

Truth about  
**HYPNOSIS**

*Everything You Need to Know Before You Get Hypnotized*



# The Truth About Hypnosis

by Jim Katsoulis and  
Tellman Knudson

Transcription with  
Special Guest  
Keith Livingston,  
Creator of  
[Hypnotic  
Language Mastery](#)

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Jim: Alright, everyone, welcome to truth about hypnosis. My name is Jim Katsoulis and every week, we're talking to a different hypnosis expert and NLP expert to find out what their take is on hypnosis, what it is, how you can use it to make the changes you want in your life, and how you can use it to help other people make the changes in their life. And I'm so excited to get today's guest on because he was the person who trained me and he's just really, really good at hypnosis and NLP. He really, really understands it and I'm really thankful for all the information that he had shared with me and his unique perspective on it. I think what Keith is gonna do is he's gonna give you some real world understanding of how to use this.

Keith Livingston is a certified hypnosis instructor and NLP trainer. He's regularly featured on television and radio and in magazines; and he's a certified specialist in pain control, weight control, smoking cessation, and painless childbirth. He's also really good with phobias as well, helping to eliminate them. He's the creator of over a dozen programs helping people learn NLP and hypnosis. And so, one of the things we're gonna talk about today is that he's got a program called *Hypnotic Language Mastery* and I think you're gonna realize throughout the call that he really is a master at hypnotic language and so you'll hear that being exercised throughout the call and we'll talk about it specifically.

So, Keith, how are you doing?

Keith: Good, Jim, thanks for having me. I'm really excited to be here. I've been thinking about this all week.

Jim: Yeah, I'm really excited. It's like what I said, you know, Keith and I ... he trained me down in Sedona; and it was one of those real special times in my life because of it was a beautiful area and it was a great training period and Keith ... again, he just brings a real unique understanding to it, so I'm excited to talk about this with you and be able to share it to all the people on the call.

To get people up to speed here, Keith, give us a little bit, what's your background and how did you get started with hypnosis and NLP?

Keith: Well, I got started when I was a kid. I don't how old I was, nine or ten or so. I picked up a book called *Self-Hypnotism* by Leslie M. LeCron and I was hooked. The ability to tap into the power of the subconscious or the unconscious mind just really excited me as a kid

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and so, I read and I studied and everything I could get my hands on, I learned about, much to my mom's chagrin. She thought it was some sort of a cult thing and so, eventually, I took my first NLP training and then hypnosis was wrapped into that and I just kept going, and, eventually, became a trainer.

Jim: Sure. I would like to add personally and I kinda know the answers but can you share like, how do hypnosis and NLP help you in your life? Like even understanding it, has it made differences, big shifts in your own personal life?

Keith: It has and, you know, it's funny how those moments point that out to you. I hadn't really realized how much I've changed until ... speaking of my mother, she was in the hospital and I was in her hospital room talking to her and taking her mind off her situation, basically. And she looked at me and she said, "What changed you from an angry young man to who you are today?" And I thought, "Well, I never was an angry young man." But I thought back, and, yeah, I was. I mean, I was a black overcoat wearing punk rocker.

I thought the world was out to get me and I thought it all struck and NLP, specifically, was the thing that turned it around for me. It's gotten me the double-edged sword attitude that "I am responsible for where I am today." Yes, things happen but I can control how I respond and, you know, like I said, it's a double-edged sword because what happens is you go, "Hey, I can change where I am, I can change how I feel," but you also go, "Well, but I'm here because of me."

Jim: Right.

Keith: So, it's been a beautiful art and I've loved so much of it; but to be at power in your own life as opposed to having the world control you is tremendous.

Jim: Sure. You bring up something that I think is kinda interesting. Do you find ... because you said your mom kinda pointed something out to you that you should have been aware of. It was clear to this day that you're kind of bitter and all the rest of it. Do you think a lot of people's behavior ... they don't even realize it because a lot of it is in the unconscious? They're not even aware of a lot of their behavior and where it comes from.

Keith: Yeah, actually, that's the gist of why NLP and hypnosis are so powerful. It's because we operate on this unconscious programming that goes along and yet, we pretend that we operate based on our logical reasoning mind. So, you know, if you're on this call, you're

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on this path, and if you're on this path, you realize or you've, at least, begun to realize how unconscious most people are and how really outside of their control they are because they run these unconscious patterns and then they rationalize them later. Well, here's why I did this. It makes sense.

Jim: That's a great point. It's one of those things ... it drives me crazy sometimes because I think we're all like that but sometimes, we'll only say, "No, I'm in control, I'm in control." Would you agree that the majority of our behavior, personally, is kind of unconscious? And talk a little bit about that. What's your definition, what's your understanding of the unconscious/subconscious mind? How would you describe that?

Keith: Well, simply put, and I talk about unconscious because that's my training. I use that word rather than subconscious but you can think of them as the same if you like. Some people [inaudible] But, basically, your conscious mind is whatever you're aware of; your unconscious mind is whatever you're not aware of.

The unconscious handles all this programming stuff that's automatic. Just to give you an example, typically, when you first learn to type, you have to think about every letter and where every letter is. Once you get good at it, you just kind of give the command to your mind, "Type this phrase," and [inaudible] out it comes.

Now, even if you don't type, you can understand that because you talk. And when you talk, you don't think about every word and you don't think about every letter. You just kind of set a goal for yourself and the rest comes out. So, any behavior that is learned well enough drops into unconsciousness and so many of those behaviors are learned through experience and not deliberately.

You know, how we fall in love, how we make buying decisions, those things, typically in people, are patterns that run and ... you know, it's really great that we can learn this way because it means we don't have to study in school to learn how to fall in love, for instance. But, sometimes, these patterns get into us through experience in a way that we don't really want them to.

For instance, the phobia or any fear or anxiety is an example of it. We learn the fear through experience. Now, most of us don't have the techniques or the skills or the ability to pull that pattern out of the unconscious mind, examine it, change it to the way we like it and put it back in. And that, to me, is where the power of NLP and hypnosis is.

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Jim: That's great. So, in a sense, it's more controlled. It's almost like you're giving up on this idea of having conscious control over everything and you're accepting that a lot of your behavior is unconscious. However, you're learning how to influence that unconscious or those unconscious processes that aren't working for you.

Have you seen it in your own life that once you pull out one of those behaviors you don't like and you kinda tweak it a little bit and fix it, and you put it back, the beauty of that is that you don't have to, consciously, be aware of it the whole time and it starts to run automatically in a way that you want it to?

Keith: Exactly. It runs just as automatically as the old behavior that you didn't like.

Jim: Right. That's a great point. Again, that's something that I really thank you for because you really made that so strong in my mind. I think a lot of times, when people think about change, they think it's gonna be this real struggle and they're gonna have to focus on it. It's gonna be this willpower. And from what I learned from you and from a lot of NLP and hypnosis is that when you do things in this certain way, the new desired behavior can be just as automatic and unconscious as the one you didn't want. [inaudible]

Keith: That's what the unconscious mind is good for and just to put a fine point on that, if you're trying to change with your conscious mind, it often is hard because you're talking to the desk clerk instead of the hotel manager. You're not going to the place where the pattern is. These patterns run in our unconscious mind, and you're trying to get at them with that conscious mind; and the only way you can do that really is through repetition over a long period of time and struggle.

But if you do it the right way or the way that I like to do it, you go straight to the source to make the changes there, and then it continues to run unconsciously because the unconscious mind is beautiful at running patterns. That's what's gonna work.

Jim: That's right. And it's such an elegant approach to change that's not well known, and again, that's why we wanted to do these series. So, what's your take on what is hypnosis and how does it work? How can someone use it to create changes in their lives?

Keith: Well, what is hypnosis? It's really interesting. Well, let me back up just a minute. The definition that you'll probably get through most people (and it's a true definition) is

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hypnosis is a [inaudible] of a critical factor in the establishment of acceptable, collective thinking. Essentially, what that means is that this logical mind that we've been talking about is set aside for a minute and suggestions go in to the unconscious mind. And that is exactly the definition that I give when I teach formal, direct suggestion hypnosis, and that is a valid definition for that context.

However, there is a broader way to think about this which gives you the ability to go into things with many different angles and achieve the same results in many different ways. And that is this. Hypnotic language is a way to get your hand on the control knob.

Now, almost any of these patterns that we run unconsciously, you can change if you have your hand on the control knob. But not only that, almost any substance which the body produces, any hormone, any chemical, anything that makes you feel euphoric or sad, you can reproduce or affect, at least, through hypnosis and that includes insulin levels, blood pressure levels, just all kinds of crazy stuff.

Anything that the body runs unconsciously and automatically, you can affect through hypnosis. So, you get your hand on the control knob. And that's the way I look at hypnosis and there are so many ways to get there but, essentially, they all involve going past these conscious, logical filters that we have through which we filter information.

Jim: Sure. I think that is a beautiful definition. I think it makes it even more practical. What are some of the biggest misconceptions that are out there, you know, when people hear about hypnosis, what do you think are some of the biggest misconceptions that they have about it that are kind of preventing hypnosis from being more mainstream?

Keith: That it's the loss of willpower, that it puts you under someone else's control, that you're unaware in hypnosis; hypnosis, typically, increases awareness. Those are the main ones. People fear it because there are lots of movies and books or what not that use hypnosis as a plot device because it's just convenient to say, "We can get hypnosis to make anybody do anything or contact with the spirit."

Well, that's another one. I'm a real nut about this but people tend to link hypnosis with very new "agey" kind of stuff. And, to me, it doesn't give any insight into the spirit world.

Hypnosis makes things easier for people to imagine vividly; and when they imagine something vividly, they tend to believe it so, yeah, I mean, you can do all kinds of great

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stuff with it. But, in essence, the main use for hypnosis is to get in there and get your hand on your control knob so that you can do the things that you wanna do in life as opposed to just running through these patterns that some of them work for you and some of them don't

Jim: Right. Actually, there's a question I'm curious to get your answer to. Between the idea of hypnosis that someone goes to a hypnotist and they'll be put into a state of hypnosis and they'll give them suggestions, and self-hypnosis where someone learns about hypnosis, how to do it themselves, and how to kinda give themselves auto-suggestions to a certain degree, what's your opinion on the two of those, how beneficial they are, what areas work best with each one of them?

Keith: A lot of that depends on the person. I, for instance, do better with a hypnotist. Somebody's hypnotizing me and leading me through the steps because it keeps me from consciously engaging to have somebody else guide me through.

If I do self-hypnosis and I've got a series of steps I need to go through, I kinda have to consciously engage in order to remember what the steps are. So, I prefer it with a hypnotist. But other people, it works better with self-hypnosis.

Now, especially in terms of things like affirmation, you know, affirmations are when you look in the mirror, you put a smile on your face, and you say, "I'm getting better and better everyday in every way," but you don't believe it on the inside, right? So, your conscious mind is [inaudible] your unconscious is saying, "Yeah, right, Mister."

So, hypnosis helps you get to the point where you get that critical factor to the side and you get that stuff in there more unconsciously. However, here's the deal about hypnosis suggestions. It is that a suggestion will go in and become true for you and become a permanent and powerful part of your behavior as long as there's not a more powerful suggestion already in there.

So, if you have a more powerful suggestion in there, the suggestions are gonna battle it out and one of them is gonna win or your suggestion is not gonna be so effective.

So, in certain cases, it's beneficial to go to someone who understands how to unearth those old suggestions and dissolve them; and the old suggestions can take the form of belief or rather, beliefs can take the form of suggestion. So, if you have a belief, for

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instance ... this is an example from my hypnotherapy practice that stopping smoking is really hard, it's gonna be difficult, and it's gonna be painful.

Well, then the hypnotist's suggestion that says it's not, it's gonna be easy, those two are gonna battle it out. So, in those cases where you have some programming in there that you're trying to overcome, it can be useful to go to somebody who knows how to help you overcome that old programming.

Jim: Right. That's a great distinction. You work all across the board. What are some areas that you've seen hypnosis to be most effective?

Keith: Well, you know, it's funny. One of the things that we teach is process versus content. It really doesn't matter what the issue is, you go in and you find out what is the mechanism for creating that issue and you adjust it in some way that helps it come out better.

I liken it to ... if you were a vending machine repair man and this vending machine spits out different kinds of soda pop, it wouldn't matter to you if it was a Pepsi bottle or a Coke bottle, you'd repair it in the same way. It doesn't matter what the issue is coming down the pipe. But smoking and weight loss are the two big ones in terms of the hypnotherapy profession. But I like to work on all kinds of things, not only just habits but things that people want to do better as opposed to stuff that people want that's not good. I also love to work with physical issues, with pain control, and diseases, and other things along with the doctor.

Jim: I love it and I wanna get to the heart of why I think you're really unique in your abilities and your viewpoints is that for a lot of the calls we did this year have been... a lot of people, basically, the hypnotists, the straight hypnotists. And for you, a big part of your background is NLP, neuro-linguistic programming which is hypnosis based to a certain degree.

But let me ask you, what is NLP and how is it different from hypnosis? And do you think it's an important component to this whole field?

Keith: I think it's crucial. Hypnosis is a set of techniques to get to the unconscious mind, typically, with traditional hypnosis or what I call straight or formal hypnosis. This is where you sit somebody down, say, take a deep breath, [inaudible] close your eyes and relax. Now, start to count backwards, you know, whatever your technique is, it's very formal.

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But there are many, many ways to get messages through to the unconscious mind without formal hypnosis. And even in those hypnosis sessions, there's a lot of communication that goes on besides just the induction and the suggestions afterward; and if you're not using your hypnotic language for it during the rest of the session, then you're not firing on all cylinders and, for me, to take NLP out of the mix is like [inaudible] behind my back. You know, it's possible but it's just not as easy, as elegant, and as smooth, and as helpful to the client.

NLP has a lot of processes which are not on the surface hypnotic; but they are very hypnotic in their true nature once you understand what hypnosis is.

Jim: One of the things I think about NLP that's not really brought up a lot is that I feel like with NLP, it gave me an understanding of the structure even of hypnosis. I remember reading one time about how Bandler and Grinder have gone to see Erickson, and they were basically trying to figure out how he was doing what he was doing, and he wasn't able to explain it because, again, so much of his behavior was unconscious.

He just kinda did it and sometimes I think the value of NLP is that it gives you, at least, a new understanding and structure of how the mind works and how to unpack it from one person and put it into another. Do you think that's unique to hypnosis? Sometimes, hypnosis is kind of vague. Are there fields of hypnosis that are more specific in exactly how that works?

Keith: Well, I think of NLP in much the same way as you do and just to give a brief example to show people how it helps you to pull stuff apart and repackage it, if you're talking to a person who is smoking, and they're talking about how good it feels to have a cigarette, you can watch where their eyes move and figure out whether it's an image or a sound in their mind's eye or ear that drives the behavior.

So, a lot of people will make a nice wonderful picture of the end of the cigarette with a cherry glowing and a nice wisp of smoke going up and it looks totally appealing to them. That's what drives the feeling which creates the behavior. This is unconscious for them but I can tell.

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Okay, there's an image there. I can tell where it's located and I can screw with that image. I can make it something else equally as appealing that doesn't drive them to smoke.

Jim: Right.

Keith: Now, with hypnosis, it's more of a brute force thing. You go in and you say, "You no longer smoke. You hate the taste of cigarette. And they taste like garbage. So, whenever you think of having a cigarette, you think of garbage." Well, is that more elegant or is it more elegant to find the exact image that drives them and use an NLP technique to change that image so that it, automatically, comes up in their minds instead of an image of a cigarette. The one way to me is very kind of brute force and it works, and the other way is very elegant.

Jim: Right. That's great. Do you think a lot of times people's behavior ... we kind of established, okay, it's unconscious, a lot of times, it happens out of their awareness completely, do you think, a lot of times, people are like their own greatest hypnotists, that they're either telling themselves things or making images in their minds that drive a lot of their behavior?

Keith: Absolutely! I mean, beliefs are simply hypnotic suggestions and, yes, they're absolutely their own hypnotists. A very common thing to say in the field is that we're not really hypnotizing people, we're just taking people out of their bad trances, the trances that are getting in the way of them accomplishing what they want to in their life.

Jim: That's great. So, let's get into a little bit of detail here. We don't sometimes get into so much detail but I'm curious to get your opinion on this stuff again. Can you describe and explain what the differences are ... because you really are a master of hypnotic language. You really understand it. We're gonna get into that a little bit in a few minutes. But what's the difference between imbedded commands and just kind of outright suggestions that you give someone?

Keith: Well, in general, hypnotic language that does not go on during a formal hypnotic trance is language that gets past the filters of the conscious mind. So, basically, you're doing stuff on two levels. You're talking to somebody consciously and you're also communicating directly with their unconscious.

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Imbedded commands or imbedded suggestions are suggestions that you mark out with a certain tonality, or a certain motion with your hand, or you can mark them out in any way that the other person's unconscious can pick up. So, for example, I like to mark out suggestions with a little pause before, a little pause afterwards, and a different tonality.

If I was working with somebody and I wanted to hypnotize them, I would want to suggest before I hypnotize them that they would find that easy and relaxing. So, I might mark the suggestions out this way. "So, Jim, before you relax completely but after we talk about how easy hypnosis is, you might find that this process is wonderfully relaxing." Does that make sense?

Jim: Sure, that's great. That's why we're gonna get to the specifics of that in a minute but, again, anyone listening, you know, sometimes we get into this conversational type of hypnosis and the more you understand this and the more you can do this, you start to realize how you were, in a sense, hypnotizing people the wrong way and then you start to get from that power back and you start to be able to, literally, influence people exactly the way that you want to. It's really not difficult when you understand some of the structure of it, some of the basics of it.

Speaking about straight hypnosis or even some imbedded suggestion or commands, how long do suggestions last?

Keith: Well, that depends. They could last for the rest of your life, or they could last for a day or two. A lot of it has to do with what criteria they're tied to, how important it is to you, and what's important about keeping them alive.

I recall the story about Milton Erickson where he had given someone a suggestion ... well, let me tell the story this way. He was in a restaurant with a couple of very well known people and somebody came in and said, "Dr. Erickson," he was [inaudible], "Dr. Erickson, it's good to see you." He said, "Oh, hello, it's good to see you, too. Have a seat." The person sat down and went into a trance.

Now, it turns out that 25 years earlier, Erickson had had him as a client and had suggested that if you see me again and the situation is safe for you, just go into a trance and report to me how you're doing. So, 25 years later, he was sitting with well known people whom he trusted; he sat down, boom, went into a trance.

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Jim: That's awesome. I think everyone, in a sense, has experienced to some degree like a suggestion or some belief that just sticks with them. You know, someone told them something and it was when they were 10 years old or whatever and they still remember it vividly, is there something that a person can do to kind of influence that and make that more likely that a suggestion or command either auto-imposed or by someone else would be stronger?

Keith: Yeah, absolutely. What you can do is look at how that memory ... and I'm thinking, "Last night, I watched the Golden Globe and Steven Spielberg talked about Cecil B. de Mille and how when he was six years old, he went to see a movie that Cecil B. de Mille had directed, and he said it was probably on his path at that moment. It was the biggest thing that had ever happened to him.

Now, you could take a look through NLP at how he coded that memory because people ... if you've ever watched somebody talk about a scary movie or something, when they talk about the scariest part in the movie, they may jerk their heads backwards when they're thinking about it and put their hands up. And then the spider jumped up, "Ahhh."

Jim: Right.

Keith: That's because, typically, there's a really huge [inaudible] image of a spider in front of their face. So, they code that memory ... it has to have a certain size, and maybe a certain color, and maybe a certain movement in it in order to be frightening to them. So then, you can take another image and code it that way and that would be frightening to them as well.

So, you could back to Steven Spielberg and start asking him some questions and find out how it is he coded that memory that made it so important, and his language gave a clue. He said, "It was the biggest thing that ever happened to me." Probably, it's a really big image.

Jim: Right. Can you talk a little bit about that? Again, we haven't even gotten really to the details of it, and NLP, I think, is beautiful for this. It kinda allows you to dissect things but can you talk a little bit ... I mean, what are some of the ingredients, in a sense (I use that word), of people's thoughts. When you talk about how people code things, how they code thoughts, what are some of the ways in which they do that?

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Keith: Well, people think with their senses. So, they think in images, they think in sounds, they think in ... and, usually, the images and the sounds lead to feelings, and they think in smells and taste.

So, any quality that you can have of any one of those is a way that people think. So, you can think of a sound; it can be loud, it can be quiet, it can be far away, it can be a tinny tone, it can be a bassy tone, it can be mellow sounding. Images have size and distance, then color, intensity or black and white. They can be 3D; they can be two dimensional; they can be moving; they can be like a still image.

The important thing to recognize is that each quality of these images will change how you feel about it. Just to give you an example, I recall a story. I believe it was Richard Bandler who was seeing a woman who 10 years after her husband had died was still wearing black and was still going around the house, and talked about how terrible life was without him. And so, they sat her down, and they said, "Well, is there anybody that you loved who died, who's gone on, and you don't like the fact that they've died but you've kind of accepted it and moved on with your life?" And she actually mentioned, I think, her father or grandfather or something.

Well, it turns out that when somebody died, she had their image up into the left, and then her grandfather's or whoever's image was all the way over to her right, and so, what she would do was when they died, she'd put their image in a certain place and she'd think about them in a certain way, and then, gradually, their image would move from the left to the right as she became more accustomed to it and accepting of it. Her husband's image was just barely, just a couple of inches away from where it was when he had died. So, when they took that image and moved it over to where the other person's image was, she was then more accepting.

So, that's just an example of how powerful this stuff can be. Just by playing with the qualities of the images or the sounds, you will change the feelings that are inside; and the feelings that are inside are what drives you and motivates you to do stuff.

If you look at a plate of healthy food and you have a thought that gives you a really good feeling, bam, you eat the food. If you look at a cigarette and you have a thought that is tied to something that you would never do, something disgusting, ugh, you turn away.

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The feelings drive our behavior; the images and the sounds and, specifically, the qualities of the images and the sounds tend to drive the feelings. So, when we get our hands, again, on the control knob and just tweak these things, we can have profound effects on somebody's behavior in just a small amount of time.

Jim: Right. That's so great. Wow, man, that's such a great, great description of it because it really is ... you know, so many people are walking around. They don't know how to make changes in their lives and in their behaviors. They only have the willpower thing and you know, when you started talking about how people think, you know, literally, the pictures and where you put them, how you're thinking, what words you're using, where you're placing images in your mind, all of these things, they do create the feelings and, ultimately, your behaviors.

It's almost like if you had to describe how to drive somewhere, if you gave directions but you couldn't use the words left or right, that's how like, a lot of times, people think about with their mind. They have no words or descriptions to be able to influence these things. Often, they're not even aware of it even though we think in pictures and talk to ourselves all day long. So, that's great.

Keith: That's so true and that stuff ought to be taught in first grade, you know, but here we are.

Jim: Yeah, I know, it's so funny. I mean, I've been doing NLP so long now that I just take it for granted that I talk to myself but, you know, sometimes when there are people and I say, what do you say to yourself, what are you saying in your mind. I'm talking to myself.

It's obvious that they do but they're just not aware of it, and that's the amazing thing almost in a human because we can do this behavior so regularly sometimes and be so unaware of it. What do you think that's about? What's that all about? Does awareness have to be trained? What do you think about that?

Keith: Well, here's what I think. I think it's evolutionary. We have this incredible processing power. I mean, it takes so much more process and power to catch a baseball than it does to do math. There are just so many things that have to happen in order to catch a baseball, and we don't think about it. We have this incredible processing power that's in there that takes care of so much stuff for us.

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And the conscious mind which sits on top of that ... and it developed later in terms of evolution. Its job is to kind of direct us. It's like the captain of the ship, but the captain of the ship only has the power that the ship gives him, you know what I mean. You can't steer a ship without a rudder, so the captain is the director but he relies on all the mechanism in order to get him where he wants to go.

So, that is the problem. We think with our conscious mind and the problem is that we think that we think with our conscious mind. So, we think that the things that we do are based on logic, but really they're driven, about 85 percent, by these feelings and by these unconscious patterns.

But the unconscious mind, its job is to run these behaviors once we've learned them to a sufficient degree. And you take the catching of a baseball example, well, you do have to learn that consciously at one time and it's really hard to take a ball, the things to do to catch a baseball, or to drive. But once you get it, it drops in there.

And, once again, the problem that most people have is that all they know how to do is to change consciously and use their willpower. And willpower is a temporary measure and it's a conscious measure. And it's much better to get in there and change things at an unconscious level so that you don't have to use your willpower, so that your new behavior comes to you naturally.

Jim: Right. It's funny, too, because it's like, literally, in every one's own experience, the things that they do the best, they do unconsciously. And what I mean by that ... I say, "Okay, what are the things you've learned?" And they try thinking of really big things. But I'm talking about like reading and writing. Most adults can do that. Using a computer mouse, driving a car, those things they can do beautifully and, yet, they don't do them consciously at all.

I think you're the one. I remember ... I think it was you who said, [inaudible] but you said, where does the next word come from?

Keith: I don't know.

Jim: So, it's funny, though, because literally, in people's experience of life, the things they do best are purely unconscious and the things they do like the worst almost ... I'm trying to change their unconscious behaviors consciously and, yet, they keep doing the same thing

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over and over and over and over again trying to change that way even though in their own experience, the other way has worked.

Do you think that as people get older, that we go from learning less unconsciously ... the first few years of life, everything you're kinda learning is unconscious. Do you think as you progress through life, that kind of slows down?

Keith: I think it can. It depends what state you find yourself in, for one thing. I know that you'll hear a lot of things like, well, it's much more difficult to learn a language after you reach a certain age. Well, it can be but look at how children learn language. They don't go to class and learn about the grammar of a foreign language. They don't. But that's how we try to do it as adults. So, that puts us in a different state, usually, not a good one. The way we should learn language or one way to learn language, anyway, is to do it like a kid.

You put yourself in an environment where everyone speaks that language and you don't understand anything and you're really, really motivated to start understanding. And, you know, children are beautiful examples of hypnosis. They're learning machines and I think of hypnosis as a wonderful learning state because it gets past your preconceptions and allows you to just drink in information; and the more hypnotic a learning environment is, the more you learn quickly.

So, that's the case with children. You look at them and they got that little hypnotic stare in their minds about five percent of the time and it's wonderful to see. I have a six year old. He is so excited about learning stuff because that's what kids do. I mean, they're learning machines.

So, in order for us to allow ourselves to learn like we did as children, we need to get it with a state which is similar to that that we had when we were children.

Jim: Right. It's so elegant because it's like the language learning is probably the funniest thing that can prove like how dumb we are as humans. We all learned how to speak, I think, all of us, unless there's some physical issue or a mental one, we all learned how to speak, and yet when we wanna learn how to do it again in a different way, we completely try and do it in a totally different way that doesn't work for anyone.

Keith: (overlay) believe that learning is conscious because we believe that our logical minds are the way to understand things. So, we start off with that logical approach. Well, here is

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the grammar. You know, the rules of grammar, we didn't make rules of grammar and then form a language. We formed the language and then people had to figure out what the rules were. The rules are unconscious. It's better to teach them unconsciously.

Now, as an adult, it poses as an advantage and a disadvantage. We may understand the structure of our language so we may sort of postulate from that that other languages must have a structure, too, and if we learn that structure, it will be easier. Well, yeah, so that's an advantage for us. But it's also a disadvantage because we assume unconsciously, because language is so unconscious, that the other language is going to follow the same set of rules and what it does, we get confused.

Jim: Well, talk a little bit ... go ahead, you have something else to add?

Keith: I was gonna say just, for example, the Chinese don't do plurals the same that English does. And when you think about it, what does adding an "s" add to the sentence. We have two chairs. Well, the word "two" tells you that it's more than one. You don't need the "s"

Jim: Right.

Keith: To a Chinese person, they don't do plurals in the same way. That doesn't make any sense, an "s" [inaudible] So, the Chinese people when they're learning English have a tendency to screw up the s's. They'll put them where there aren't and they will not put them where they are because, well, this doesn't make any sense because it's an unconscious rule to them. It's not anything that they, necessarily, learn in school. It's just the way things are.

And that's the gist of what hypnosis and NLP can help you with. It can help you with those unconscious assumptions that you make which are hurting you in your life.

Jim: Right. Now, I think there's something else that's so big and rarely talked about. Can you just kinda go over real quick the idea of states in a person and how they affect the person's learning and their entire life?

Keith: Well, you mentioned that I worked a lot with phobias and one of the presuppositions, one of the main ideas behind NLP and Ericksonian hypnosis is that somebody has the resources within them to solve their own problems. And, in a practical sense, what that

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means is the person who has a fear of public speaking has the ability to feel calm. They felt calmness, they felt confident in some areas of their life at some time; but it's difficult for them to get that calmness and confidence into the public speaking context.

And if you notice a stage hypnotist, you know, the typical stage hypnotist, the scenario is, the stage hypnotist says, "I'm gonna snap my fingers and you're gonna bark like a dog," or "cluck like a chicken." Well, there's no inherent reason that clicking the fingers or snapping the fingers makes somebody bark like a dog. Barking like a dog and snapping the fingers are not connected in any logical fashion and that's what hypnosis is good for. It's good for linking things together, and it's also good for splitting things apart, but that's another subject.

So, you can link snapping the fingers with barking like a dog. Well, you can also link feeling to a particular context. Okay, when you look out and see the audience of people looking at you expectedly, automatically, this feeling of confidence and calmness washes into your body. And what you'll find is that certain states bring certain types of thoughts and also certain abilities with you so if you can talk to a group of people just like you're talking to your friends across the table at a coffee shop, then you're gonna have different abilities that if you're freaked out, your chest is tight, and you can't think of anything.

Fear has a tendency to shut us down and the reason is that when you're about to be eaten by a saber tooth tiger, you don't need to do math. You don't even notice the glimpse of the sunlight off the water across the way. You need to be able to run. So, your brain shuts down ... for the most part, it's a very narrow focus on pumping adrenaline through your system and running.

So, negative emotions, fear-based emotions tend to constrict our ability to think and do things other than fight, flee, or freeze. Other kinds of emotions allow us to access to other kinds of abilities. So, a lot of what we do in NLP and hypnosis is we help people link together states that help them make better decisions, that help them have access to their full range of abilities to a particular content like, well, when it's time for you to have had a cigarette in the past, suddenly, a feeling of satisfaction will flow into every cell of your body.

Jim: Right.

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Keith: If you need a cigarette, you'll immediately switch your mind to some more healthy activity. So, it's this linking of things together through hypnosis; and states are one of the one of the big things that you wanna link because with state comes abilities.

And if you just think of this a minute, if you have the power to put whatever emotional state into whatever situation you could, it could change your life. Well, guess what, you do.

Jim: Right. Well, that's profound because I mean, don't you hear a lot of times people say, "Well, I don't know how to give a speech," or "I can't talk in front of people." But, of course, they can. It's just that they frame it in a way that they say they can't. But the state thing is amazing because it allows you to recognize very quickly what your skills already are. It short cuts the process instead of saying you don't know how to do any of it.

I wanna move into ... again, anyone listening to this, I'm biased here because Keith trained me but I think he's a real master at this and I think one of the beautiful things and you'll hear this over and over again as you listen to Keith, is that you get these wonderful metaphors that really explain things; and if you enjoy hypnosis, if you enjoy NLP, and you wanna take it to the next level, what we're gonna talk about now is ... Keith's got ... one of his programs which is so good is *Hypnotic Language Mastery Pack* and it contains a few different things but you can check that out at [www.truthabouthypnosis.com/language](http://www.truthabouthypnosis.com/language). And you can learn more about it because it's really good.

There's one product, specifically, that's part of that pack. That is called sleight of mouth. It is so good. We'll get into it. But can you explain, what is the *Hypnotic Language Mastery Program*? What's it all about?

Keith: Well, one of the things that the early founders of NLP did was they went and studied Milton Erickson and some other people, Virginia Satir, people who were highly effective at getting other people to change, and they teach the language skills out of these patterns. So, there are various language patterns that you can use, and the point of these language patterns is to get information in unconsciously so that people can change.

So, the *Hypnotic Language Mastery Pack* is a set of the best language patterns from NLP and hypnosis to take your language level to a skill where you can help people, you can

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persuade people, you can help them change, you can get messages directly into their unconscious mind and get your hand on that control knob that we've been talking about.

Jim: Great. And, I guess, I should have put that in perspective ... when you're listening to Richard Bandler, for example, is that he is almost always ... when he's doing sessions with someone one on one or if he's teaching in a group, he's always focusing on the unconscious mind. He believes the unconscious is where the whole game is, is that true?

Keith: Well, I don't know what's in Richard Bandler's head but he, certainly, I believe, places great value on unconscious processes and less value on the conscious, I would say.

Jim: Sure. The only reason I'm taking this distinction is that a lot of conversational hypnosis will talk about how you can get someone to do something. NLP is really ... the core of it is unconscious language, unconscious communication. So, when you wanna really bypass someone, the way to do it is just to talk directly to their unconscious mind. NLP is really, in a sense, a whole study of this.

What can it be used for? I mean, you get the *Hypnotic Language Mastery Program* and you listen to it, you use it, what could someone use it for once they've mastered some of these techniques?

Keith: They can use it in a sales situation, they can use it in a persuasion situation, they can use it in a therapeutic situation. A lot of the patterns are useful for yourself as well. I say, particularly, the sleight of mouth patterns. What often gets in the way of people making change is the belief that they have and I gave an example earlier.

If someone believes that stopping smoking is difficult, it can be useful to dissolve that belief before you try any change work, right? So, the sleight of mouth patterns are patterns that help solve beliefs, and you can actually turn them around on yourself if you've got a belief that you don't like and help yourself dissolve that up.

A lot of these patterns are about getting your foot in the door to the unconscious mind and once you're there, you can do any of the things that we've talked about today.

Jim: That's great and they really work. Let's give them a few examples because I can explain the power of this and how wonderful it is in a conversational setting or if you've ever had

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like that jerky relative who really bugs you, this is like kung fu on them or something, you know, like judo, you can just flip them all around.

So, someone comes up to you and he says, "I don't know. I'd like to be able to work out but I just don't like to."

Keith: There are a number of different responses that you could go for with that one. I would say, "So, you haven't found a way that you could work out that you enjoyed yet, right?" "I've tried them all. I hate working out." "Have you tried just standing on your head and shouting booga, booga, booga?" "I guess I haven't tried that one yet but I've tried every other one." "You've tried every other one. It doesn't sound like you wanna exercise." "Right, I guess, I don't. I guess, I don't wanna exercise but I wanna have a better body. I wanna feel better." "You want to have a better life. Okay, so what could you do that's not exercise that could help you have a better body?" "I guess I could walk, like go for a walk."

You know, the thing is, Jim, this reminds me very much because I went through this maybe 10 years ago. I don't like exercise and I did not want to get on an exercise machine. In the meantime, a friend of mine had been urging me for years to go out and play basketball and I was out of shape and I just told him, "Look, if I come out and play ball, I'm gonna kill myself. I haven't done anything for 10 years and this is gonna hurt me."

And he said, "Well, just come out and do a little bit." And I said, "You know what, I'm not gonna do it." So, I did some work on myself and what I objected to about exercise was that it sucks, and what I really wanted to do instead of have exercise was have fun. So, I did what's called a little bit of [inaudible] work and I worked to nail these two parts together and then I forgot about it. And then, about six months later, I realized I was playing basketball.

I had gone out with my friend even though he's been urging me for six months and I wasn't exercising at all. That wasn't the point, I was having fun. So, there are ways to whatever your criteria are, whether it's fun, whether you wanna enjoy it, whether it's something you like to where you can do exercise and it won't even be exercise. It'll be something you enjoy. Now, I don't know if taking a walk is that thing for you or something else is. (overlay) take a look.

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Jim: Well, that's great. You know, I don't like to speak in absolutes but these patterns and these tools, in a sense, remove the dead ends that a lot of people get themselves into. And it works both ways because you'll start to hear these things and, all of a sudden, they'll be like red flags to you. You'll hear these winning beliefs, you'll hear these dead ends and you'll have the answers and the questions to ask to get around them in an enjoyable way, not confrontational but in a way that genuinely helps all those people out a lot of times.

Keith: A brief example of that ... your friend and mine, Michael Bennett, there was a guy who was sitting in one of his classes and he just looked at this paper that was in front of him and he says, "I can't learn this stuff. I have a learning disability." And Michael looks at him and says, "Well, you learned you had a learning disability, didn't you?" And you could practically see the smoke coming out of his ears.

Jim: Right.

Keith: He couldn't deny it and from there, Michael went on and said, "Okay, so you've learned something so it's possible to learn. We just have to feed you information in a way that makes it easy for you to understand; and the easier it is to understand, the more powerful it's gonna be for you and the more powerful it's gonna be for you, the more easily you learn."

And so, you begin to stack these language patterns up and you do help people get past their own barriers and that's why I say you can turn them around on yourself and take an attitude that you don't like in yourself or a belief that you feel that's getting in your way and help yourself dissolve that and, therefore, get what you want.

Jim: Yeah, I mean, this is really where the power is. So, the Hypnotic Mastery Pack, the Hypnotic Language Mastery Pack is ... it's three programs. It's a sleight of mouth patterns. It is the *Practical Guide to Covert and Conversational Hypnosis*, and a *Practical Guide to Metaphor and Advanced Metaphor*. Let's start with the sleight of mouth, I mean, where does that come from?

Keith: Sleight of mouth comes from ... legend has it that people followed ... also some of the early guys in NLP followed Richard Bandler around and noticed that he'd never lost an argument. And anytime, anybody kind of started to heckle him from the audience or whatever, he would just kind of tie them up in knots and then move on, and so they

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looked at the language patterns he was using to do that. And I think what sleight of mouth patterns are best for is dissolving limiting beliefs and that is so important.

If you're at an impasse with somebody, it's probably because one of you has a belief that isn't working. If you're trying to persuade somebody of something and they're not going for it, they probably have a belief.

For instance, you're a salesman and you're trying to sell somebody a suit. And they say, "Well, this suit is too expensive. I can't afford it." Okay, there's a couple of beliefs right there. One belief, kind of an unspoken one, is this suit cost more. So, that's the belief that they have, right? And you're not gonna get them to buy that suit unless that belief is altered into some way, unless you, for instance, show them that the suit lasts longer and because of that, it's gonna be cheaper in the long run; and if they buy a cheap suit, they're gonna have to buy one every year or something like that.

So, it's so important to be able to, at least, get your foot in the door so that your methods can get through, so that people can then evaluate it without these crappy beliefs getting in the way. I think that's what sleight of mouth patterns are best at.

Jim: Yeah, and they're beautiful. And, again, for anyone who hasn't actually seen Richard Bandler in any sort of a confrontational sort of exchange but if anyone tries to bust his chops or whatever, it's like the guy is just a master at it but I've been through Keith's sleight of mouth program. It's so good, it's so good.

It's one of those things, too, it's like ... a lot of times, they're like magic programs where you can learn how to do some magic and they're really hard to do. The sleight of mouth thing is like once you learn them, you can use them instantly and it's like one of those things that you learn, you can't wait to use. How many sleight of mouth patterns are there in that?

Keith: Fourteen or eighteen, I don't remember. There are 14 of one and 18 of another. And thank you, Jim; and I should mention that I put these programs together with Geoff Ronning, my good friend. And the way that I did it ... because I think, often, in NLP land, these patterns get taught and then you move on, and you don't necessarily integrate them. So, what I did is I took a look at ... once I had written the patterns down, I gave multiple examples for each pattern and some are written and some are in audio portions so that you can actually hear me generating sleight of mouth patterns [inaudible]

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Once I finished writing down and doing the audio, I thought, what are the core skills that go into delivering sleight of mouth patterns? And so I came up with a set of core skills and then I said, "What exercise would help somebody really integrate this material so that they can learn it deeply?" And then, I wrote an exercise for each of those core skills. So, really, all you have to do is listen to the patterns and go through the exercise, and practice a little bit, and they'll be flowing out of your mouth without you even realizing it. You'll laugh when you look back later and see what you've done.

Jim: The reason why I believe they work so well is because they're so practical and they're so real world. I mean, this isn't trying to trick someone or anything. This is just basically conversations and you hear people saying things that maybe have irritated you or frustrated you or you've recognize as a limiting belief, and you just haven't known how to get around it.

And so, as soon as you finish listening to this program, you're gonna go out back in the real world and talk to someone, and I guarantee you that in five to ten minutes, you're gonna see an opportunity to use one of these patterns, and that's what makes it so cool and so useful.

Tell me a little bit, what's *Covert and Conversational Hypnosis, the Practical Guide*, what's in that? What's included in that?

Keith: That is the hypnotic language patterns of Milton Erickson that are brought out and codified so that you can understand each category of language pattern them and use them. And an example is the imbedded suggestions that we talked about earlier where we are able to get a message through to the unconscious mind just by creating a pattern in our language, and there are many of those and other examples of what is called presupposition.

This is a quick example. My cat sleeps on the purple mat in front of the heater. The fact that I have a cat is probably not one you're going to challenge. It's presupposed [inaudible] in order for you to understand what I said, you kinda tap and make a picture of a cat on a purple mat in front of the heater.

So, there are lots of messages that you can get through to the unconscious mind without bringing up those barriers of [inaudible] which can be there sometimes. And an example

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is somebody that has a belief that he has a learning disability. You might say, "I don't know if you're gonna learn this material quickly or whether this is gonna take a long time." But the presupposition is they're going to learn the material and you might even say, "I don't know if you can learn this material quickly or whether it's gonna be easy."

They might argue with you. Well, it's not gonna be quick and easy but they'll probably not gonna argue with you that they're gonna learn the material because that one slipped by as a presupposition. It just kind of melted Erickson's language patterns which allow you to get messages in the unconscious mind where the other person can be receptive to them.

Jim: And another cool thing ... again, you use a lot of hypnosis but there's also a lot of power here because of the NLP tools that you bring in here; and one of the values of your programs ... NLP is awesome. It's a weighty subject, though, and in order to learn it, it takes a lot of reading and a lot of exploration of all these different courses.

One of the nice things about these programs that you put together is that it's practical and it's accessible very quickly even to a lay person. Again, NLP is wonderful to learn but it does take a lot of dedication. These programs ... very quickly, you can get a lot of the information and power out of them.

[inaudible] You know, we were talking about this the other day but I think it's so valuable that I just want to take a moment. What would you say, what's the difference between positive and negative suggestions or commands?

Keith: Do you mean positive in terms of stated in the positive or ...

Jim: Yeah.

Keith: Well, it's much more difficult for the mind to process a negative suggestion. So, for instance, somebody comes to you ... they wanna lose weight and they will often say, "I don't wanna be fat anymore." And I'll say back to them, "Well, what do you want?" And they'll say, "I just told you. I don't wanna be overweight." "No, no, you told me what you don't want. What is it that you do want?" "Oh, okay, I wanna be thin and healthy and slim and energized." "Okay."

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The mind has more difficulty imagining these negative suggestions because ... how do you do that? “Don’t step in the mud puddle.” In order to process that sentence, you’re probably thinking about a mud puddle and maybe thinking about stepping in it. And the mind tends to follow those images which you give it.

I, for instance, have noticed how on the freeway, people will start to drift a little bit to the left sometimes, and then they’ll come back to the right, they’ll turn on their turn signal, and then they’ll go to the left. They’ll go in the left lane.

So, what my interpretation of that is, is that they think, “Oh, you know what, maybe I’ll switch lanes here,” and that thought creates a picture in their heads. That how they think it; and then their car starts to move because their unconscious, automatically, obeys those images that they get.

So, therefore, you put an image in the mind and it’s gonna do that. You say, “Don’t step in the mud puddle.” Well, that puts the image of stepping in the mud puddle in their heads and then they do it.

Jim: Sure. Right.

Keith: Another way of thinking about this is that the unconscious has a very difficult time processing negatives and so you can do that with language as well. If you stop thinking about all the things that you don’t have, and realize the lack of the vacuum that isn’t there, how easy is that to not process?

You can’t wrap your mind around that sentence because the negatives are stacked up [inaudible]. So, that’s why we teach hypnotherapists to state suggestions in the positive, what you want, not what you don’t want.

Jim: Sure. That’s key and, again, I mean, you’re using real specific examples and someone will say, “Well, just because I said I don’t want to drop a glass of water, it doesn’t mean I’m gonna drop a glass a water.” Well, of course. But when it starts getting into the emotions, you’re absolutely accessing those emotions.

“You know, I’m tired of being depressed all the time.” And people will be congruent in describing those and it becomes this one long chain from the time you wake up till you go

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to sleep with these negative suggestions that you keep stacking on top of yourself of what you don't want.

Keith: I know and there are professionals who don't understand this. There was somebody who came in to a class one time and she was running something called the Holistic Depression Network. If there's one thing that's worse than depression, it's holistic depression. That's crazy. I mean, you need to understand the power of the language that you have and how it affects you.

Jim: Yeah. You know, it's funny. I had a family member who was diagnosed with depression and so I went over to their house and on her kitchen table, I see the depression workbook. Oh, my God!

Keith: Yeah, actually, it's depressing but you have to work to get it.

Jim: Right, exactly. It's the complete guide to getting depression. We joke a little bit but what would be the difference if it were called a workbook for feeling better or feeling lighter, feeling happier. If that was what was surrounding us in our language, would we feel any different?

Keith: Language is still powerful and I just wanna throw in one additional example here and this is not positive or negative suggestions. But just to state how powerfully language can affect a scenario and that is, there was a restaurant that did an experiment with "no shows" and one of the problems with restaurants is that people call up and make reservations and they hold on to the table and they turn away other customers and the people don't show.

So, they tried two different pieces of language so when people called to make a reservation, one group said, "Please call us if you're going to cancel or if you're not gonna show up." The second group said, "Will you please call us if you're going to cancel?"

And the group that said, "Will you please call us," had one-third of the no show than the group that said, "Please call us." Is that unbelievable or what?

Jim: Yeah. And that explains it, you know.

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Keith: It turns out that when you say, “Will you please call us,” then the person would say, “Yes, of course, I’ll call you.” Once they’ve made that commitment, they were more willing to show up.

Jim: Sure.

Keith: But it illustrates the power ... you just add, “will you please” instead of “please.” Just two words, “will you,” and that makes it a question. one-third of no show. And this is the power that small changes in our language can have. And the *Hypnotic Language Mastery Pack* is really the best of the techniques with the most power to change behaviors out there.

And, you know, language is one of the few inner spaces that we have with other people and so to be able to use it effectively is gonna make a tremendous change over the course of your life.

Jim: Absolutely! And there's no question about that. It's kinda like that magic elixir. People are always looking for this magic pill to solve everything and language is as close as I've ever seen that will get you to it. Not that it's perfect but you discover where the problems are and the issues are very quickly when you know how to use it.

So, talk about the last one. The last program that's part of this pack is the *Practical Guide to Metaphor and Advanced Metaphor*. So, what are metaphors? How do we use them more effectively?

Keith: Metaphors are stories and stories are one of the things that appeal to the unconscious mind. The unconscious mind drinks in stories. That's why we love to go to movies, read books ... it's why if you've ever had someone tell you a story and it'd be interrupted in the middle of it and you were just wrapped into it, it drives you crazy until you can hear the end of the story.

Well, the thing is, stories have been used throughout the ages as teaching tools, as healing tools, but most people don't know how to construct a story for a specific purpose. So, what the *Practical Guide to Metaphor and Advanced Metaphor* does is it teaches you how to create a reality for someone through a story that gains you a certain outcome that helps them to understand something, that helps them to want something, and that helps them to take some action.

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So, in therapy, I use stories a lot because people are consciously engaged in the story and yet the message is going into the unconscious. That's one of the most effective ways to get your message through to the power center of people and get your hand on that control.

Jim: Sure. That's great. And a lot times, we naturally think in metaphors, anyways. We think in stories. Part of our behavior is you can link them right to either someone you grew up with or someone famous.

Keith: That's a great point because it is the natural mode of communication of the unconscious.

Jim: Right.

Keith: Again, we don't know how to do it [inaudible]

Jim: That's true. As a very young person, before you can even speak, you're still understanding what people are doing in story basically, so kinda right from the beginning, we're hardwired for it.

Again, anyone listening to this, I would assume I wouldn't have to convince anyone. If you have any interest in language, hypnosis, personal change, persuasion, this program is probably one of the most valuable programs to get. I mean, it's fantastic. And, again, it's right to the point which I'm a big fan of because I don't have a lot of patience. I like to just get to the meat of the substance, and there's just good stuff in each one of these programs.

So, if you're interested, you wanna find out more about it, we're running a special on it this week. You can learn more about it [www.truthabouthypnosis.com/language](http://www.truthabouthypnosis.com/language) and you can learn more about what those specific programs are and like I said, there are lots of books out there, there are tons of information.

The beauty of these programs is they get right to the heart of it so that within an hour, you can go through the sleight of mouth patterns and be able to use them. They're programs you can go through quickly and access them really fast to make some changes with them.

Keith, anything you'd like to add to what these programs are about.

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Keith: I think you've done great, Jim.

Jim: Alright, everyone. Thank you very much for listening. Again, if you want to find out more about this ... Keith is a wonderful, wonderful hypnotist and NLP practitioner and I think he's one of the few people out there who really marries these two disciplines, in a sense, together so wonderfully to really kind of get the most powerful parts of each one and use them to create something special. He's certainly been a big, big influence on my career.

Again, you can go to [www.truthabouthypnosis.com/language](http://www.truthabouthypnosis.com/language) to get a special price this week on that package that he put together.

So, thank you very much, Keith. I really appreciate you getting on the call here and explain these things to all the people on the line.

Keith: Thank you so much, Jim. It's been a pleasure.

Jim: Excellent. Alright, everyone, have a great day and I will talk to you all next week. Bye.

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