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HYPNOTIC METHODS (*manuscript*)

Here are a variety of ways people are being given suggestion, conditioned, managed or controlled continually and how they have been throughout time. All of these methods would fall under the umbrella term of hypnosis. (*Being open to suggestion*)

By describing the many ways people have and are being hypnotized on a daily basis and how they work, you will not only be more in control of your own life but may find additional techniques to add to your sessions to assist your clients. Just as all clients are different; it helps to have a variety of tools available to help them.

Understanding the following methods will not only help you to assist your clients but will also help you to understand how they may have gotten the way they are. It will help you to open your eyes, perhaps for the first time, to seeing things that you may have never noticed before.

Most people's lives are guided primarily by their past conditioning. Many are not even aware that they can be in control of their reality so they allow life to guide them by default. It's as if they were living life with their eyes closed, or asleep.

This lesson will show you how to be awake in a sleeping world.

One of the most prevalent areas of suggestibility can be found in:

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1. Advertising and sales

You are continually being bombarded with suggestions on the television, radio, newspapers, billboards, store windows, magazines, drink coasters, on the clothes you wear, on your computers, cell phones screens, department stores, malls and supermarkets just to name a few. There is virtually no place you can go where you are not subject to advertising suggestions.

All advertising is hypnosis as it is designed to sell a product to use through suggestion. Therefore you are either being open or accepting of the advertising or you are rejecting it. These suggestions may be flagrantly flashed in front of you as a huge billboard or passively suggested through your peripheral vision as signs in store windows as you drive by. How often in the course of the day are you a victim of advertising suggestibility?

2. Auto Suggestion

Autosuggestion is used as a method of accepting suggestions through repetition. One of the most common forms of autosuggestion is the repetition of positive sayings or slogans such as one of the most common ones created by the French psychologists Emile Coue, "every day in every way I am getting better and better." Coue was one of the earliest pioneers of autosuggestion and wrote about it extensively. You can read more about him in the who's who in your manual.

Autosuggestion is used in many walks of life as a means of developing a positive mental attitude. It can be seen effectively used in many sales organizations. A more recent well-known figure who used autosuggestion extensively to build a multimillion dollar empire is the late W. Clement Stone. Within one of his companies it was common practice for the employees to create autosuggestion slogans and paste them throughout their homes so they can be seen and repeated on a constant basis. One of the popular autosuggestion slogans that Stone is known for is, "If there is nothing to lose by trying and a great deal to gain its successful, by all means try."

3. Brainwashing

Brainwashing refers to a process in which a group or individual "systematically manipulates others to conform to the wishes of the manipulator, usually in unethical ways and often to the detriment of the person being manipulated".

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The study of brainwashing falls under the category of "social influence." Social influence happens every minute of every day. It's the collection of ways in which people can change other people's attitudes, beliefs and behaviors.

The **Compliance** method aims to produce a change in a person's behavior and is not concerned with his attitudes or beliefs. It's the "Just do it" approach.

The Persuasion method, on the other hand, aims for a change in attitude, or "Do it because it'll make you feel good."

The **Education** or "propaganda method" tries to affect a change in the person's beliefs, along the lines of "Do it because you know it's the right thing to do."

Brainwashing is a severe form of social influence that combines all three methods without that person's consent and often against his will.

Because brainwashing is such an invasive form of influence, it requires isolation and dependency of the subject. The brainwasher must have complete control over the **subject** so that sleep patterns, eating, using the bathroom and any other basic human needs are dependent on the manipulator. The manipulator systematically breaks down the subject's identity to the point where it can be replaced with another set of behaviors, attitudes and beliefs that work to the brainwashers benefit.

4. Chanting / Drumming / Dancing / Group Frenzy – Such as Fire Walking

These are four areas where people are being hypnotized that we will group together as they all work on the same basic concepts.

The continuous repetition of mantras or chanting are used in meditation and religious or ritual ceremonies. It is said that chanting is a primitive way of altering the consciousness and raising psychic energy.

Chanting, which is an ancient and universal practice can be done with drumming, clapping and musical instruments. They are designed to raise the emotions to a level that is so high that frenzied states of consciousness occur. This can be seen as far back as in ancient times when a warring faction would beat drums and dance until in a frenzy before entering a battle and in common times in the practice of firewalking.

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This frenzy causes a rise in adrenaline in the participants and causes the individuals within the group to do things like taking part in an angry mob or riot which they would not normally do alone.

5. Closing your Eyes

The art of simply closing your eyes blocks out approximately 80% of beta activity. Beta is the, non-hypnotic state that people are in during work or activities where the mind is busy. Of course, blocking out 80% of beta activity, brings you be sent into the alpha brainwave state which is the most common and preferential state for hypnosis. This is why most hypnosis sessions are conducted with the eyes close and by having your client takes three deep breaths before every session they will enter into this hypnotic state even more.

6. Classic Conditioning

Classical conditioning also known as Pavlovian reinforcement. It is a form of associative learning that was first demonstrated by Ivan Pavlov.^[1]

The typical procedure of classical conditioning involves presenting a neutral stimulus along with a stimulus of a significant stimulus in a means to create the same response to the neutral symbolists that the significant one initially has as well.

One of the most famous examples of this classical conditioning involved the salivating of Pavlov's dogs. In this experiment Pavlov noticed that whenever his dog was in the presence of meat powder that the dogs began to salivate as an unconditioned response to the powder as well as to the lab technician who normally fed the dogs. Since the lab technician was associated with the meat powder, many times just by seeing the lab technician for dogs would begin to salivate.

During the same experiment Pavlov used a bell to call the dogs to get their food. After a few repetitions of doing this, the dogs would begin to salivate simply as a response to hearing the bell.

Pavlov noticed that, rather than simply salivating in the presence of meat powder the dogs began to salivate in the presence of the lab technician who normally fed them. From this observation he predicted that, if a particular stimulus in the dog's surroundings were present when the dog was presented with meat powder, then this stimulus would become associated with food and cause salivation on its own. In his initial experiment, Pavlov used a bell

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to call the dogs to their food and, after a few repetitions, the dogs started to salivate in response to the bell.

How has your life been conditioned to associate items or even people with specific emotions? Think of how you can use this same technique to help people to eliminate fear, stress and tension from their lives. Imagine being able to associate something that causes stress to something that causes extreme pleasure or relaxation.

7. Confusional Technique

This technique was spoken of in an earlier lesson as the method to hypnotize analytical subjects. See Chapter 8 of your hypnosis manual, titled Analytical Vehicles which are the tools used to keep the subjects mind busy while suggestions are being delivered. This is very similar to trying to have a conversation while doing your taxes. While you are focusing on completing your taxes, everything that is being said in a conversation is bypassing your conscious mind and being accepted by your subconscious. This confusional technique works on everyone, all of the time, as anyone can be kept busy or confused. Even though it works on everyone, keep in mind that anyone can resist it if they choose to do so.

8. Counter Suggestion

A counter suggestion is given to oppose or rebut the effect of a previously given suggestion. Although the counter suggestion is in opposition of the initial suggestion, the counter suggestion is also a suggestion as well, that will be accepted by the individual giving it. Therefore it is still included in the definition of hypnosis. So even in the process of resisting hypnotic suggestion most people are still accepting hypnotic suggestions.

9. Critical Mass

Critical Mass is a state of mind associated with the high beta brainwave state which can be measured by a speed of higher than 21 cycles per second, or above 25 Hz. This is a state where the subject becomes so confused or overwhelmed due to their level of activity that they can become just as suggestible as they would in theta or even in Delta. This practice is used extensively as a way of conditioning in sports, the military and even in some

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business applications. It is a state of mind where you are so focused on your project and you cannot see what is going on around you. It can also result in slowness or loss of memory for the same reason. Too much time in critical mass can cause highly nervous behavior, obsessive-compulsive behavior, lead to fear, anxiety or paranoia.

10. Day Dreaming

Daydreaming is an occurrence that happens between the alpha and theta brainwave state. It is interesting to note that if daydreaming occurs while still in the alpha brainwave state, the person dreaming will remember their dreams and will realize approximately how much time they have been daydreaming. However if the daydreaming occurs while more relaxed, and the theta brainwave state, the person will not remember the dreams and will also have a sense of lost Time. The reason for this is that the theta brainwave state is where the state of amnesia begins. This is the same explanation as to why some people do and do not remember their dreams while sleeping in the evening as well.

Daydreaming normally occurs as an automatic or uncontrolled function when a person seems to be bored or very tired however it can also be obtained deliberately through the use of a controlled imagination. It can be used to deliver hypnotic suggestions simply by relaxing and imagining of the end result of whatever it is you would like to be hypnotized for.

11. Anesthesia

the use of pharmaceuticals for anesthesia is also a way of attaining the hypnotic state. A patient under anesthesia would be experiencing a brainwave state ranging from theta to Delta.

There has been much controversy and litigation within the medical community surrounding the area of suggestions that have been given to patients while under anesthesia during operations or procedures. When a patient is undergoing a procedure under anesthesia, their mind is extremely open to suggestion. Therefore while in this state of mind, if the surgeon

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makes random statements of how they feel the patient's chances are the patient will usually respond to these suggestions whether they be positive or negative.

Many hospital operating and emergency rooms now include audio and/or video recording devices to ensure that these negative type statements are not used. Some hospitals even play soothing music during procedures and many will even allow hypnosis CDs to be played during the procedure and in many cases even allow a hypnotherapist to be present to deliver positive suggestions.

12. Emergency Hypnosis

Emergency hypnosis has also been covered in an earlier lesson and his techniques can be reviewed in your hypnosis manual, and Chapter 14 titled instant and rapid inductions. The reason why instant inductions work so effectively with emergency hypnosis is that the client is much more motivated than they would be in any other situation. An example would be if you came across a car accident where someone was lying down in the middle of the street in extreme pain, that person is highly motivated to do whatever it takes to eliminate that pain.

We have trained many EMTs and medical professionals in these techniques. Please keep in mind that emergency hypnosis should only be conducted by those professionals who are qualified to do so and that have medical degrees. It is imperative for safety purposes, for both you and the client that you work within your realm of practice.

13. Ericksonian Hypnosis

Ericksonian hypnosis was created by Milton Erickson who was a psychiatrist and psychotherapist specializing in medical hypnosis and family therapy.

Erickson recognized that resistance to hypnosis is similar to resistance to change, and developed his approach with that awareness.

Here are three basic areas that constitute basic Ericksonian hypnosis

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The first is Encouraging Resistance – Erickson was not a fan of the classic therapy requesting clients to tell him everything that was going on in their lives. Instead he would ask them to specifically withhold information and only tell him what they really wanted to.

He realized that there were many things in the client did not want to speak about. That there were many things that were of a personal nature that were uncomfortable or embarrassing to discuss. But he also understood that there were certain things at the client did not mind speaking about such as the specific reasons they came to see him. Therefore he would give the client to speak only about what they wanted to speak about and to withhold anything that they did not.

What he found was that once the client had finished speaking about what they wanted to speak about, that they had actually spoken about everything they wanted to as well as all the things that they wanted to withhold initially. This hypnotic procedure eliminated the negativity that a client feels by having two or being forced to speak about things that do not want to. The "you can't make me" reaction which is also known as the polarity response. Also realizing that the mind is not understand negative he would use techniques like telling the client that they do not have to go into hypnosis right now or they did not have to relax right now. That releases the negativity from the client's conscious mind however the subconscious not understanding the negative statements is only accepting going into hypnosis right now and relax right now. Therefore the mind would react to these commands without restriction.

The second technique which is also expensively used in the area of sales today as known as the **double blind statement**. This would be giving the client a choice of two things which would both benefit you.

Do you want to go in hypnosis now or later?

Would you like to quit smoking today or tomorrow?

Would you like to buy the small one or the large one?

You can see there are many areas in all walks of life where these type of statements can be advantageous.

The third and probably the most well known Ericksonian technique is in the **use of metaphors** or stories to give suggestions. These can be seen quite extensively in nursery rhymes, fairy tales, fables, bedtime stories, religious

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texts to include teachings of the Sufis , Buddha, the Koran and in Bible parables just to name a few.

The concept is that people are naturally resistant and when given advice will usually resist. That is the nature of the conscious mind. However if they were to hear a story of someone else who used this advice in a challenging situation greatly succeeded in their life or triumphed, the client will associate with this person and subconsciously accept this advice as their own. It's a way of being told what to do while not being in the hot seat yourself.

14. Faith Healing

Faith healing is based on the use of instant inductions, expectancy and belief. People are coming to these gatherings are aware that many people before them have been healed which begins the expectancy and belief process. Once they arrive and see the first two or three people being instantly healed this as a catalyst to build enough expectancy and belief in the client that they can imagine themselves being healed as well. Remember imagination as a catalyst to all healing.

Now in reference to those first three people that were healed, whether they were actually sick people who were indeed healed by the healer or if they were three con men that simply acted as if they were healed, it wouldn't matter. Whether it was an actual healing or not, as long as it appeared to be, then the placebo effect would take over.

The subconscious mind does not understand the difference between a real or imagined memory they both hold the same value. Therefore the next person in line who was actually a person with a real disorder can most likely be healed as well because of the expectancy and excitement that he experienced of the three people proceeding.

The type of excitement generated in these gatherings is very contagious. This group frenzy alone as spoken of earlier this lesson is a huge factor in the success of the individual healing.

Do not dismiss these types of gatherings as showmanship or entertainment. They are real events that actually help many people. They are based on the faith or belief of the client and the success in the showmanship of the person conducting the event. When I say showmanship I am speaking more of their ability to build expectancy and faith in the client that they can be healed.

15. Fear

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Fear is a very effective catalyst in many forms of hypnotic conditioning. It has been used since the beginning of mankind in the areas of organizing, conditioning and keeping large numbers of population and control. It is used by governments, educational institutions, religions, the military, in sales and countless other areas that require the soliciting of suggestibility.

How many times may you have purchased an item because the advertisement said there was only one left or the sale is ending on a certain date. One area this process is used quite successfully is in car sales. It seems like each holiday car dealers have the best possible sale with the biggest discounts if you come in within the next two days to purchase. They get many customers rushing into their showrooms this way. The funny thing about it is that this same sale is advertised on virtually every holiday of the year.

How many organizations have rules that you must abide by or pay a certain consequence of loss of money, freedom, services, association with others or even incarceration. Fear is a great motivator to keep people in line and obeying the rules.

16. Forensic Hypnosis

Forensic hypnosis can be simply explained as being a detective and your clients mind. You would be utilizing basic detective type techniques to find lost items, lost information, to relive previous situations such as accidents or even crimes. Keep in mind though that as of the creation of this audio, hypnosis it is not accepted in court by most states and other countries. The reason for this is due to the possibility of confabulation. Now that is a good word for you to look up in your manuals definition section. Keep in mind that people are not bound to tell you the truth under hypnosis. In fact most people are better liars in hypnosis than when they are not.

We'll be speaking more about the business of forensic hypnosis in an upcoming lesson and you can learn many of the regression techniques used in this procedure in your hypnosis manual rather than discussing them here.

17. Hawthorne Effect

This effect describes a temporary change in the behavior of the client in response to a change in the improved environment of the surrounding or observed.

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You could see this positive change by observing a client who enters an inviting, comfortable or success oriented office.

Improvements in the workplace as simple as increasing the lighting, a new paint job, maintaining a clean workstation, and even playing motivational music can increase worker's performance temporarily.

Thus the term is used to identify any type of short-lived increase in productivity. In short, people will be more productive when appreciated or when watched.

18. Hearing Impaired Methods

Recently I've had the opportunity to teach a student to becoming hypnotherapists that was a deaf, mental health counselor. Not only did she graduate with flying colors but it's now running a very successful hypnosis. One of the most important lessons that I took away from this experience is that being hypnotized or given suggestions is not limited to using one's voice. Suggestions can be given by reading lips, through sign language, and through reading and writing which you will learn more about in just a few moments in this lesson.

19. Holistic Healing

There are many different forms of holistic and alternative healing and yes they are all based on the power of suggestion. In order for someone to heal they need to be given the suggestion to do so. They need to believe that it can't happen and they need to be able to imagine it happening. These are all steps in the hypnotic process; therefore all holistic and alternative healing can come under the hypnosis umbrella.

Now you're beginning to see just how big hypnosis actually is. It is not limited to the old stereotypes of the past. Anything having to do with suggestibility or imagination would be considered a form of hypnosis.

20. Music

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The hypnotic effect of music is quite evident and can be seen in the actions of the listeners who enjoy the many venues available. Take a moment to think of the contrast of people's behavior to the following types of music. Those who listen to opera, symphony or meditation music as compared to rap, rock and roll or metal. I'm sure you imagined quite a contrast.

Music affects the person in so many different ways. What would it be like to hear heavy metal in a church, during a massage or in a grocery store? What kind of music do you enjoy when you relax or meditate? How about when you go out dancing or to concerts? Some raise your vibration and others slow it down.

21. Placebo

A Placebo can be a substance or medicine that is inert or having no effective value such as a sugar pill or what some would call a "dummy drug" that is substituted for an actual medicine without the knowledge of the patient. or a procedure which a patient accepts as a cure for a condition which has no actual merit but is assured that it will work by a person in authority such as a doctor.

They are based on the power of suggestion, belief and imagination. way by a treatment, due to the individual expecting or believing that it will work. The result would be that of a positive response or recovery, or the same success that the proper drug or treatment would have produced. An example would be a doctor giving his client a sugar pill and telling him that it is the most effective cure available for migraines and the migraine goes away.

Here's an interesting fact: The term placebo (Latin for "I will please")

22. Nocebo

The nocebo effect was used to label the harmful, or undesirable reactions that a subject receives as a result of administering a dummy drug or placebo. these results had not been chemically generated, and were entirely due to the subject's belief and expectation that the placebo drug would produce harmful or undesirable consequences.

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Even though there is no "real" drug involved, the actual harmful or unpleasant, results of the drug are very real.

The term *nocebo* is (Latin for "I will harm")

23. Post Hypnotic Suggestion

Simply put; any suggestion that is given to be acted upon after the session or suggestion has been given would constitute a post hypnotic suggestion.

Now, since you cannot be given a suggestion to do something yesterday or two hours ago, then "every" suggestion would be a Post hypnotic suggestion by definition.

A post hypnotic suggestion could last as long as it is convenient to the subject. For instance, if you were given a suggestion to scream at the top of your lungs every three minutes, that would not last very long as it is not enjoyable and would be against most people's nature to do that in a public place. If you were given a suggestion that you would never smoke again and you never do, then that suggestion lasted a lifetime.

24. Pygmalion Effect

The **Pygmalion effect**, or more commonly known as the "**teacher-expectancy effect**" refers to situations in which students perform better than other students simply because they are expected to do so.

The Pygmalion effect requires a student to internalize the expectations of their superiors. It is a kind of self-fulfilling prophecy and in this respect, students with poor expectations internalize their negative label, and those with positive labels succeed accordingly.

Studies conducted found that if teachers were to expect superior performance from certain children, then the children would indeed show that improvement. In some cases such improvement was about double the other children in the same class.

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Applications to racism

The Pygmalion effect can also result from racial expectations. This effect is seen during Jane Elliott's blue-eyed versus brown-eyed discrimination exercise, where third graders were divided based on eye color. One group was given preference and regarded as "superior" because of their eye color, with the other group repeatedly being considered inferior in intelligence and learning ability. On the second day of the experiment, the groups were completely reversed, with those oppressed against one day being regarded as superior the next.

Elliott gave spelling tests to both groups on each day of the experiment. The students scored very low on the day they were racially "inferior" and very high on the day they were considered racially "superior." [2]
Jane Elliott as a result of her test was quoted as saying...

"How we believe the world is and what we honestly think it can become have powerful effects on how things turn out."

25. Regression

Reversion can be to an earlier state of life as in the case of present life regression or reversion to a state of being as in past life regression. The key element is reversion and the catalysts are memory and imagination.

Present life regression need merely to be conducted in the Alpha brainwave state as it only requires remembering and alpha is where memories are stored. In order to get to alpha, one simply needs to close their eyes and relax.

Past life regression is also a state of remembering however requires that the subject be a bit more relaxed and use their imagination. It is important while in this state to not question their imagination and simply allow it to go where it wants to. Imagination is the guide and active ingredient in any spiritual or holistic travel.

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26. Relaxation

We have already covered this one in a previous lesson. Relaxation is probably the most commonly known technique to induce a hypnotic state. This is what the majority of clinical hypnotherapist utilize on their clients within their offices. The most commonly used technique is called the "Progressive Relaxation".

27. Self Hypnosis

Self-hypnosis as a form of autosuggestion in which the individual trains their subconscious mind to believe or accept specific suggestions for a certain purpose. This is usually accomplished through various methods including repetition, self-affirmations, imagination training, and even prayer.

Self-hypnosis is a wonderful tool for change that you can conduct virtually anywhere. It is important to realize that all hypnosis is self-hypnosis. In other words whenever you are hypnotizing someone else, if you are listening to the suggestions and accepting them you are also benefiting from them as well.

Self-hypnosis does not require you to be in a deep level of relaxation, recite repetitive mantras or spending hours in meditation even though all three of those are forms of self-hypnosis. You can conduct self hypnosis lying down, standing up, while walking, with your eyes closed, eyes opened or even in a room full of people. The various methods are as creative as your imagination.

28. Shock Ordeals Hypnosis

While this is another of Milton Erickson indirect hypnotic techniques it tends to get less attention than his others because we as healers or helpers of people are not really comfortable the concept.

It involves shocking the client in an unexpected way while they are experiencing their stress, fear or even pain so as to take their mind off of the fear and focusing it elsewhere.

Here's a story that explains this concept about one of Erickson's patients in his words:

While listening to it, think of any times in your life that you may have experienced something similar.

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>>> An older client asked if he could be helped for his fear of riding in an elevator, I told him I could probably scare the pants off him in another direction. He told me that nothing could be worse than his fear of an elevator.

Young girls operated the elevators in that particular building, and I made special arrangements with one in advance. She agreed to cooperate and thought it would be fun. I went with the gentleman to the elevator. He wasn't afraid of walking into an elevator, but when it started to move it became an unbearable experience. So I chose an unbusy time and I had him walk in and out of the elevator, back in and out. Then at a point when we walked in, I told the girl to close the door and said, "Let's go up."

She went up one story and stopped in between floors. The gentleman started to yell, "What's wrong!" I said, "The elevator operator wants to kiss you." Shocked, the gentleman said, "But I'm a married man!" The girl said, "I don't mind that." She walked toward him, and he stepped back and said, "You start the elevator." So she started it. She went up to about the fourth floor and stopped it again between floors. She said, "I just have a craving for a kiss." He said, "You go about your business." He wanted that elevator moving, not standing still. She replied, "Well, let's go down and start all over again," and she began to take the elevator down. He said, "Not down, up!" since he didn't want to go through that all over again.

She started up and then stopped the elevator between floors and said, "Do you promise you'll ride down in my elevator with me when you're through work?" He said, "I'll promise anything if you promise not to kiss me." He went up in the elevator, relieved and without fear – as for the elevator – he could ride one from then on.

29. Sleep Hypnosis

Sleep hypnosis is a wonderful technique that can be very effective in dealing with young children or others that may have difficulty accepting suggestions in other forms. Even though it is called sleep hypnosis it does not take place while in the sleep state. It's simply called sleep hypnosis because the subject is usually asleep before the practice is instituted.

Simply put, when the subject is soundly sleeping the person conducting the sleep hypnosis would calmly begin to wake-up the subject to a point which is known as the hypnagogic state. This is a state between sleep and

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wakefulness, also known as the Theta Brainwave state. It is a state where a person usually just falls off to sleep, where they are very receptive to suggestions, where the rebelliousness of the conscious mind is gone and where great success can take place in the way of positive change.

Sleep hypnosis can be very effective on children in the areas of bedwetting, nail-biting, confidence and self-esteem just to name a few . You will find more details about this technique in Chapter 19 of your manual.

30. Subliminal

The term "subliminal" means, "hidden beneath a threshold of normal senses". It comes from the Latin word "sub" which means "under" and "limen" which means "threshold".

Subliminal suggestions are messages that are hidden within another source such as music, voices, videos or background noises that are designed to be accepted by the subconscious mind but not the conscious. They are a form of covert hypnotic suggestion. What I mean by covert is a sneaky way or undetected way to get past the conscious mind. This is similar to how an airplane can fly so low over the surface of the ocean that it covertly evades the radar of the organizations trying to detect it. It got passed undetected similar to how a subliminal message can get past the conscious mind undetected.

There has been much controversy throughout the years on the validity or effectiveness of subliminal programming as it has been supposedly used in advertising, military conditioning, by the government, on television and even at the movies. In fact presently, the country of Australia has banned the use of subliminals. Most countries that allow subliminals require that somewhere on the label of the product it states that subliminals are being used for protection purposes.

31. Meditation

Meditation is a holistic discipline where the practitioner practices going beyond the thinking mind or conscious mind into a deeper state of

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relaxation. This deeper relaxation can range anywhere from Alpha to the Delta brainwave state and occasionally even further.

It is a discipline that has been used for both spiritual and non-spiritual purposes by both religious and nonreligious practitioners. It is most widely used to achieve a higher state of consciousness so as to increase guidance, loving kindness, self-awareness, focus and merely to create a more peaceful frame of mind.

Even though meditation is a form of hypnosis, it differs from traditional hypnosis as the main purpose of meditation is to clear the mind and to tone out outside distractions, where hypnosis is more of a guided process where the subject is following the instructions of the practitioner.

Understanding the concept of meditation and possibly even including it within your hypnosis sessions or practice can greatly enhance the relaxation and overall well being of your client. You will find a script in Chapter 20 of your hypnosis manual titled "the mighty oak tree" that incorporates an ancient form of meditation within the relaxation process. This allows the practitioner to use this script on either an analytical or non-analytical client with great success.

32. Propaganda

The propaganda method, also known as the education method is a specific type of message or presentation designed to shape perceptions and manipulate direct behavior to achieve a response that furthers the desired intent and specific agenda of the person or organization delivering it.

Propaganda is used continually in the fields of advertising and public relations. This type of propaganda is used to promote commercial products. Each product delivers the propaganda of what makes them better than any other. They do so by delivering partial truths, overinflated claims and purposefully omitting certain facts. It's interesting and even comical to watch television commercials on medications and the automotive industry. They make many of their propaganda type claims during the commercial, and while using their very effective forms of misdirection, stay to all the side

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effects, and even denied that claims of benefit they are making an extremely fine print or excessively fast talking. As long as they are written or narrated within the commercial then they are within their legal rights even if the public does not have the time to see them or is unable to hear them.

Propaganda has been traditionally used quite successfully in political campaigns, leaflets and in television and radio broadcasts. It is used by the government, the military, the education industry, the medical industry, by sports, religion, every form of sales and virtually anything else that someone can benefit from by coercing you in some way.

You can truly say that it is hypnosis programming and suggestion at its best. Take some time to think about how you can possibly use propaganda as a means of helping your business. Chances are if you are running a successful hypnosis business, you will most likely already using some form of propaganda, possibly even unknowingly.

33. Writing

Writing is a procedure that is both extremely hypnotic as well as beneficial in many areas because it gives you the opportunity to think things through in detail before acting.

Many times in life people will have what they think is a wonderful plan and simply jump into it without thinking just to find that it was not well thought out and ultimately fail. By writing things down, your thought process needs to be more complete in order to know what to write. In order to write things that make sense, they have to be thought out. Many times when thoughts are put down on paper, you can then see things that you did not see before.

Writing things on paper can also be a great technique to release anger or frustration. Just as exercise, the next time you find yourself angry with someone who wronged you in some way, whether it be in a financial transaction or even on the Internet, rather than retaliating or being angry with them, take the time to write a letter. In the letter detail everything that they did that upset you and exactly how you feel about it. Take the time to write exactly what you'd like to tell regardless of how rude or negative it may seem. You'll find it as you are writing the letter you are beginning to

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feel better as you are venting the anger or frustration you initially felt. Once you have completed the letter you will find that you have completely describe how you're feeling and able to let it go. Now here's the most important step... do not mail the letter! Simply destroy the letter and go about your business. You'll feel better in the long run rather than having to deal with the negativity of retaliation.

Writing has the ability to affect you at a very deep level. Even in the earlier grades in school students are made to write things on the board repeatedly as a way to remember them. Many people even write a long list before they go grocery shopping so as to not forget. However, many times the list does not even have to be referred to since the process of writing helped to ingrain the items in your memory.

How can writing help you is a practitioner? When you're dealing with a client and are not sure exactly what they want or are expecting, ask them to take some time as an assignment during the week to sit, contemplate and actually write out a list of their desires or expectations. This is also works great for making a list of both your short-term and long-term goals. In working with people for success coaching I often say that if you do not have your goals written down then you really do not have clearly defined goals. They are merely wishful thoughts.

34. Repetition

You'll find in a later lesson that repetition is the key to creating permanent habits. You'll find that anything repeated on a daily basis for a minimum of 21 days will actually reroute your neural connections and biologically become part of your newly changed self-image.

If you think of all the habits that you presently have today, the ones that you do automatically without having to think about, you will find that these habits or traits were developed through repetition. Habits such as the way you brush your teeth, or comb your hair. The process of getting dressed in the morning. The side of the bed you prefer to sleep on. The route you drive to work each day. The times of day that you usually drink coffee and

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even the type of coffee you choose to drink. Many of the things you say and possibly even the way you greet people are all habits that you have developed through repetition.

Many of your personal preferences were developed the same way as a result of your parents and environment you grew up in. Why do you prefer living in a certain country? Do you feel your religion; political affiliation or even choices of sports teams are better than anyone else's? As you grew up you were constantly hearing, observing and possibly even experiencing the preferences of your family, friends and environment on a repetitious basis. In so doing you developed many of the same preferences as those you have been surrounded by.

Repetition builds habit; habit builds faith, which turns into belief which eventually becomes fact or truth. There is a slogan that I am quite fond of that state's, "life is like a three edged sword, there's your opinion, my opinion and the truth." In life everything is based on perception. This perception is developed by your environment, upbringing, and decisions made in reference to your past programming.

You can see this continually in any type of disagreement whether it be in the areas of politics, religion, war, ethics and the lists is virtually endless. Both sides of the argument believe they are right. And the amazing thing is that both sides are right because it is their perception or the conclusion that they have derived through their individual reality.

Just as repetition had been used to develop habits, which became your perceptions, beliefs and faith, the same repetition process can be used to change them or develop replacement habits.