming out the timing will be completely off as if they were being dumped in by another person.

BUS RIDE -

Subjects are all on a tour bus driving Cross country, as they go over a very bumpy road. The air conditioner on the bus breaks and the guests get extremely hot. The hotter against the more they need to stand themselves, then he gets

extremely cold and the misuse each other for body heat.

BUTT - STOLEN OR FELL OFF -

As your volunteers are all standing you can tell them that their bottom has been stolen or sell off and when they go to sit on the share they will slide right off of it. Be sure to tell them to be very careful Celeste not to get hurt.

BUTT MADE OUT OF RUBBER -

This is similar to the previous skit however you tell your subjects that there autumn is made out of rubber and when they go to sit on their chair they will continually balance up and down not been able to sit.

CAN'T LET GO -

Subjects had given a tennis ball or other small object to hold better then told it is covered with blue and cannot let go.

CAN'T PICK UP MONEY -

A \$100 bill is put on the ground in the subject is told that If they can pick it up they can have it. Once they reach down to pick It up they are told that weighs 5 tons.

CAN'T SOMKE A CIGARETTE -

Us ask one of your smoking subjects to try to light a cigarette however there is an invisible force field around their entire body and they will not be able to get the cigarette closer than 3 Inches from their mouth.

CAN'T TEAR IT -

Give everyone a piece of paper and tell them that it is a new space-age material that cannot be toward.

CHICKEN -

Everyone onstage is given the suggestion that they are chickens in the backyard.

COFFEE POT - During and on audition of some sort, tell your volunteers to put their right hand on their hip and their left arm up in the air. Now tell them to do their best impersonation of an old-fashioned automatic electric coffee peculator for an Espresso machine

CONFIDENCE COMMERCIAL - DATE IN AUDIENCE

COUNT DRACULA -

During an audition at the contestants impersonate Count Dracula.

CROCODILE HUNTER -

You are Steve Ervin the crocodile hunter. You are going to walk up and down the street pointing out crocodiles which are really people as you take me on a safari.

DATING GAME -

A panel of three people are chosen as contestants and one person is chosen as the person looking for a date. They ask many questions in the contestants will have to answer the questions however each one has something peculiar about them. One may be a cartoon character, another speaks with a high squeaky voice, and the third can have something equally as strange given as a suggestion about them.

DOG SHOW -

Have your volunteers parade around the stage, imagining that they have a ribbon winning purebred dog. They are being interview by you who they think is a judge. Asked them questions about how they raised their dogs, what kind of dog they have, and any special tips they may have for the viewers.

DRUNK -



As a test you may tell one of your volunteers that he is so drunk that he couldn't possibly even say his name. Then question him to see the response.

DUEL -

You create a Western scene in the mind of the subjects and have two candidates at each end of the stage and conduct a duel against each other. As they go to Gerard, their guns remain stuck in the holsters, then they turn into a banana, then extremely heavy weights which drops to the ground in their hands is stuck to it. This can continue for some time with the changing into different items.

ELVIS -

Upon a certain tone hearing a certain sound or song, one of your subject jumps up and begins to act like Elvis Presley.



EMMY -

You just won an Emmy and are giving your acceptance speech

EMPEROR OF JAPAN -

Subject is told that he is the emperor of Japan who is speaking to his subject. You tell him what to say in English and he will repeat it in an authoritative voice speaking Japanese.

EXOTIC BIRD -

Have the subjects put their hand in front of them with their index finger extended at which time you tell them that you are placing a \$2000 beautiful exotic white singing bird on their finger. In order for the birds sing beautifully they must kiss him on the head. The more they kiss their burden on the head the more beautiful the bird sings. Once they are busy kissing the bird on the head you then informed on that the bird has diarrhea or an enlists the bird off the finger very quickly.

FAVORITE SUPERMODEL -

Choose a volunteer and give them a broom to hold, with the sweeping portion of the broom facing upwards. This should be a type of broom that the

head of it can be screwed off. have them close their eyes for a moment as you asked them who their favorite supermodel is. tell them that when they open their eyes the broom they are holding will be their favorite supermodel. Take a few moments to question them how they feel about their favorite supermodel being here to visit them. As they are answering your questions and holding the broom, reach over and begin to unscrew the head of the broom. Once you have done that let the head of the broom fall to the floor and in an excited voice tell them that her head has fallen off and see what wackiness ensues.

FEET STUCK TO THE FLOOR -

Give your volunteer directions to do something and as they go to do it tell them that there he asked her to the floor.

FISHING CONTEST -

All of your volunteers are at a fishing contest. Have them reached down and take the worm to put on their hook, and begin fishing for largest fish to win the contest.

FLIGHT TO THE OUTER SPACE -

You are on a flight to other states, you can feel the thrust of the Rockets as your spacecraft takes off. You go through a period of weightlessness as you have your subjects walk around the stage. You can have one of the subject pouring the ship and using a paper plate as the steering wheel. One of the subjects Moscow outside of the spacecraft to work on the ship and you give them a rope as a tether line. It says he gets outside the showered with aspirates etc.

FORGOT MY LAST NAME -

Informed appliance than just a moment will ask them to say out loud her first name, their middle name, and then their last name, but when you asked them they will have gotten their last name entirely, as if it does not even exist in the English language. Even if someone tells them their name they will not believe it is their name.

FORGOT THE NUMBER 7 -

The number seven has disappeared from the English language, from someone you will come as follows, 123456 eight 910. now have the subject count all of their fingers out loud as you point to them. They will miss the number seven and will count that they have 11 fingers.

FOUNTAIN OF YOUTH -

The subject are given a magical potion in which they will go back to their youth and they will begin acting younger and younger and younger all the way to be an infant.

GODMOTHER - MAUFIA -

The subject are told that they are leaders of the Mafia in the Godfather had just died in his wife is taking over as the godmother. As the godmother, her first were businesses to change the image of the Mafia and she Informs the other leaders that they will now have two where pink suits and their sedans will all be double. Watch the reactions of the followers and she continues to explain her new feminine type Mafia plans.

GODZILLA -

This subject is told that he Is a guerrilla in a zoo and is allowed to act like one staying within certain space restrictions.

GREATEST MAGICIAN -

You are the world's greatest magician and as his subjects 12, you make a rabbit magically appear near Kenyans. They want to rabbit levitate, floating above their heads, and returning back to your hands. You can continue on with this routine making the rabbit disappear reappear.

HORSE RACE -

Everyone onstage is given a ticket and Is told that is worth \$50,000 if their horse wins the race. each one of them is given a number correlating the horse that they are cheering for. The more they cheer and make noise, the faster they are horse will run. Several of the contestants are told that they are not only rooting for the chorus but they are also the jockeys for the horse in the race. They had told to jump up and down as if they are right in the fourth love the process. The race begins and when showcasing loud with airports. Once the race finishes they are all waiting for the announcement to tell them who won the race. You announced that It was a flash finish and everyone wins than the ad told that they all disqualified. (Watch the reaction). They have been told that the announcement was a mistake and they did the way. Than the atoll there's a professional pickpockets in the audience and they must hide their ticket

somewhere out of sight when no one would ever think of looking for its period wherever they have eaten their ticket in thin begins its like crazy. After a few moments of itching turns into an ice cube. Watch their reactions

HOT CHAIR -

The cheer that your subjects are sitting on turns extremely hot...so hot that they cannot stay on it.

HOT FOOT -

This subject is told that his shoe is so very hot that they can no longer keep it on anymore

JANITOR -

Your subject is told that he is the buildings janitor. You can give him a room and you will continue sweeping the area until you asked to do something else.

JUNE CLEAVER -

You are June Cleaver and you lost your son the Beaver. you begin asking everyone if they have seen your son because he should have been home an hour ago for dinner. You also yelling is named out loud every 10 seconds as loud as you can.

MAGIC FINGER -

You are told that you are given the gift of magic. Have your subject expands the index finger and attitude test tell them that they have the magic ability to touch any of the other subjects from before it and they will immediately go into a deep sound sleep. As the volunteer passes each of the subjects on the fort that they will automatically dropped their heads into a sleep position. Now you have to volunteer what would happen if they would test their own warhead with the finger. Then have them do it however you can have their other hand the finger back as a struggle consumes and ultimately the finger touches therefore that they actually going to hypnosis. Be sure to tell them that no time will they fall on the ground that they will remain standing.

MILKING CONTEST -

Tell subjects that they are going to have a milking contest and to imagine that there is a bucket in front of them cleaned their feet and to reach down to grab the palace potters get ready for the contest began. Lever fills their bucket with mill for us wins the contest. Once they begin, have them go for a short-term

milking cow, then tell them that they are the cow begin on the hands and knees act now, then tell them that they are without being milked. Give them the command sleep, and when they open their eyes they will have no Idea what they are doing in this position. now have open their eyes and asked them what they had doing the hands and knees.

MOVIE THEATER -

Tell subjects that they are In a movie theater watching a sad movie as you watch the faces Turn very said, then the movie turns happy , then funny , then scary.

MUSIC FROM MY SHOE -

Tell your volunteers that their favorite music is coming-out of their right shoe.

NGM STUDIO CASTING CALL -

The agent from and NGM Studios is at their school looking for two students a male and a female to act in an upcoming movie beginning of the next day. And just a moment they must give their best impersonations of the list of facial expressions or characters that you are a bout to give them. You can have them do whatever you like such as a happy face, a sad face, angry face or a scary face.

ON A SHIP - ROUGH SEAS -

As a beginning skit, tell your subjects that they are on a ship. The season getting very rough and they feel the ship rocking them from side to side. Continued to speak this way with rhythm until you see from rocking from left to right.

PETTING ZOO -

Inform your subjects that the audience members in the front row are all various form the animals in a petting zoo. have your subjects go over to the people in the front row to pat them as you discussed what kind of animals they are.

PARTIAL BODY DANCE -

This is a great way to prepare your volunteers for having them dance. Tell them that they are contestants in a dance contest. This is a special kind of dance contest where they remain sitting in their chair and only the top half of their body dances. After a few moments of this tell them to stop and then have the

bottom half of their body dance. Then have them stand up and now have the top and bottom of their body dance together. Now you have them dancing.

PICNIC IN THE COUNTRY -

Have them imagine that they are having a picnic in the country. They can sit down on a nightspot that they've chosen and open up their blankets. Then have them sit on their blankets and open up their picnic lunch and began enjoying its. You can interview them to see what kind of picnic lunch they brought with them.

PERFUME SMELLS GREAT -

Tell one of your volunteers that the person on the left or right side of them has irresistible smelling perfume on.

PINCHED MY BUTT -

Tell one or more of your volunteers that every time you stomp your foot on the ground that a person sitting next to them pinched their butt.

PITCH MAN -

You are a television pitch man trying to sell your product to passing customers.

PHOTOS WITH OPRAH -

You are Oprah Winfrey and due to personal circumstances you are now broke. To earn money you are trying to sell pictures of yourself with people for a dollar.

POLOTICIAN -

You are a politician or president and you are campaigning for re-election. Anything people are carrying you think is a baby and you ask to kiss their baby. Pocketbooks, cell phones, whatever they have. You can also have another volunteer be a secret service agent following and protecting him.

PROGRESSION TO AGE 80 -

To your volunteers that they are now 80 years old and interview them find out what they did the work before they retired and about their children and grandchildren.

PSYCHIC -

Tell your volunteer that you are the world's greatest psychic. Asked them to ask you any question that they might have. It must be something that no one in the audience know. Once they asked a question to you snap your fingers and tell them to sleep. When they open their eyes ask them the same questions that they asked you, and they will cut you the answer not remembering that they just asked to you. You can do this several times as the audience loves it.

REGRESSION TO AGE 4 -



Tell your volunteers that they are now four years old and will have all the same memory's thoughts and feelings of a four-year-old child. Also tell them that you are a teacher that they do not like and whenever you turn your back to them to speak to the audience they are to make the funniest faces they can and not get caught. Have them open their eyes and sit on the floor in a half circle but. tell them to behave as you turn your back to them in speak to the audience as they make very funny faces. You keep turning to try to catch the cannot. At one point shout out the word freeze and when you turn they should be frozen in their silly poses. Tell them that the Oscar Mayer Wiener Company is looking for a new person to sing the song of the commercial. Whoever sings the best will win the opportunity to sing on television. Now ask for volunteers and let them sing.

ROCKET -

Your group are astronauts taking off for a voyage. You can really use your imagination in this one giving them one mission after another. They can experience G forces, turbulence, weightlessness, having to go outside with a space suit to repair the ship, landing on a foreign planet etc.

RUNWAY MODELS -

Your audience opens their eyes to find a boa by their feet. They put the boa on and begin to walk the model runway strutting off their stuff. This can get really intense.

SANTA -

You are the real Santa, go into the audience and ask everyone what they want for Christmas.

SECRET AGENT -

You are a secret agent. When you hear this music (*some secret agent theme song*) You will become a secret agent with the mission to recover a (*choose an object that will be fairly easy to find*) which is in the audience and then bring it back to your seat. You cannot let anyone see you and cannot be caught by the enemy.

SHIP -

You are all on a ship and as you feel the ship rock back and forth from side to side you feel your body moving from side to side with it. (*This is a great opener to get your volunteers moving and into the swing of things.*)

SMOKING COMMERCIAL -

Have a volunteer who is a smoker come up front and tell him to try and light a cigarette. (*Use an imaginary one or fake one*) Just as he goes to put it into his mouth you tell him that there is an invisible force field around his body about 3 inches away and he will not be able to get the cigarette within 3 inches of his mouth. (*A great visual to see the strength of hypnosis with smoking cessation.*)

SOMEONE FARTED -

Whenever I stomp my foot on the ground you think that the person next you let out the worse fart you could ever imagine.

SPLIT MY PANTS -

When you open your eyes you will notice that I split my pants right up the back. It is disgusting and hysterical but you cannot let me know that you see it.

STUCK TO YOUR CHAIR -

You are stuck to your chair and your chair is stuck to the ground.

SUPERMODEL -

While the subjects eyes are closed you ask him who is favorite supermodel is. When he opened his eyes you are holding a broom with the sweeping portion of the broom facing up, which you tell him is his favorite supermodel who has come here just to meet him. Interview the subject to see what he thinks and how he feels about having her right there in front of him. You can ask him if he would like to give her a kiss on the cheek. Ask him if he would like to hold her as you begin unscrewing the head of the broom. when he goes to hold the broom the head of the broom falls onto the ground at which time you tell him that her head has fallen off and watched the craziness that ensues.

TALENT SHOW -

Asking volunteers to participate in a talent show by either telling a joke, singing a song for showing their best dance moves.

TRAIN RIDE -

This is similar to the bus ride above. On the train ride you can have your volunteers become very cold, very warm, you can make bumpy, have a loose the flying around or whatever you would like

THE AMAZING RACE -

You are on the TV show Amazing Race. You are on a tall mountain and are trying to get off if it any way you can..

TONGUE IS STUCK -

When I snap my fingers your tongue will be stuck so far out of your mouth you will not be able to speak properly. Snap your fingers and then begin interviewing your people.

UNDERWEAR -

When you open your eyes everyone in the audience is in their underwear and it is the funniest thing you have ever seen.

After you have fun with that for a while have them close their eyes telling them that everything is back to normal but when they open their eyes they will be in their underwear and it will be very embarrassing.

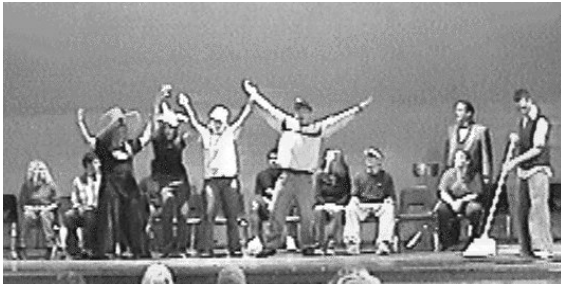
UNDERWEAR TOO TIGHT -

Every time I stomp my foot on the ground your underwear will get a size

tighter and tighter. You will begin to squirm and even stand up to re arrange yourself. *(Be careful not to do this too long as it may actually cause pain in the subject.)*

VILLAGE PEOPLE -

When you hear the music (YMCA song) you will immediately get up and dance like the Village People. *(You may even want to have the various hats placed at their feet)*



WASHING MACHINE -

During an audition, have your subjects put their hands on their hips and impersonate an old fashioned electric washing machine.

WEIGHT LOSS COMMERCIAL -

You can give everyone a tic-tac or have them simply imagine that they are putting an imaginary object in their mouth. Then first tell them it is the worlds best tasting chocolate. Ask them what kind it is and how it taste. Then tell them when you snap your fingers it will taste like rotten cabbage. Snap your fingers and see the reaction.

WORLDS BEST LIAR -

You are the worlds best liar. NO matter what you are asked you must lie to answer. Then question the subject on whatever you like. Some good questions are . . . Do you like the school principal and why? Are you a man or a woman? Ask a man if he likes to wear womens clothing and why? Etc.

YOU ARE A PILOT - FLY OVER

All of your volunteers are pilots each flying a small one seater airplane, as they fly over the place that you are holding the show, then their home and then they fly over a nudist colony. You tell them that there is a pair of binoculars beside them on the seat and watch how quickly they pick them up to get a

be3tter view. Then after they begin looking you tell them that you made a mistake and it was indeed an old folks home and not a nudist colony.

YOU ARE A COW -

Tell one of your subjects that he is a cow. You may even do it with several volunteers. Then you choose someone else to be a farmer trying to gather his cows together in a corral.

EXAMPLE CONTRACTS USED



AGREEMENT FORM

P. O. Box 1004 Biddeford, ME 04005 (207) 571-4005
www.bookastar.com admin@bookastar.com

PLEASE FILL IN BLANKS, SIGN AND RETURN
A COPY TO US A.S.A.P.

This is a contractual agreement entered into between New England Entertainment and . . .
Host: _____
Host Mailing Address: _____

New England Entertainment agrees to provide HOST with a performance by:
Artist: _____
Date(s) of Performance: _____
Time(s): _____
Location of performance: _____
Artist(s) fee: _____ *Payable directly to the performer unless otherwise agreed upon. Payment is due on the day of the event prior to the performance. Contract payments are non-refundable should the purchaser postpone or cancel.*
The balance will be paid to: _____
By check and shall be made out to: _____
Additional information or requirements: _____

- A** Should there be any changes in the performance time, location or anything else pertaining to it, New England Entertainment should be informed as soon as possible.
- B** If for any reason beyond the control of the entertainer, he is delayed or unable to appear and a change of date or substitution cannot be agreed upon, then this agreement shall be cancelled with no further obligation by either party. In this case, any prepaid fee amount will be immediately returned to the client.
- C** This Agreement is between the EMPLOYER (Host), and the PERFORMER(S). Failure to perform said contents of this agreement, or part thereof, is the sole responsibility of the EMPLOYER or of the PERFORMER(S) and that NEW ENGLAND ENTERTAINMENT shall not be held liable in any way for a breach of agreement.
- D** No recording devices of any kind may be used without the express consent of the entertainer.

If contract has not been received within 15 days of the event, the event will be cancelled for re-booking.

_____	_____	_____	_____
Agent or Artist(s) signature	Date	Signature of Host	Date
_____	_____	_____	_____
Agent or Artist(s) Printed Name		Printed Name of Host	



AGREEMENT FORM

2600 Welsh Rd. #62, Philadelphia, PA 09152 (215) 586-1818

www.choosehypnosis.com admin@choosehypnosis.com

PLEASE FILL IN BLANKS, SIGN AND RETURN
A COPY TO US A.S.A.P.

This is a contractual agreement entered into between American School of Hypnosis and . . .

Host: _____

Host Mailing Address: _____

American School of Hypnosis agrees to provide HOST with a performance by:

Artist: _____

Date(s) of Performance: _____

Time(s): _____

Location of performance: _____

Directions: _____

Artist(s) fee: _____

The fee will be paid to: _____ When: _____

by check and shall be made out to: _____

Additional information or requirements: _____

A Should there be any changes in the performance time, location or anything else pertaining to it, American School of Hypnosis should be informed as soon as possible.

B If the show is canceled for any reason within one week (7 days) of the performance you shall be required to pay American School of Hypnosis a cancellation fee of one half of the performance fee. If the performance is canceled for any reason within one day (24 hours) prior to the show, the entire fee will be paid in full.

C This Agreement is between the EMPLOYER (Host), and the PERFORMER(S). Failure to perform said contents of this agreement, or part thereof, is the sole responsibility of the EMPLOYER or of the PERFORMER(S) and that American School of Hypnosis shall not be held liable in any way for a breach of agreement.

Agent or Artist(s) signature

Date

Signature of Host

Date

Agent or Artist(s) Printed Name

Printed Name of Host

CHAPTER V Teaching

Adult Education

This is a business that will help you in two different areas. Most cities will have an adult education program usually at the local high school. These adult education programs are usually looking for new interesting programs to offer. I have taught many different subjects in different adult education programs and have found them to be very enjoyable people to work with. Another advantage of working with the adult education program is that if you do a good job at teaching, many of your students will want to become your clients for individual sessions or further training in the area that you are teaching. What I have done in the past is taught introductory courses in hypnosis, self hypnosis, smoking cessation, relaxation and many metaphysical topics. Once the introductory course is over many of the students have wanted to further their knowledge by taking a larger course that I was offering on my own at my office. So it can be a great platform to advertise other programs that you might be offering. I have found that most adult education classes will pay you from 15 to 17 dollars an hour or will give you the option to take a cut on each student in attendance which can be an even better deal if you expect to have a lot of people show up. A big advantage is that the adult education program is the one that is advertising and they will usually send out hundreds or even thousands of brochures describing your program and having your name in it also. You really can't beat the free advertising like that.

Here are a few of the titles I have taught at Adult Education classes with the descriptions that I submitted to them:

Jan. 20, 2005 Deep Relaxation & Stress Reduction - Come relax deeper than you have ever relaxed before with guided hypnosis and be given the talent to return to this state of bliss on your own whenever you like.

Past Life Regression - Ever experienced Deja-Vu? Felt you've been somewhere before or known someone? Maybe you have... Come travel to past lives to answer your questions. A guided meditation utilizing hypnosis.

Metaphysics - Meet your spirit guides and contact others from beyond. A guided journey where all have the opportunity to cross over and meet loved

ones.

Use of Divination Tools - Learn about your future... Practice and use of Tarot, Cartomancy, I-ching, the Pendulum, Runes and developing your intuition. Also learn the technique to seeing Auras and what they mean.

Smoking Cessation - Stop smoking easily and permanently without withdrawals or gaining weight.

I have also done classes with them on:

Reiki Basics

Contacting Spirits

Self Hypnosis

Basic Magic - Teaching children comedy magic tricks. It was lots of fun.

They are always looking for new subjects for their students. What talents do you have?

CHAPTER VI CD'S OR CASSETTES

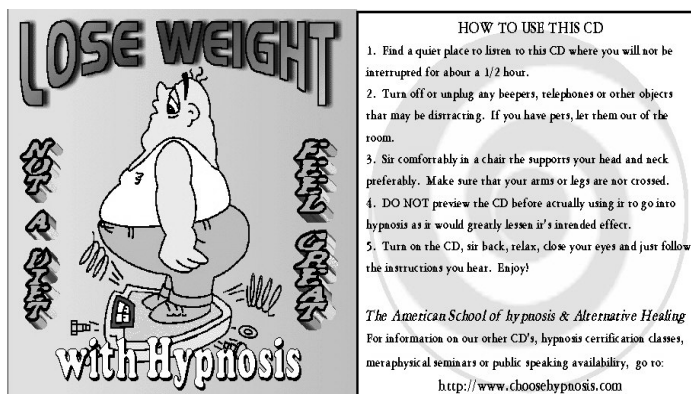
This is an area that I have done very well with and seems to compliment just about any of the previous business ideas. Creating your own CD's or cassette tapes is very simple and will eventually become a business that will take on a mind of it's own.

How do you get started? Get yourself a good quality tape recorder and start dictating sessions on it. I make all of mine right on my own personal computer with a program called Screenblast ACID 2.0. I believe that exact program is no longer available on the market but there have been more updated ones created since I bought mine. There are also many others on the market that work far beyond the performance of the one I purchased. You should be able to find lots of them on the net or at your local electronics store.

The recorder I use is a digital one made by Olympus that also can load my voice directly onto my screen blast program. Once I have the voice tracks on my program, I just pick and choose the ones I would like to make, add a music background to them and burn them onto CD's. I also make my CD labels and covers on my computer. For that I use a program called Print Master Gold. There are also many others on the market that will do equally as good a job.

Below I will have a few of the ways and places that I market them. Be creative, a good quality CD will add to your business in many ways.

Here of some samples of CD's that I have created that are marketed on my web page at <http://www.choosehypnosis.com/cdpage2.htm>



LOSE WEIGHT

LOSE WEIGHT with Hypnosis

HOW TO USE THIS CD

1. Find a quiet place to listen to this CD where you will not be interrupted for about a 1/2 hour.
2. Turn off or unplug any beepers, telephones or other objects that may be distracting. If you have pets, let them out of the room.
3. Sit comfortably in a chair that supports your head and neck preferably. Make sure that your arms or legs are not crossed.
4. DO NOT preview the CD before actually using it to go into hypnosis as it would greatly lessen it's intended effect.
5. Turn on the CD, sit back, relax, close your eyes and just follow the instructions you hear. Enjoy!

The American School of hypnosis & Alternative Healing
For information on our other CD's, hypnosis certification classes, metaphysical seminars or public speaking availability, go to:
<http://www.choosehypnosis.com>



WEIGHT LOSS: *Easily and permanently in a happy manner. This is not a diet. You*

will be eating the foods you usually eat but in a different way. You will notice that you no longer have the need or desire to snack between meals or late night, you will be eating slower and much less. You will find your confidence and self esteem increasing as you approach your ideal weight and figure.

LOSE WEIGHT the ATKINS WAY: *On the Atkins diet and having a hard time with eating just low carb foods? This CD will help you to not only continue but actually enjoy it! Encourages total health, nutrition, drinking plenty of water and above all helps you to keep it going. This CD is not associated with the Atkins company in any way and is suitable for all low carb diets.*

MEMORY RECALL: *Can't seem to remember where you left those keys? This will increase your memory retention and creativity. An awesome CD for all students from Grade School to studying for the Bar Exam. Have recall at will...*

MIGRAINES: *Helps you to relax and relieve that stubborn migraine. Also help prevent them from returning.*

NAIL BITING: *No matter what your age is, it is never too late to stop this nervous habit. Quitting nail biting is a very simple procedure for the subconscious mind. It just needs to realize the behavior is wrong and be given an alternate vent of stress.*

PROSPERITY: *Condition your mind for success. Positive thinking and all the tools necessary to move ahead.*

PROCRASTINATION: *Have the desire and energy to do all the little things in your way. Get caught up and feel great knowing that your free time from now on will be just that... "Your FREE time!"*

QUIT SMOKING: *Quit Smoking once and for all without the strong cravings and without gaining weight. If you have the desire to quit smoking then this will be the strongest help you have ever had to finally stop. You will be able to still do the things you used to do around the same group of people however you will feel great that you are now a non smoker!*

RELAXATION: *Extreme relaxation as you escape inside the paradise of your imagination.*

SELF CONFIDENCE: *Believe in yourself! You CAN be "ALL THAT!" Self confidence is something that can help anyone in every area of life.*

STRESS REDUCTION: *Reduce stress and feel relaxed. Given techniques to relax yourself in the midst of stressful situations and deal with situations as they arise more*

effectively.

STUDY HABITS: *CD includes suggestions for test taking, study habits and memory retention.*

SUCCESS MOTIVATION: *Need a little edge for success? Find yourself being more successful in all areas of life... personal, spiritual and in business. Feel like a winner and be prepared to see things begin to go your way.*

TEST TAKING: *Several programs in one. Eliminate test anxiety, improve study habits and memory retention. Taking a test is just a way of showing what you have learned for studying and now you are prepared and excited about it.*

Here are a few of the Metaphysical titles if you have an interest in that area:
<http://www.choosehypnosis.com/cdpage.htm>

ANIMAL GUIDES: *You can meet you animal guides in this guided meditation and see what advice they have for you in your life. This guided meditation will lead you through the process of preparing to meet your spirit guide. You may have always felt you had an animal watching over you. Here is your opportunity to not only find out but to meet and spend quality time with them.*

AWARENESS: *Awareness is one of the most important lessons in life. Learn to appreciate life more than you can imagine. One of the basic principles of Buddhism. In this CD you will be guided through a journey that will teach you how to become aware of the principles of awareness in your life. You will be amazed of what you have never noticed before.*

BUDDHA NATURE: *Nurtures awareness, loving kindness, wisdom, enlightenment, peace and happiness. Have you ever wondered what it was like to become one with the universe, to be at peace with ones self or the principles of Karma? Follow the guidance of and example of the Buddha.*

CALLING ON YOUR SPIRIT GUIDES: *Call on your spirit guides whenever you are in need of guidance or comfort. A great companion CD for the "Meeting your Spirit Guides CD". Imagine the advantages of being able to cross over whenever you like to speak to your spirit guides*

CONTACTING SPIRITS: *Meet your loved ones who have passed on or many others who have lived before. This is a safe and powerful way to cross over to the other side where you can communicate with those who are already there. There are no limits to the possibilities.*

In Your Office

I have always marketed my CD's and books in my office, there I have a qualified customer base that is already interested in hypnosis. Usually as they are walking out of the office after the session, especially if it was successful, when they see all the subjects that I offer, they will pick up one or two and many times even more. People seem to like to have something to bring home with them if possible from a session and a CD makes a great item that they can take home and brag about to their friends.

Shows or Seminars

At any comedy show, public speaking engagement, workshop or seminar that I conduct you will find a table that is full of my CD's nearby.

On The Internet

As we just discussed, the internet is a wonderful place to advertise your CD's. It is like having a store that is open internationally, 24 hours a day with no one needed to run it. Orders just seem to come in when you least expect it. Here is one of mine as an example:

<http://www.choosehypnosis.com/cdpage2.htm>

eBay & Other Auctions

Online auctions have worked out very well for me but one thing to consider before you go this route is that people go to an auction like these because they are in search of a deal. So unless you are interested in dropping your prices VERY low, you may want to consider other options first. You can move lots of product at auctions but will not make a large profit. You can get started by going to <http://www.ebay.com>

Metaphysical Stores

Metaphysical stores as well as book stores may carry your CD's on their shelves if it is worth their time. I carried a large amount of them on consignment in Metaphysical stores. On a 15 dollar sale they received 5 dollars. I didn't sell very many but they were carrying my overflow stock. I would go there once every couple weeks to replenish them and pick up a check.

CHAPTER VII Marketing

Signs in Windows

Advertising as you may know is a whole book in itself. There are many ways of advertising and depending on your budget can either make you or break you. I'll give you the most common and what I have found to be the most lucrative advertising ideas to me. These are ideas that can be run on a fairly small, what I call a shoestring budget as we are speaking about starting a business from your home. I imagine your budget isn't too large at this time. What I have found to be the best form of advertising for me in the past is advertising in the windows of my home office. This depends of course on whether you have large windows or not. It's great to have signs outside the building however if you are working from home you may not be able to do so. Depending on your creativity, good signs can catch lots of attention. My signs caught attention from people living as far as three states away who would call for appointments. Keep them professional however make them eye-catching.

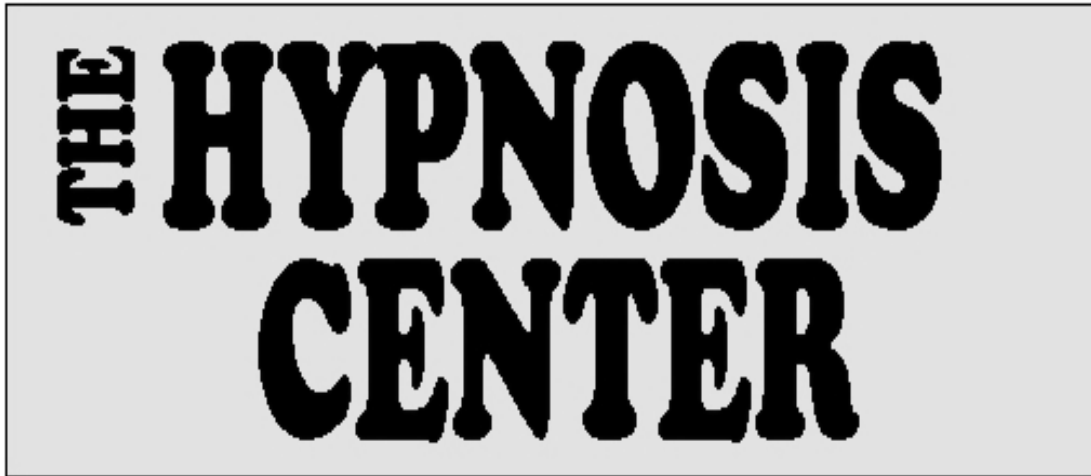
Outside Signs

You may want to drive around the town you live in and look at different variations of signs may be in areas where there are similar businesses to where yours is going to be. Which of these signs jump right out to you as you are driving by, which ones are the most noticeable, what colors, what types? What materials are they made out of? Even if your office isn't in your home it may be a good idea from this point on to notice signs and various types of advertising anywhere you drive. You may want to keep a notebook as to which signs were most effective around home businesses or downtown where the signs compete with each other, which ones stand out the most.

I have found that signs with a yellow background seem to stand out the most, which is probably why most cities use yellow in the use of street signage. Also keep in mind that outside signs always look smaller when you put them up than you thought they would be. My last sign was a 4 x 8 ft. which I thought would be way to big for where it was going and once it was up ... it looked very small.

Here is a sample of the sign used by my group of Centers. Since this is a

black and white publication, the sign has a fluorescent yellow background with black lettering. It can be seen a mile away!



Here is another kind of sign that is a great asset if you are doing group sessions. This sign can be adapted to most anything you are doing and can be placed in front of your location a day or two in advanced. You may even want a larger one. They are very easy to build if you want a customized one.



Yellow Pages

The second most effective form of advertising that has worked for me, is a local Yellow Page Ad from the telephone book. Again this is something that takes research. Usually If you have a business phone line you are allowed one free business listing in the phone book. If there are no other businesses of your sort in the Yellow Pages that's great. However if there are many other businesses competing for hypnosis in your area and the local Yellow Pages you may want to go little further and place a paid ad. Compare with other businesses and other advertisements in the Yellow Pages as to what stands out the most. Do you want to be at the top of the listings? If you do you may want to start your listing with the letter A. If you are planning on opening several offices even if your office is a room or in different people's homes you may want to put something like "with offices in" and include the list of the towns or cities your offices are in. This will give you more credibility and you will receive inquiries before most of the others in the same listing. If you are going to place a larger picture type ad you may find that putting a picture of yourself in the Yellow Pages will draw a lot more attention. People like to see who they are going to be dealing with.

HYPNOSIS CENTER

Certified Clinical Hypnotherapy

Smoking - Weight Loss - Stress - Phobias

Rene A. Bastarache C.Ht, CI.

With offices in:

SACO, BIDDEFORD, PORTLAND, KENNEBUNK,
AUBURN, YORK, SANFORD, KITTERY,
SCARBOROUGH, ROCHESTER, & MILFORD.

Saco Island571-4005

Press Releases

Press releases are by far some of the best advertising you can get if you know how to get it. First you need to figure out what you are doing in your business that is news worthy (*this should be just about anything*) and then you need to write a quality press release and mail it to every newspaper within reasonable distance to you. If one of the papers likes what they see they may print it just as it is or edit it a bit, but best of all is occasionally one of them will contact you and ask to run a feature article on your business or whatever you sent the release in for. This is where you are getting the press. I have had many newspapers do this to me and run entire full page articles on my business and many of them were front page. Did you get that? Front Page! These are nice. You can't pay for that exposure. They even sent their photographers along with the reporters. How do you get them? Keep sending in press releases every time you are doing anything new or press worthy. If you are not doing anything, then create something. Volunteer your services or what ever it takes. Remember, the squeaky wheel gets the grease... so keep sending them in and sending them in.... it will pay off in the long run.

Here is a sample of a press release:

IMMEDIATE PRESS RELEASE

METAPHYSICAL INVITATION

This is an open invitation to all . . . to attend a weekly series of metaphysical & guided meditation workshops in Biddeford, Maine, beginning Wednesday evening, May 26th. 2004, at 7:00 PM, sponsored by The American School of Hypnosis & Alternative Healing.

This is a group of people that are brought together for the common purpose of self enrichment. "We are all here to help each other and teach each other how to help ourselves." This invitation is open to the general public, psychics, Hypnotherapist or anyone interested in self-improvement through metaphysical or spiritual enlightenment. Activities will consist of participating in guided meditations for past life regression, relaxations techniques, meeting spirit guides, seeing auras, Chakra alignment, hypnosis, Reiki, spiritual healing, use and practice of many divination techniques such as the pendulum, I-ching, Runes, Tarot, Cartomancy, as well as many other topics.

There is no cost to attend, however you must call (207) 571-4005 to reserve your seat.

Cable Advertising

Television advertising can be expensive for a live commercial but very lucrative if you can swing it. I have had much luck in using the stationary pages on cable TV that we call the community bulletin boards. They are a page that had still advertising that changes every 15 to 30 seconds. Every time I ran ads on these kind of bulletin boards I got many sessions signed up as a result. People seem to see your ad if it is eye catching enough as they surf the channels from station to station. Many people just read them to see what is going on in the community. They are not very expensive and sometimes you get good deals for 3 or more months.

Radio

I personally have not had much luck with radio advertising except in the area of group smoking cessation and weight loss sessions. I have however found that if you can get a radio station to interview you for what you are doing, that can go a long ways in letting the public know you are in town. You may want to offer them a gift certificate or free session to give away on the radio which will get your name mentioned or you may want to send them press releases of new and exciting thing you are doing in your area of expertise. I have even conducted a few sessions on the radio as a promotion which got the word out there for free.

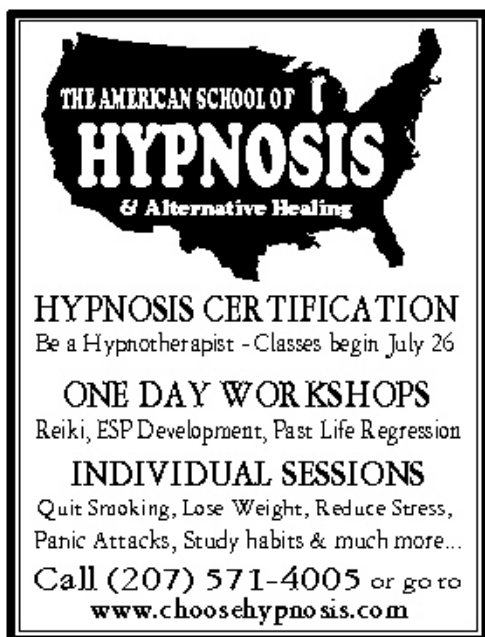
Get to know your local radio stations and D.J.'s. Let them know that you are the authority in the area. It will help you in the long run.

Newspapers

News paper seems to be the versatile and affordable, bread and butter of advertising that I've found. Aside from the press releases we mentioned earlier,

newspaper can be a very good venue to get your message out. Just because a newspaper is the largest however does not mean it is the best one for you to advertise in. In my area I find the smaller papers a better value financially and they hit my target audience better. Check around to see where you can get the best rates and who offers you deals on occasion. I have found that once you get to know the editors well enough that they can be a big help in your advertising campaign.

Here are some of the ads I have placed with my local papers:



**THE AMERICAN SCHOOL OF
HYPNOSIS**
& Alternative Healing

HYPNOSIS CERTIFICATION
Be a Hypnotherapist - Classes begin July 26

ONE DAY WORKSHOPS
Reiki, ESP Development, Past Life Regression

INDIVIDUAL SESSIONS
Quit Smoking, Lose Weight, Reduce Stress,
Panic Attacks, Study habits & much more...

Call (207) 571-4005 or go to
www.choosehypnosis.com



FREE **CONTACTING BEYOND** **FREE**
YOU'RE INVITED
GUIDED MEDITATIONS IN;

- ♦ PAST LIFE REGRESSION ♦ CONTACTING SPIRITS
- ♦ TAROT, I-CHING, RUNES ♦ ESP DEVELOPMENT
- ♦ SPIRITUAL HEALING & much more . . .

Every Wednesday Evening 7:00 - 8:30 PM
Hampton Inn, Industrial Park Rd., Saco ME
(207) 571-4005

STOP SMOKING

Easily and Permanently

\$39.95

with

100% GUARANTEE

HYPNOSIS

Sheridan Tara Hotel

Maine Mall Rd.

South Portland, ME

Friday April 30, 2004 - 7:00 PM

CONTACTING SPIRITS

Rene A. Bastarache of Biddeford, Maine, is seen here conducting a new program called "CONTACTING BEYOND". Unlike other programs where the host speaks to the other side for one or two audience members, Rene guides entire audiences to contact, meet and speak to their loved ones directly. Afterwards discussion is opened to the audience where they describe what took place for them. Many have spoken to their departed spouses, children, parents and grandparents. Some are given personal advice and important messages while

others are just happy to visit and be told that all is well with them. These contacts are amazing to witness, and especially to experience. Weekly group "Contacting Beyond" meetings will be beginning on Wednesday evenings Sept. 15th from 7:00 - 9:00 P.M. If you would like to reserve your seating or host a showing for your organization call (207) 571-4005. Seating is \$10.00 per person.



By R. Burar

Public Speaking Engagements

There are many non profit clubs out there as well as women's and gentlemen's clubs. Each of them that meet on a monthly basis are looking for speakers of some sort to speak to their membership. Hypnosis is an interesting subject and something that they are very interested in hearing about. These usually do not pay anything but are great public relations and advertising concepts. I have always gotten session bookings as a result of these and in

many cases even gotten entertainment bookings for comedy shows. Remember, the memberships of these clubs are usually made up of the leaders of the communities. These are great people to be networking with.

Web Pages

Web pages are a great source of advertising and most of my business comes from the net also. I have been fortunate to have learned to build web pages and am able to create my own. If you are not able to do so there are many companies that can do them for you for a very reasonable rate. Be sure to research them first to make sure they know what they are doing. Look at some of their past jobs and speak to the owners of the pages to ask of their success. The most important thing in having a web site is site placement obviously so you can get your site in front of as many potential clients as possible. If you do not have very good placement at the present time you may want to check with some of the pay per click companies out there to help you. One that I have had great success with is called overture and you can see all the details on how to use them and their rates at www.overture.com. There are other similar companies available and you can find them by performing a search on “pay per click” as a heading.

Another point about web pages ... it is always better to have your own domain name rather than one of those FREE ones you get with your server that is a mile long. Choose something easy to remember and that goes well with your business. They are not very expensive at all. Use your web address on all your advertisements and especially on your business cards.

Here are a few of my web pages that I have created that may give you different ideas on how to build yours.

<http://www.choosehypnosis.com/>

http://www.choosehypnosis.com/school_for_hypnosis.htm

<http://www.choosehypnosis.com/session.htm>

E Mail

Any clients that you have had dealings with in the past are good candidates to put on your e-mail mailing lists. If you have a web page you may want to have an opt-in section where people can join your mailing lists for future information on your products.

When using e-mail it is important not to send spam mail or unsolicited bulk e-mail. The results of doing either of these can be very negative. Be sure that any e-mail you do send has authorization of some sort. It is good to enter a link at the bottom of the e-mail to give people the opportunity to be taken off the list.

Direct Mail

Direct mail is one of the best menus for advertising to targeted audiences. You can use direct mail to send advertisements, flyers, specials, or anything you would like to inform the public of.

How long should your letters be? They should be as long as it takes to get your point across. Make sure all your mailers are neat, professional looking, and most importantly get directly to the point. It doesn't matter if your mailer is one page, two pages or even three, as long as the client understands as a result of reading it what you are offering and why they need to have it.

Your letter should always ask them for something. They should either ask for the sale, for an order, for them to go somewhere such as a web site or do something such as write to you or make a call. There should always be some kind of action needed to be taken on their part, by a certain time period if possible. There is nothing more annoying than reading a three page introductory letter on a certain product, and when you have finished reading it you have no idea what they are asking for or offering.

In each letter that you write be sure to include a P. S. at the end of it, and even a P. S. S. if possible. People will always read these, so what ever you include in your P. S., make it something important and that you want to have understood.


You can either use your own list of clients to mail things to or you can go to one of the many yellow page directories on the net and punch in the type of the business of clientele you are looking for and as a result they will give you many addresses and even phone numbers that you may contact. Most major search engines have their own yellow page directory. The one that I get the most use out of is the Yahoo yellow page directory. You can find it here:
<http://yp.yahoo.com>

P. S. Notice that you are reading this.

Below you'll find a sample of a flyer that can be used to send out in a mailer for a past life regression audience.

P. S. S. You are reading this one too. Pretty effective, wouldn't you think?

HAVE YOU LIVED BEFORE?



You've Heard About it... You've Read About it ...
 You've Wondered About it...

NOW EXPERIENCE IT !
A Past Life Regression.

- ⊗ Have you ever **met someone and felt** you've known them all your life?
- ⊗ Have you ever **visited a strange place and felt** you've been there before?
- ⊗ Have you ever **had a conversation and felt** you've had it before?
- ⊗ How about a **time when you knew** what someone was about to say?
- ⊗ Are you **inexplicably drawn** to other times and places?

\$29.99

If so, you may have lived before....

Here's a remarkable opportunity to embark on an incredible **PAST LIFE** odyssey of self-discovery; as you experience the mysteries of your **Past Lives**. Just as thousands have done before you, as seen on "OPRAH", now you can:

- ⊗ **Experience 2 separate** past life regressions during one session.
- ⊗ **Receive** a written record of your **past life "journey"**.
- ⊗ **Uncover** the origin of your current fears and hangups as you gain amazing relief from them.
- ⊗ **Find** if you shared a previous lifetime with your mate, relatives, friends, a famous person etc.
- ⊗ **Discover** your purpose in this life.

- ⊗ **Understand** the reasons you've chosen certain relationships for yourself in this life.
- ⊗ **Recall** skills that you mastered in other lifetimes, and rediscover talents that bring greater creativity to your present life.
- ⊗ **Expand your awareness** sharpen your senses and lay a solid foundation for success, happiness, and self-mastery.

WHERE: Trinity Temple
 279 Whitehall Road Albany, NY.
WHEN:
TIME:
CALL: (518) 436-1685
Presented by: George Heisler CH.
Certified Hypnotist
Member: National Guild of Hypnotists
President:
Society for Past Life Regressionists

Even if you don't BELIEVE IN REINCARNATION, Attend This One Of-A-Kind workshop, so you may Experience it and judge for yourself...

DON'T BE LEFT OUT SPACE IS LIM
CALL NOW !!

Brochures

Brochures are in excellent way to describe your product as a first point of contact. You should have a different brochure for each different product or program you offer. Keep in mind that the first few seconds that someone sees the brochure will determine whether they will read it or throw it away. Therefore make it interesting and easy to read covering all of your best features and benefits. There are many computer programs that have brochure making capabilities.

Below you'll find one of the brochure that we have created for conducting clinical hypnosis.

BE A HYPNOTIST

We offer hypnosis certification training with the National Guild of Hypnosis which is the oldest and largest association of hypnotist in the world. If you would like to learn hypnosis for business, personal use or just to help your friends, go to our web site for all the details. It will change your life!

FREQUENTLY ASKED QUESTIONS

- Q. Who can be hypnotized?
A. Anyone with reasonable intelligence can be hypnotized. If you can follow simple instructions you can!
- Q. Will I do anything against my will?
A. You will not do anything against your personal nature. You are in complete control.
- Q. Will I tell you any deep dark secrets?
A. No, in fact you would be a better liar under hypnosis. You are much more believable.
- Q. Will I be asleep?
A. No. You are wide awake in hypnosis in fact you are in a state of hypersensitive which means all your senses, hearing, touch, taste and smell are all enhanced. You will hear all that is being said.

The American School of Hypnosis
& Alternative Healing
P.O. Box 1004
Biddeford, ME 04005



THE AMERICAN SCHOOL OF
HYPNOSIS
& Alternative Healing

**QUIT SMOKING
LOSE WEIGHT
REDUCE STRESS**

with
HYPNOSIS

With offices in,
**Biddeford &
Portland, ME**
(207) 571-4005
www.choosehypnosis.com
admin@choosehypnosis.com

EVER WISH YOU COULD . . . quit smoking ... lose weight ... reduce stress ... eliminate your fear of spiders, heights, needles or even of the dark ... reduce or eliminate pain ... have more energy ... become more creative and open minded ... or improve virtually any part of your life or the lives of your loved ones? Then you are reading the right brochure!

HYPNOSIS CERTIFICATION classes. Registered with NGH SEMINARS & WORKSHOPS In Hypnosis Reiki, Past Life Regression, Divination Tools, & Contacting Spirits. See schedules at www.chooshypnosis.com



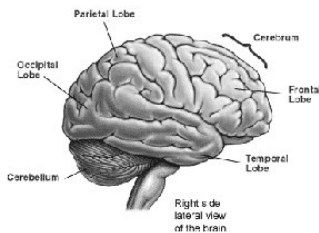
Rene A. Bastarache C.Ht.

Is a certified hypnotherapist and instructor with the National Guild of Hypnosis and the director of the American School of Hypnosis & Alternative Healing. Rene, a native of Biddeford, Maine, specializes in group sessions, seminars and workshops in hypnosis certification and many of the metaphysical fields.

CAN IT WORK FOR YOU?

Anyone can be hypnotized if they

- 1. Want it to happen.**
- 2. Are open to suggestion.**



The sub conscious mind is the most amazing computer in the world. We only use approximately 5% of our mind. It is the other 95% that is being utilized with hypnosis. If you are open to suggestion and sincerely want to improve in your specific area, then you meet the necessary requirements for success. Hypnosis has the highest success ratio of any means available for smoking, weight loss and for many other subjects. If you have never tried hypnosis, try it today to effect positive changes in your life!

QUIT SMOKING easily & permanently without gaining weight or withdrawals. LOSE WEIGHT once and for all without the yo-yo syndrome and constant cravings that are associated with dieting.



Raluca E. Bastarache C.Ht.

Is a certified hypnotherapist with the National Guild of Hypnosis. She is from Bucharest, Romania where she was a professional opera singer and also is fluent in five languages. Raluca specializes in clinical hypnosis conducting individual sessions in weight loss, smoking cessation, stress reduction and many other topics.

Business Cards

If you have a business you should have a business card. Business cards are a necessity to let the people you contact know what it is that you do. There are many forms and types of business cards available. You may choose from single sided cards, double sided cards, picture business cards and even double sized cards folded in half. They're limited only to your imagination and should reflect your personality and products you carry.

As a minimum, your business card should include your name, phone number, how to contact you, and a brief description or headline stating what it is that you do. If done right, people will keep your business card for a long time. Many businesspeople carry a separate case just to hold their business cards so they can refer to them in the future. If you would like people to keep your business cards for a long time you may want to include something on the back that is worthy of your client to keep such as a calendar which many people will keep in their wallets, or any other kind of informative item, or even something of humor.

When I first began in business I used to handout magnetic business cards with my picture on it, and found some 12 years later that people still had them on their refrigerator.

This can be one of your best advertising ideas because people will always know how to get in touch with you.

Below are a few samples of some of the business cards that I have used with my businesses. You can find many computer programs that will help you in creating your own business cards or many local print shops where you can have them professionally made.

Gift Certificates

Gift certificates can be used to increase your business in many ways. There are a good way to introduce yourself and the business by offering an introductory gift certificate to all the businesses in the area near you. They can also be mailed out as a Christmas gift and also a way to increase your business.

Below is a sample of the gift certificate that I used as a Christmas gift to all the members in several Chamber of Commerce's.



Professional Networking Clubs

Networking clubs are a great way to get the word spread in your community that there is a new business in town. Most cities and many towns have one or two networking clubs that meet on a weekly or monthly basis. These are a group of individuals who own their own business in many cases that come together to meet on a weekly basis to share with each other what it is they do. There is quite a turnover of membership in most of these clubs, as new members are constantly coming in. The purpose of these clubs is to share ideas and most importantly "qualified leads" with each other. There is usually a segment of the meeting where everyone has a few moments to stand, introduce themselves and described their business and what they do. Once everyone has gone around the room and spoken, there is usually a short meeting of sorts and the remainder of the time is spent mingling with each other. This is a time where you would introduce yourself to each individual who you feel could use your services or

can help you in your marketing campaign. There may be some services that these members offer that you can use. It is a good idea to take as many business cards from these people as possible and also hand yours out, because during the week as they speak to clients, if they find someone who needs something that you have to offer, they'll have your business card on hand and can refer these clients to you. That's what this is all about, a referral networking concept. If you are trying to find a local networking group in your area, a good start would be to call your City Hall or local Chamber of Commerce and asked them if they know of the locations of any.

Another form of networking group that can be very beneficial to you is to join your local Chamber of Commerce. Once a member of the local Chamber of Commerce, you'll be able to meet on a monthly basis with most of the leaders in your community during meetings that they call "Chamber after Hours". usually you'll receive a packet with many benefits included in it for new members, and one thing that will be very beneficial in being a new business in your area is you can have the leaders of the chamber come to your location and have a grand opening ribbon cutting ceremony. This usually always makes the front page of your local newspaper. It is also a service that the chamber offers for free in most cases. Throughout most of my career I have usually been a member of anywhere from three to five different chambers at a time. It has been a great way to let people know about my business.

Handouts - Fliers - Pinups

Many cities will allow you to hand out flyers door to door, on the street, or even on car windshields. If this is something that you would like to do, it is a great idea to check with your local City Hall before doing it to make sure there is no city ordinance against it. In most cases they will just ask you to make sure there are no papers lying on the ground before you leave.

Depending on what it is you are advertising I have found it beneficial to post flyers and small posters on community bulletin boards in public places so that people know of the function.

Below is an example of a small flyer that can be placed on car windshields or on community bulletin boards.

YOU'RE INVITED	Guided Meditation & Psychic Group Sessions		FREE
	Every Wednesday, 7:00 - 8:30 PM		
	Hampton Inn Conference Center, Industrial Park Road, Saco.		
	PAST LIFE REGRESSION	ESP DEVELOPMENT	
	CHAKRA ALIGNMENT	CONTACTING SPIRITS	
TAROT, RUNES, I-CHING	AND MUCH MORE . . .		
CALL (207) 571-4005 for reservations & directions . Seating is limited.			

Phone Calls

If you're going to make phone calls to solicit sales or memberships in your programs, prepare before you make the call to know what you are going to say. You don't have to read word for word off of a script but it is a good idea to have one should you lose your place or become confused during a call. It is also a good idea to think of the possible objections your callers may have so you can prepare rebuttals in advance. It is most important when you make the calls to be positive minded and keep a smile on your face. This may seem silly however if you are smiling while you are talking it really seems to come out in your speech. Be sincere ... don't be phony. (no pun intended)

Remember, phone calling is a numbers game, you may get some negative responses, but keep on calling to attain your goals. You will eventually find the response you are looking for.

When answering your phone, always get in the habit of answering it on the second ring. This way you do not seem too anxious. If you wait for three or more rings, you may get a hang up for waiting too long. Answer your phone in a professional manner and above all, always be courteous.

Video Demo CD's or Tapes

Depending on what it is that you are trying to market, you may find a demo CD, videotape or DVD to be very helpful. The most important points in creating these are to keep them entertaining, professional, and to the point.

There are many computer programs available on the market today that can help you to be able to create your CDs and to help you put together your video tapes or even DVDs. In an earlier section of this manual I mentioned that I use a program called Screenblast Acid to create my CDs. The program that I used to create my DVDs is called Videowave 7 Professional by Roxio. I have found it affordable and very easy to work with. It offers as many extras for enhanced effects such as transitions, video editing, and the ability to add music and text to the film.

The use of video tapes or DVDs can be very helpful in booking Comedy Hypnosis Shows or other performances and can be the deciding factor of a corporation's decision to either book you or not.

A CD is an excellent item to use in addition to a mailer and can include information such as testimonials, a description of your product, or even a sample of your session or program being offered.

Keep in mind that the people you are soliciting to most likely receive many offers in the mail each day. You only have a few seconds to catch their attention when your mailer is in their hands. When opening a letter or package, and finding a CD or DVD included, it really seems to catch their attention thus giving you a captive audience.

Thank You Letters

Have you been looking for a way to keep your clients thinking about you or even telling their friends about you? If you have, then "Thank You Notes" is what will do it.

When should you send a thank you note? Whenever you can!

You should send them to:

- New clients
- Business contacts
- Anyone you performed for
- To anyone who has helped you

In other words to as many people as you can. Sending out a thank you note or card shows your clients or the recipient that you care and are going the extra mile. It will make them think twice about you, and in the future if services like yours are needed, you'll be the first one that they will think of. A little bit of kindness goes a long ways.

CHAPTER VIII Use of Testimonials

Testimonials of any sort are a great advantage in marketing any program. Whenever someone is looking at your product they are always concerned if they will get out of it what they expect to. By reading or hearing the testimonials of others it helps to set their mind at ease. Whenever you can use a testimonial from one of your clients and place a picture beside it, this makes the testimonial even stronger because now they can place a face, “a real person”, to the words they are reading.

Testimonials should be used in web pages, on information CD’s, in all your mailers, fliers, on brochures and just about anything else that you send out. You may even want to start a web page of testimonials that your clients can be referred to if they need to have more. Here is an example of a reference web page: http://www.choosehypnosis.com/reference_page1.htm You’ll find that if you are competing against another company with your product that a good quality testimonial can make the difference whether you are chosen or not.

Below are a few examples of several of the testimonials that I use along with a letter of testimonial.

Hello, I'm Richard Anderson and I attended one of Rene's classes in 2004 and I was very impressed with Rene's mastery of hypnosis and his easy approach of teaching his art. I would highly recommend this course to anyone interested in learning hypnosis in a rapid and concise way. Richard Parks Anderson - Ellsworth, ME



Research showed me that the National Guild of Hypnotherapist is just the most solid organization in the whole world. It has been years since I was at any school and I expected a class-setting but also an authoritative way of teaching. The way Rene taught was different than my expectation. Rene taught in a very liberate way, hands on and very explanatory. Any time I would have a question, Rene would take the time to explain how and why. It was a very nice experience. I would like to thank Rene and Raluca for their nice course and their hospitality. Dieuw Thonet - Laconia, NH

My Thank You Letter (To you)

I'd like to thank you for taking the time to read my manual. It is my hope that you will find something in this manual that could help you with your business. If you have questions about the manual that you would like to discuss or if there is something that I might be able to help you with in your growth process with your business please do not hesitate to contact me at: admin@choosehypnosis.com.

If you have found this manual helpful to you in any way, I would ask you to send me a testimonial stating so, that I might use in future publications. You can send it to the same e-mail address in the previous paragraph and if you would like to send a picture of yourself along with it, that would be appreciated.

I wish you the best of luck in all that you do.

Sincerely,

A handwritten signature in cursive script, appearing to read "Rene A. Bastarache".

Rene A. Bastarache, DM, CHT

GLOSSARY OF TERMS

These are terms that you will find in this book and in the hypnosis field for your convenience.

- **ABREACTION** - the act of reviving the memory of a repressed disagreeable experience and giving expression in speech and action to the emotions related to it, thereby relieving the individual of its influence.
- **AFFECT BRIDGE** - a technique by which significant memories are recovered by inducing an intense emotional state in a client and asking him or her to remember a past instance when he or she felt the same way.
- **AGE PROGRESSION** - advancing the subject's age level while in hypnosis. (future pacing)
- **AGE REGRESSION** - in age regression the subject plays a role acting out past events in the framework of the present. A re-experiencing of earlier events in life usually limited to a specific time or time period.
- **ANALGESIA** - Feeling pressure but no pain, also known as glove anesthesia.
- **AMNESIA** - the loss of memory. The amnesia which frequently occurs in hypnosis may be either spontaneous or induced by suggestion.
- **ANESTHESIA** - insensibility to feelings of physical pain.
- **ANALYZATION** - studying the factors of a situation in order to determine a solution or outcome.
- **ANIMAL MAGNETISM** - Mesmerism; the principles advocated by Anton Mesmer.
- **ANIMOSITY** - resentment tending toward hostile action.
- **ANOREXIA NERVOSA** - a life-threatening psychoneurotic symptom in which the client, usually a young woman, diets to the point of emaciation. As a rule, the anorexic has a loss of appetite with a loathing for food.
- **ANXIETY** - a painful uneasiness of mind.
- **AUTHORITATIVE** - (parental) forceful, strong, domineering, direct.
- **AUTO-CONDITIONING** - a series of experiments designed for bringing one's subconscious under control.
- **AUTO-HYPNOSIS** - self-hypnosis; automatic hypnosis.
- **AUTO-SUGGESTION** - self-suggestions; self talk; suggestions distinguished as coming from someone else.
- **BLIND SPOT** - an area in one's discernment where one fails to exercise understanding.
- **BRAIDISM** - those theories advocated by James Braid.
- **BULIMIA** - the bulimic has an insatiable appetite for food. Bulimia is a psychoneurotic disturbance resulting in a morbid increase of appetite whereby the individual wishes to eat constantly.
- **CATALEPSY** - a condition characterized by a rigidity of the skeletal muscles. Maybe accompanied by a waxy flexibility in which the limbs of a cataleptic individual remains in almost any position they are placed as though made of molded wax. The medical term for this phenomena is cerea flexibilities.
- **CATALEPTIC RIGIDITY** - muscle rigidity; number 10 on Davis-Husband scale.

- CATALEPTIC TRANCE - the second stage of hypnotic state; medium trance state.
- CAUSATIVE FACTORS - conditions leading to the development of mental and physical disorders.
- CLAIRVOYANCE - the ability claimed by some individuals to discern objects not actually present.
- CLINICAL HYPNOSIS - the therapeutic use of hypnosis.
- COEISM - the principles of autosuggestion as advocated by Emile Coue. (Every day in every way, I am getting better and better.)
- COMPOUNDING - If one thing that is stated happens then the next must also be true. Such as “When your finger touches your nose you will drop in the deepest state of hypnosis.” Your mind says to itself “I don’t think my finger will touch my nose... but if it does... then I must fall into a deeper stage.” You are adding suggestions onto suggestions taking advantage of the little wins along the way.
- CONDITIONED REFLEX - a reflex that responds automatically.
- CONDITIONED SUBJECT - pertains to a subject who has been conditioned to respond to hypnosis.
- CONDITIONING - a series of inductions making certain ideas or things acceptable to the subject's subconscious mind.
- CONSCIOUS - state of being aware of an inward state or an outside fact.
- CONSCIOUS AUTO-SUGGESTION - the persistence in consciousness of impressions gained through subconscious training.
- CONSCIOUS LEVEL CONTROL - the principles of autosuggestion in the waking state.
- CONSCIOUS RECALL - memory.
- CONTENTION - which is attention, with a little concentration, without effort (effortless concentration)
- COUNTER REGRESSION - the process of returning from a regressed state to a normal state; this is a normal part of returning from hypnosis.
- COUNTER SUGGESTION - a suggestion given to counter the effect of a previously given one.
- DEFENSE MECHANISM - a mode of behavior, or a belief, adopted by the subject, often unconsciously, to conceal the true state of matters pertaining to oneself.
- DELUSION - an irrational beliefs tenaciously held in spite of all evidence to the contrary.
- DISSOCIATION - the segregation from consciousness of certain components of mental processes which function independently.
- EFFECT - a created condition with hypnotic suggestions.
- EMOTIONAL OUTLET - a habit pattern formed to release emotional tension.
- ENDORPHINS - any of several peptides secreted in the brain that have a pain relieving effect like that of morphine. These analgesic chemicals are naturally produced by the body
- E.S.P. (Extra-Sensory-Perception) - perception which is mediated by the sense organs.
- EXPECTANCY - if you believe in the positive results, you are in a state of expectancy. It may be a firm belief or a vague feeling that this thing you want will

happen. Your expectancy that the suggestion will work plays a major role in goal achievement.

- FACILITATION - the acceptance of one suggestion always aids in the acceptance of another. The persuasive salesperson who forces the prospect to answer many unimportant questions with “yes” before popping the big one is using facilitation.
- FASCINATION POINT - the object upon which the subject fixes his gaze in hypnotic method.
- FATHER HYPNOSIS - the use of a forceful tone for inducing hypnotic state. (See Paternal Method)
- FIXATION - also called monodeism. In this stage, the subject is literally hanging on every word said by the operator. “Close your eyes and just relax.”
- FLACCIDITY - a looseness; an absence of tone seen in muscles of persons relaxed in hypnosis.
- FORENSIC HYPNOSIS - using hypnosis to uncover the truth. (ex; Police use for witness I.D.) Legal application of hypnosis.
- FRACTIONATION - the procedure of hypnotizing the subject, bringing him to awareness and re-hypnotizing him a consecutive number of times in the same session; an effective means of increasing hypnotic responsiveness.
- FREE ASSOCIATION - spontaneous unrestricted associations of loosely linked ideas or mental images having very little rational sequence or continuity.
- GLOVE ANESTHESIA - a loss of sensation in an area corresponding to that covered by a glove. Feeling pressure, but no pain.
- GRADING - suggestions are accepted more readily if they are graded from low to high difficulty. Easy suggestions come before hard ones. As you develop suggestion skills, increase the difficulty a little at a time.
- HALLUCINATIONS - a perception arising in the absence of appropriate external stimuli.
- HETRO-SUGGESTION - a suggestion made by operator and directed to subject.
- HYPNOANALYSIS - hypnosis utilizing psychoanalytic techniques.
- HYPNODISC - a disc with spirals used in inducing hypnosis by "eye fatigue".
- HYPNODONTICS - the science and utilization of hypnosis pertaining to dentistry.
- HYPNOGRAPHY - a technique in hypnoanalysis in which the hypnotized subject is allowed to express psychological conflicts through painting or drawing pictures.
- HYPNOTIC INSURANCE - a pre-determined code by the operator given to the subject to return to the hypnotic state instantly. (Post Hypnotic Suggestion)
- HYPNOTIC PASSES - those gestures or movements made by the hypnotist over the body of the subject without actually touching them.
- HYPNOTISM - the science of hypnosis.
- HYPNOTIST - the operator.
- HYPNOTIZE - the act of inducing the hypnotic state.
- HYPERESTHESIA - a high degree of sensitivity.
- HYPERMNESIA - a state of abnormally vivid or complete memory or recall of the past.
- HYPERMNESIC - a person with perfect recall while in hypnotic state or waking state.

- **HYPERSUGGESTIBILITY** - the capacity to respond to suggestions above the norm. The subject who is readily influenced and achieves a profound level of hypnosis is said to be hypersuggestible
- **HYPNAGOGIC** - the state intermediate between wakefulness and sleep.
- **HYPNOANALYSIS** - the use of hypnosis in combination with psychoanalytic techniques.
- **HYPNOIDAL** - resembling hypnosis. When the term hypnoidal is used in the context of hypnotic susceptibility, it designates the lightest degree of hypnosis.
- **HYPNOSIS** - (Greek for SLEEP) hypnosis refers to a state or condition in which the subject becomes highly responsive to suggestions. The hypnotized individual seems to follow instructions in an uncritical, automatic fashion and attends closely only to those aspects of the environment made relevant by the hypnotist. If the subject is profoundly responsive, he or she hears, sees, feels, smells, and taste in accordance with the suggestions given, even though these may be in direct contradiction to the actual stimuli that impinge upon the subject. Furthermore, memory and awareness of self can be altered by suggestions. All of these effects may be extended post hypnotically into the individuals subsequent waking activity. It is as if suggestions given during hypnosis come to define the individuals perception of the real world. In this sense the phenomenon has been described as a “believed In fantasy.”
- **HYPNOTHERAPY** - any therapy in which the use of hypnosis constitutes the core of the treatment.
- **HYPNOTIC** - pertaining to or associated with hypnotism.
- **HYPNOTISM** - the study in use of suggestions. The science of hypnosis.
- **HYPNOTIZABILITY** - refers to suggestibility or individual susceptibility to hypnosis.
- **HYPNOTIC SUCCEPTIBILITY** - a personality characteristic that determines a subjects ability to be hypnotized and to attain a given depth of hypnosis.
- **HYSTERIA** - highly charged, emotional excitability due to internal or external stimuli.
- **IDEOMOTOR ACTION** - the involuntary capacity of muscles to respond instantaneously to thoughts, feelings, and ideas.
- **IDEO-MOTOR RESPONSE** - non-voluntary movement produced as the direct suggestion of an idea.
- **IDEOSENSORY ACTION** - the involuntary capacity of the brain to evoke sensory images; these may be kinesthetic, auditory, visual, olfactory, gustatory or tactile.
- **ILLUSION** - a common misperception of some sensory stimulus. All sensory modalities are subject to illusions.
- **IMAGERY** - the ability to perceive or mentally re-create ideas, pictures, or feelings.
- **INDUCTION** - the production of hypnosis by the use of specific procedures.
- **INDIRECT HYPNOSIS** - the production of hypnosis without the subjects awareness.
- **LAY HYPNOTIST** - term applied to anyone practicing hypnosis outside of the medical profession.
- **MASS HYPNOSIS** - induction of a group simultaneously.
- **MATCHING** - developed by the late Milton Erickson, and used by John Grinder and Richard Bandler in their system all of neural linguistic programming (NLP). The technique consists of adopting parts of another person’s behavior, such as particular

gestures, facial expressions, forms of speech, tone of voice, and so on. Done skillfully, it helps create rapport.

- MECHANICAL DEVICE - any object used to induce hypnosis.
- MATERNAL APPROACH - permissive suggestions used to induce hypnosis.
- MONOIDEISM - term coined by Braid for waking hypnosis and light stages of hypnosis.
- MOTHER HYPNOSIS - soft, lulling tones used to induce hypnosis.
- MOTIVATION - the force which determines patterns of behavior.
- NEGATIVE HALLUCINATION - not seeing something that is there. Clock on the wall becomes invisible.
- OBJECTIVITY - ability to view events, ideas and phenomena as external and apart from self consciousness, detached and impersonal.
- OPERATOR - the hypnotist.
- PAIN - distressing feeling.
- PANACEA - a cure-all.
- PASSIVE STATE - this becomes the hypnotic state as soon as the hypnotist establishes rapport.
- PATERNAL APPROACH - direct suggestions; authoritarian
- PERMISSIVE - (maternal) soft spoken, nondirective, yet persuasive.
- PHENOMENA - an exceptional, unusual or abnormal thing or occurrence.
- PHOBIA - a morbid fear.
- POSITIVE HALLUCINATION - Seeing something that is not there. A mirage.
- POSTHYPNOTIC RESPONSE - acts carried out after the termination of hypnosis in response to specific suggestions are called posthypnotic. A suggestion given during hypnosis, serves as the stimulus in the act becomes the response.
- POSTHYPNOTIC SUGGESTION - suggestions made during the hypnotic state to be carried out after awakening.
- PRECONDITIONING - the psychological impression you make on your subject concerning hypnosis.
- (PRE-TALK) PREHYPNOTIC SUGGESTION - a visual or verbal suggestion used to indicate hypnotic conditions
- PREHYPNOTIC TESTS - tests based on reflexes accompanied by suggestion to create certain effects.
- PROFESSIONAL HYPNOTIST - one who makes a living employing the principles of hypnosis.
- PROJECTION - the attributing of one's own feelings to someone else.
- PSYCHOLOGICAL CRUTCH - mentally relying heavily on someone else for your outcome.
- PSYCHOSOMATIC - functional inter-relationship between mind and body.
- PYRAMIDING OF SUGGESTIONS - facilitation. Each successful challenge guarantees the success of the next more difficult challenge from simple test to difficult test.
- RAPPORT - relation of harmony, comfort and accord; state of being in tune with your subject.

- REALITY - true state of anything.
- REVIVIFICATION - a reliving of a prior period of life. In revivification the hypnotized person, returns to a psychological state believed to have existed at the time to which the subject has returned. All memories following the age to which the subject has been regressed are removed.
- RIGIDITY - muscle tenseness.
- SELF CONTROL - conscious auto-suggestion.
- SELF HYPNOSIS - placing one's self into a hypnotic state. Skeptic - one who doubts or disbelieves.
- SLEEP HYPNOSIS - hypnosis brought about while an individual is sleeping, bringing them out of sleep just enough to be in the state of between sleep and wakefulness, the state of suggestibility. Usually conducted on small children with great success.
- SLEEP TAPES - hypnosis tapes used to induce trance and strengthen post hypnotic retention.
- SOMNAMBULISM - in everyday usage the term somnambulism is used for sleepwalking; however, in the lexicon of hypnosis somnambulism is used to designate the deepest state of hypnosis.
- SOMNAMBULISTIC STATE - a state of the most profound relaxation and usually the hypnotist's objective with subject. (Sleep Walking State).
- SUBCONSCIOUS - the nature of mental operation not yet present in the consciousness.
- SUBCONSCIOUS CONTROL - automatic suggestion.
- SUBJECT - one who is experimented with or tested.
- SUBJECTIVE TIME - time as perceived by a subject (essays , as opposed to real-time).
- SUGGESTIBILITY - the capacity to respond to suggestions. The propensity of a subject to accept an act on suggestions.
- SUGGESTION - an idea which is offered to the subject for uncritical acceptance
- SUGGESTIVE THERAPY - the removal of symptoms by hypnotic suggestion.
- SUSCEPTIBILITY - capability of receiving impressions; sensibility.
- SYMPTOM REMOVAL - removal of pain that denotes a condition.
- THERAPEUTIC - of or pertaining to the healing arts; curative.
- TIME DISTORTION - unexplainable lapse of time during the hypnotic state by the subject.
- TRANCE - a state of profound abstraction.
- TRANCE DURATION - time spent in the hypnotic state.
- TRANCE LOGIC - the suspension of critical judgment on the part of a hypnotized subject and his or her ability to tolerate the coexistence of logically incompatible phenomena.
- TRANCE MEDIUM - the use of a hypnotized subject to foresee the future.
- TRANSFERENCE - the self-made science of Prof. J.M. Charcot.
- TRAUMA - injury; shock or the resulting condition.
- TWILIGHT SLEEP - the state between consciousness and natural sleep.
- UNCONDITIONED SUBJECT - a person who has never been approached with the

hypnotic process.

- UNCONSCIOUS MIND - is a term used in psychiatry to denote a postulated region of the psyche, the repository of repressed urges and wishes. The term subconscious is often use as a synonym for the term unconscious.
- VASOMOTOR - physical activity over which the subject has no control.
- WAKING HYPNOSIS - hypnotic suggestions accepted by the subject in the waking state.
- WILL - a thought conveyed by the subconscious which becomes a reality. (Will Power)
- WORD ASSOCIATION - mental reaction to word stimuli.