

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
Michael Lovitch,
Developer of
[The Productivity
Engineering Program](#)

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Jim: Hi! Everyone. Welcome to the Truth about Hypnosis. This is Jim Katsoulis. Every week, we talk to a different hypnosis expert and this week, I'm super excited to have Michael Lovitch here. He's the founder of the Hypnosis Network. He's a social science researcher and a connoisseur of effective psychology. And so, he kinda gives a unique perspective to this whole conversation and I think you're gonna enjoy it.

After working in the special education mainstreaming autistic students, doing the graduate school thing, and then working in business development for companies in the database security industry, Michael finally figured out what he wanted do in his professional life and that was to be an entrepreneur and educate people at the same time, which is how he came up with the Hypnosis Network which is really one of the most credible sources of hypnosis online or in the world.

You know, we'll be talking about this but he really, really puts a lot into each product and like a lot of products out there, I'm gonna say, he really vigorously tests them to make sure that they are effective. He has chosen the angle with his products that he only provides hypnosis sessions created by licensed health practitioners because, honestly, in the hypnosis field, there is lot of noise and misinformation. So Mike, how are you doing?

Michel: I'm alright. That's a long introduction.

Jim: I know. But I want to get it out there. I want to get the most important points. I think the most important one is you ... I'll let you tell me. What's your background and how did you get started with hypnosis and come up with the idea of the Hypnosis Network?

Michael: Kind of like, you know, I've always been into the hypnosis more from the consumer point of view and then when I went to grad school, UC Davis Communication Sciences, I studied hypnosis as, you know, a communication phenomenon. I found it interesting that it works. I'm more of a kind of researcher guy, let's make it clear to everybody on the call, you know, I would be a [inaudible]. I'm the kinda guy who likes to research.

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So, I just found it really neat and there's a lot of cool research behind it but also there's a lot of correlation between hypnosis and communication science because all hypnosis really is how you communicate with yourself at the end of the day.

Jim: Sure.

Michael: Or how you receive messages from other people. I found that pretty interesting. Like a lot of things, when you study in grad school, you go on to another career, you could get a lot of ... you forget about it.

Jim: Right.

Michael: And so [inaudible] pretty nice career in sales, in business development and software but along the way I've had sales teams and I get sent to motivational seminars and things like that. I'm not gonna mention names but I just saw that a lot of these people ... putting this on and, you know, human potential types. They didn't really know what they were talking about. They would motivate. They knew about cult programming really well; but as far as, you know, what really helps people, they didn't really have any basis in what they're saying, and that's kind of annoying.

Michael: [inaudible] and I was about to try them when people said they were showing stuff online. So, I started looking at all the stuff sought online in personal development and then, of course, hypnosis but what I realized was everybody who was selling hypnosis products, none of them really had the background in psychology which is kinda weird.

Michael: And there'd be people like selling ... one person (we talked about this earlier) was selling like 125 different solutions which is just, you know, insane that one person can help you with kinda 125 things or even 20 for that matter. It's just not realistic so ... you know I wanted to get out of what I was doing. My wife is pregnant and I wanted to stop traveling so much for [inaudible] and wanted to get involved online with something, and saw that if all the people selling hypnosis programs online were just breaking even a paperclip and there is a lot ... you know there's a living there

Jim: Sure.

Michael: And that I figured I could carve out a niche if I found the best person for every issue to do it, didn't do the magic, didn't over hype it just, you know, headlining pages that

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someone is dead, or over blowing it and find the best people to do it and then kind of pretest that I would end up ... and the company would end up doing well. So, that's how I got into it.

Jim: That's awesome. And it's really true. I mean, you know, anyone that checks out the site, the Hypnosis Network, you'll really see that it's all different people. There is something to be said for that ... and it's interesting because you say that hypnosis ... I always ask that. What is hypnosis? But you really are right. It's kind of a form of communication, a very, very effective form of communication. That's just half of it and the other half is what's the person communicating?

Michael: Right. Exactly. It's more about, you know, you've done hypnosis and...actually people talk about it and ask hypnosis techniques and all that. Hypnosis, you know, in and of itself, isn't really that hard. I mean...

Jim: Exactly. That part can be taught.

Michael: Yes. It's what you with it.

Jim: Right.

Michael: So, it's really about the main experience. And what I mean by the main is, these are the areas of weight loss so the person helping you should really understand the issues involved in weight loss and know all the research, etc. or if they want to be in smoking, they should really understand addictions from a really clinical level.

Jim: Alright.

Michael: If it's for productivity, the same thing. If it's sleep disorder, the same thing. One person that's getting no ... [inaudible] **5:14**

Jim: Sure. That's true. I mean there's, there's something very, very valuable to that point, no doubt. What would say, what is hypnosis and how does it work? If someone listens to a program, one of your programs that you put out there, how would someone use it and how would it work for them? How would they experience it?

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Michael: The first question is [inaudible] we have I think 20 different therapists, and they're all doctorate level and I probably have 20 different definitions of what hypnosis is for you. [inaudible]

Jim: Sure.

Michael: So it's kinda nebulous is, you know, what is hypnosis and then how does it work? I think anybody who tells you how hypnosis work is, ultimately, somehow lying because nobody knows exactly how it works.

Michael: There's a lot of research in different areas that it does work.

Jim: Sure.

Michael: But how exactly it works ... you know, I've read a lot of different things from a lot of different people and it seems to have a lot to do with training

Michael: You know, and it seems it have a lot to do with bypassing the locus of executive control for a period of time so that you can kinda do planning which is get in close on the map to something you want.

Michael: But, even Erickson, Milton Erickson will tell you that he doesn't know exactly how to it works. I don't wanna misrepresent it, it's just, you don't quite, you can see the grain now and then the hypnosis is changing.

Michael: So, now we can now feel that. We know it's happening, we know a lot of people get results but exactly why and how it works, I think, there is a lot of, a lot of good debate on that so I can't give you an answer. I'm kinda like the researcher, I like to get outside and just see what everybody is saying but, yeah, a lot of really cool theories and things are out there that I don't know exactly how I works and what it is.

The programs that we have are really simple, like if you were to go to a therapist, you know, and do an intake and they have decided that hypnosis would be the thing they would use with you, you know, you would then... the therapist would do something that ... common induction which is kind of a phase where you agree to kind of let your critical mind open go for a little bit

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Jim: Sure.

Michael: And then they would do suggestions and exercises and various therapies while you were allowing this to happen [inaudible] **7:32** control. So that's what's gonna happen in our office. We had the therapist do the same thing they would do to somebody who's a client but just actually just record the sessions onto a CD and we had to make modifications because the inductions had to be longer ... things had to be changed to make a transfer

Jim: Right.

Michael: And we learned those the hard way along the way as we were doing our pretesting. We started to realize that things had to be different and we have a [inaudible] **8:00** because we didn't have that one-on-one interaction.

Jim: Right.

Michael: So, for example like, our weight loss [inaudible] **8:07** you know, Roberta, Dr. Temes is world famous for this. Usually, in two of her sessions, she could help somebody. Well, for us, we needed eight different ones because they had to cover the whole [inaudible] **8:18**

Jim: Sure.

Michael: So we learned along the way some of the differences, but, basically, yes, that's something you must do at home instead.

Jim: Now you were saying something before and I thought this was really cool. And by the way, I agree with this. I think that different methods work for different people, for sure.

Michael: Sure.

Jim: But one of the things I love about your programs is that you're really kinda combining the two perfect things because I believe hypnosis is one of the more effective ways to communicate things. But, again, you're also someone who's such an expert on the field.

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If someone listens to this, what are some of the feedbacks you get because you were saying that you have people record, and you don't just put the products upon on the site. You send it out, how do you test things?

Michael: Yeah. That's the big thing and I don't want to mention names but we kinda have the reputation of, we try to find the best, you know like I'm trying to recruit somebody for one subject now that's taking a lot of negotiation because he's allegedly the best in this one thing which I know will sell.

So I'll get these people, and I sign them to a contract, and then they're paid royalties, and they record for me and I only try to find the people really, really [inaudible] **9:21** because I find them through the major association like I find the people who are teaching other psychologists how to do their one subject.

And they'll record for me but I don't just sell it. I have to then send it out to data customers who like [inaudible] **9:30** make a program. People ... "Hey, do you have this?" They'll say no, and then I'll find out, I'll do research if hypnosis could really work for her.

Then I'll find the therapist. You know, we have, I'm not gonna mention how many but a lot, a lot of pretty prominent therapists out there who'd recorded for me [inaudible] **9:50** because we sent it out for testing it's not getting the kind of ... we'd to get around 90 percent of the people getting results [inaudible] **9:56**

Jim: Wow. That's really true.

Michael: We have more on the [inaudible] **10:04** than we have to sell.

Jim: Yeah. I mean, to me, that speaks volumes about the quality of the work because, again, that's kinda unique. I mean, you guys actually test them. You know, that kinda goes back to your skills, anyways. What ...

Michael: It's not scientific. I mean, it's just real informal testing but you know what I mean you send it out ...

Jim: Sure.

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Michael: ... and you get it back and you know. You know pretty quickly whether something's not gonna give you the kind of results you want [inaudible] **10:25**

Jim: Right. I know that's really important. You know, that's the value of having someone who is, you know, so high up and they're training other psychologists because they've dealt with so many different issues. They know what to hit on, because it is like that when you get in this ... like a session that's gonna ... for a bunch of people, you have to hit everything, you know, until they're really into the experience.

Michael: You get the kitchen sink so ...

Jim: Right.

Michael: You know, like we have a pretty cool program to make people more productive and then [inaudible] **10:53** and what not. Yeah, again, like if you went to that therapist one on one, you're gonna get results in a couple of sessions, you're gonna pay him \$500 per session.

Jim: Exactly.

Michael: [inaudible] **11:03** record it, that's his first one, and then once we did it and just threw in every person you've seen the last 20 years on any issue that's causing it. But, then, you listen to it, [inaudible] **11:14** but there they are.

Jim: Right.

Michael: It's kind of up to the person listening to figure it out.

Jim: Yeah. That's great. A lot of times, I'll ask, how hypnosis does work? Well, what I wanna ask you is what do you notice across the board because you know a bunch of different products with different things, but what are the commonalities? Like how is hypnosis different than other, you know, change solutions or whatever? What do people report that you notice and you see, well, that's because of hypnosis?

Michael: [inaudible] **11:43** hypnosis. We're really strict on ... we're just hypnosis so that way we can ... other people do other things better and, again, I'm not one of those people who

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says, "Hypnosis is the only way." Hypnosis is just a part of a lot of different solutions; it goes well with a lot of things.

You know, like we talked about earlier, support groups are good for different things, and meditation's a great thing, and martial arts is great, I think **your classes 12:04** are awesome. There are so many cool things to do to be a more effective person.

Jim: Sure.

Michael: But you know, in hypnosis that's all we really have [inaudible] **12:12** Different programs have different responses so the goal on each one ... you know, when we get on the successes is people to say it just became a lot easier. They've struggled with something forever and, all of the sudden, over time, it just kinda actually happens.

Jin: Right.

Michael: Because see, on those types of programs like smoking, or weight loss, even productivity is, all of sudden, things that they're never able to do consistently, they're just doing. It just kinda starts to happen over time without them thinking about it which is the goal because you're bypassing having to think about it.

Jim: Great.

Michael: And then on the ones that have more depth like the self esteem type stuff, you know that or we even have this true Ericksonian depth stuff which I find really, really cool **but it doesn't lead 12:58 to an outcome**

Jim: Right.

Michael: You kinda hear that people are getting more access. It sounds weird but more access to who they really are, more access to themselves because part of good Ericksonian hypnosis is, you know, that you assume that all the resources are there but, a lot of times, you hide resources on yourself because you're scared of them. And the high-end Ericksonian people can do an induction in such way that you re-introduce yourself in a safe way.

Jim: Right.

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Michael: Anyone can have access to [inaudible] **13:30** which is really cool when it happens.

Jim: Right.

Michael: You know when things are [inaudible] **13:35** different than the, “Hey I quit smoking,” or “Hey, I lost weight.” So, two different types of [inaudible] **13:40**

Jim: Sure. Sure. Well that’s cool, though. I mean, it’s a nice alternative but I think a majority of people in this culture, anyways, they’re always trying like that willpower driven ... you know like “This I’m gonna do,” then they try it and it doesn’t work and they keep trying, and trying, and trying and, you know, the hypnosis seems like a really great alternative when that hasn’t worked when you’ve tried 50 times and it doesn't work.

Michael: Sure. Some people like my father-in-law, you know, that guy says he’s gonna do something and pops [inaudible] **14:07**

Jim: Right.

Michael: This is not for everybody and it’s a balance. You know, I’m no big on [inaudible] **14:12** willpower, either.

Michael: I mean, it’s great to be able to develop willpower as well.

Jim: Sure.

Michael: But for some people like, “Oh, it’s not easy, blah, blah, blah.” It’s a lazy learning stuff. I kinda do believe in discipline, too, but not like, hey, it’s automatic.

Jim: Sure.

Michael: What it does is [inaudible] **14:26** but it’s not bad to have willpower, you know. [inaudible] **14:31**

Jim: That is a good point. You’re right. You know, that’s why I enjoy talking to you because you’re very real. There’s a lot of hype ... I mean, everyone ... I don’t find this a lot in

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your stuff. I think it's good. But a lot of sales letters, 14:45 I mean, they're there to sell to you, and I am guilty of this, too. I mean, we always try to put the best face forward.

Michael: Sure.

Jim: And kind of talk about things in an extreme, and the truth is that, yeah, hypnosis uses a different power than willpower but, of course, you're still gonna use willpower

Michael: Right.

Jim: We're gonna use all these things, you know.

Michael: When you have a company you market, I mean, AT&T does it and everybody does, and it's always ... you work with copywriters and then when I write my own it's always ... it's a tough call.

Jim: Sure.

Michael: Because you wanna be really accurate, but then you're selling, and that's always a tough thing.

Jim: Right, right.

Michael: What to be able to say and what not say because you just really wanna be really, really ethical. I mean, you want people to get what they're sold, you know.

Jim: Great. Yeah, yeah. I think that's important.

Michael: That's important.

Jim: That they have a clear idea of what they're getting. It's not, necessarily, a cure-all, you know, just you hypnotized, but it's not something that works for absolutely every single thing.

Michael: Without a doubt.

Jim: Sure.

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Michael: It does not work for everything. It just doesn't.

Jim: Right, right. It's nice. It's like freeing to say that, you know

Michael: Yeah.

Jim: Again it's always ... there's a black and white ... "Oh, it's gonna work for absolutely everybody," but that's definitely not the case.

Michael: [inaudible] **15:55** That's what a guarantee is for, yeah?

Jim: Sure. Sure, yeah. You said that you kinda test different things and different products, have you noticed hypnosis in this approach working for certain areas more than others? Where do you know does hypnosis kinda working really well for?

Michael: Again, this is all limited to whom we've chosen and who were getting because, again, it's more about the therapist, I think, than the technique. You know, so far, we have different return rates and different satisfaction for different products. Just take smoking, for example, right?

So smoking, you know, we're finding is working for about 2 out of 3 people. You know, if I had a 90 percent criteria on smoking, you know, I couldn't finish the program

Jim: Sure.

Michael: Any clinic that claims that 90 percent they can do this program ... you know what I'm saying, you know it

Jim: Sure.

Michael: You know that's not true. But we consider that very successful. The fact that [inaudible] **16:50** on two out of three, I think that's awesome.

You know, but then with weight loss, we're getting like ... we even have one and it's been tested by a magazine that we've sent tons of copies to the readers, and it matches

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our return rates so the 92 percent of people benefit and then [inaudible] **17:05** about that.

Jim: Sure.

Michael: Right, so what does “benefit” mean?

Jim: Right.

Michael: That some people, I think, get a lot of help [inaudible] **17:11** sticking to their plans etc. For most people, there's a whole lot of help. And then, you have your people on [inaudible] **17:20** like it's a miracle.

Jim: Right, right

Michael: Yeah. It's just kind of ... you know, you might get that with your clients, too.

Jim: Sure, sure.

Michael: Like there's a degree of how much help that certain thing is to you.

Jim: Right

Michael: [inaudible] **17:34**

Jim: Well that's smoking ... that number, by the way, that's phenomenal. You know as a person who has worked with people individually, that number is superb for a CD program. That speaks to the quality (overlay)

Michael: [inaudible] **17:50** the 90 percent criteria is impossible you know

Jim: Right, right.

Michael: [inaudible] **17:52**

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- Jim: I think of, "Boy, they're too good." Again, sometimes like that's some of the harm of sales, in a sense, is when fake numbers are just thrown out or untested or unverified numbers and it sets up ridiculous, unrealistic expectations.
- Michael: Right. Then you kinda mess with people's hopes and dreams, right?
- Jim: Right, right.
- Michael: Because people say if there's a guarantee, what's the harm in it? I think there is kind of a harm and that's a big problem I have with ... we talked about earlier with some of the lavish actions stuff, this kind of stuff. They say, "What's the harm?" Well, the harm is that you've just given a person another promise that you can't keep, you know.
- Jim: Sure.
- Michael: And they just tried one more thing that just didn't work
- Jim: Right, right, right.
- Michael: And then that hurts, I mean, you know that damages a person's psyche ...
- Jim: Absolutely. I think disappointment is one of the biggest kinda barriers people ... it builds up as people go on and keep trying different things, you know.
- Michael: You're not [inaudible] **18:44** every time you hire a marketing firm that promises something and it doesn't work out.
- Jim: Right.
- Michael: You're [inaudible] **18:49** all welcoming ideas very much, you won't try anything because you just got burned, you know.
- Jim: Sure, sure. That's absolutely true. You know, and you kinda brought something up and I wanna talk about that a little bit because I think it's refreshing and I think it's important. With the law of attraction, you're kinda well known for kinda having a certain opinion. I mean, what do you think? Like just hoping for the best and ... what do you think about

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that? What's your take on that? Have you done a test on it or you're experienced with it?

Michael: Yeah. The law of attraction as defined by like a secret and stuff ... [inaudible] 19:17 I'm not really into but just for the fact that, yeah, there are a lot of studies showing that thinking about worse case scenarios is also very beneficial.

As I was telling you earlier, I mean, I give myself two hours to research negative thinking and if there's any benefit to it ... and I found tons of studies ... like one know one famous psychologist who works as a major senate player, and he has to imagine the worse thing that could happen to him, and then get that out of the way, and they can go play their game, and that works really well.

Jim: Right.

Michael: Well, the law of attraction, people would say that you would attract that play.

Jim: Sure.

Michael: Then, they have studies on US children; they expect to do really well on their math tests where in the East, in China, and the Orient, they expect to do bad on their tests when the people in the East, actually, way outperformed the kids on the West

Jim: Right, right.

Michael: But, according to the law of attraction, that would be the opposite result.

Jim: Sure.

Michael: So, the manifestation in that sense ... it just doesn't, you know, **matter. 20:12** So yeah, part of thinking can be just removed.

Jim: Right.

Michael: And it's always good to kinda know what you want, but then there's a lot of interesting research even on goal setting that you ... you know [inaudible] **20:25 necessarily being all that is cooped up to be. 20:23**

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Jim: Right, right. I appreciate that because, again, it's just one of those things that people ... when they're constantly told that this is what you have to do, this is what have to do ...

Michael: Yeah.

Jim: And you keep trying, it doesn't work and you could feel that there's a problem with you, you know, it seems as (overlay) you know.

Michael: A lot of it is biology. There are different types of people who respond differently like I kind of respond more to the stick than respond to the carrot, you know, and it's just different.

We all know that biology has a lot to do with temperament, personality, etc. Not that you can't do a lot of things to help yourself, but with different things, you're gonna work with different people [inaudible] 21:00 way and then psychology's still a relatively young field

Jim: Sure.

Michael: So, we're still trying to figure that out. To me, it's just cool [inaudible] 21:08 research and seeing what's out there and trying to make heads or tails of it.

Jim: Yeah. That's so the truth of the situation. Again, you'd like to say, "Oh, here it is. This is magic formula." But the truth is, it is a relatively young field. I mean, you know all ... all medicine, as we know it, is relatively young.

Michael: Yeah. (overlay) It's not like the people in school and the researchers are like evil people or whatever. They're all trying you know but they need to be a lot more careful than the people who aren't.

Jim: Sure, sure.

Michael: And it takes longer because it's hard to design an experiment in social science. You know I lost ... I got my masters and I couldn't even go on but to [inaudible] 21:45

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Jim: Right.

Michael: I mean, just to design the experiment and test the [inaudible] 21:50 that's hard.

Jim: Sure.

Michael: It should be accurate, and it's a lot of work so it takes longer, but then what happens if people don't test things, they just come out and they say it because it sounds right. And then it becomes a truism, and then it's preached. But it's never actually been researched, which is fine because then ... quite frankly, that's how, again, researchers get ideas **to tell 22:07 so you need those.**

Jim: Right. That's a great point there.

Michael: [inaudible] **22:11** You've got to take it with a grain of salt but a lot of times, they are right.

Jim: Right, right. That's a great point. One of the things I do like about your program is that there are, individually, people who are a specialists in each area, and it's not just specialist but it is from a scientific background where they've got all these studies that they are referencing and they kinda come from, in a sense, so it's not just people kind of putting something together you know, off the top of their heads. These are really well-thought out, studied and analyzed sessions and products that you're putting ...

Michael: Right. Most of the people we have ... I mean, I don't ask people to create a new program for me. I ask them if they could give me their best work. So, I recruit them for a particular thing.

Jim: Sure.

Michael: So mostly, people who for 20-30 years have been doing ... you know, this is what they specialize in. All I'm asking for is the stuff they've been using for 20-30 years.

Jim: Right.

Michael: I don't wanna create a new program for me. I want the best work of the best person.

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- Jim: Yeah. That is profound. That's a very unique but ...
- Michael: **The best of all. 23:11**
- Jim: Yeah. Right. That's a great. I'm curious of your opinion on this, actually, what would you say ... some difference in other people. What are the some biggest misconceptions that you have heard about hypnosis that you feel like people have in general about it?
- Michael: I think [inaudible] **23:30** mentioned the difference between stage ...
- Jim: Sure.
- Michael: You know clinical or direct or what not, yeah, I mean, it's like stage hypnosis isn't really the same thing, and stage hypnosis is pretty fun, and I enjoy it in a shell.
- Jim: Right.
- Michael: As long as people don't confuse it to. And that's not hypnosis, that's all based on [inaudible] **23:48**
- Jim: Okay. I want (overlay)
- Michael: Stage hypnosis is just like the **Morgan 23:54** experiment. It's people who are performing an authority figure. It's just a performance. It just gives your subconscious permission to perform for the person.
- Jim: Sure.
- Michael: And a lot of this is, [inaudible] **24:05** it's that person up there doing the magic is you know is really ... it's the art. And it is an art. That's pretty impressive. It's figuring out the right person to pick.
- Jim: Right, right. That's a great description. Yeah, it really a social phenomena more than ... I always said that to people that that same person who did that on stage, if I got them in my office and hypnotized them to do those things wouldn't do those things because the same factors weren't there.

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Michael: The fact that having an audience, you know. Once the person gets up there and they pick the right person, they don't wanna disappoint that person so there's a certain guilt there. If you don't do it, you're making that person look really bad.

Jim: That's right.

Michael: There's a lot of that going on.

Jim: Sure, sure. I don't know if it is called something else, you know, other than hypnosis. They call it stage magic, or something.

Michael: Hypnosis is a loaded word [inaudible] **24:52** It's "aha" but it is what it is.

Jim: Right, right, right.

Michael: The misconceptions ... I don't really know. I mean, I think people think that hypnosis is some magic thing that can work at everything but it can't. I mean, look at the research, like I'd be rich if hypnosis works for ADD.

Jim: Right.

Michael: But it doesn't. It's doesn't. ADD is a very different thing. I like that someone does it but he's like using it as a resort which is awesome.

Jim: Right.

Michael: And it's a frontal lobe thing, you know, I tell people go [inaudible] **25:27** ADD is a not belief issue. Hypnosis works at the level of belief.

Jim: Sure.

Michael: Right. And ADD is a brain ... it's a lack of stimulation in the frontal lobe kind of issue.

Jim: Sure.

Michael: It doesn't work for that. You know, it actually [inaudible] **25:41** not to work that well for alcoholism. There's a lot of research on that; it doesn't really do anything to it

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Jim: Right.

Michael: Yeah. It's not a cure-all. I think that if belief is there that it works for all.

Jim: Right. Well, I think that brings it more credibility than saying it works for everything because it definitely doesn't work for everything, and it definitely works for some things. So, you'd be using it for the things it worked for and it's proven to work for.

Michael: Right.

Jim: But don't use it for the things that's not. You know, you have much better chance of succeeding and not getting depressed at it, you know, if it's not working and there's something wrong with you.

Michael: Right.

Jim: That's a good point.

Michael: [inaudible] **26:17** you know

Jim: Sure. So, let me ask you this. I don't know what you found but when somebody listens to these sessions or listens to these CDs for whatever specific ... say it's a goal-oriented thing like that they wanna accomplish something.

Michael: Okay.

Jim: How long would you say the suggestion would last, that are given in there? How long would the effects of the CDs last? Would someone listen to them one time and that would be it, or you they have to listen to them multiple times to really get the benefit out of it?

Michael: You know, different people are different ... like sometimes, you know, with some clients and they listen to these ... people listen to them once and, "Wow," it's a miracle it changes the rest of their life.

Jim: Wow!

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Michael: For most people, of course, it's not like that. It's more about the front-end loading than the back-end loading it so I'd say that with our stuff, you go through these sessions a couple of times and like I said [inaudible] **27:07** you're getting everything involved in that area. There are gonna be sessions that aren't that relevant to you, and there are gonna be sessions that are extremely relevant to you.

Jim: Sure.

Michael: [inaudible] **27:18** kind of listens to you, you know 4 or 5, 6 times and after a while you just slowly listen to them less and less to the point where you really don't need them and maybe do a refresher. That's like with the weight loss or smoking where, you know ... we even have CDs for smoking that are meant for later and then perhaps you'd quit.

Jim: Right.

Michael: And so it's the refresher so it's hard to say how long a suggestion lasts because they're not all suggestions. A lot of these aren't just suggestions, they're exercises

Jim: Right.

Michael: **It's beyond your faith, 27:46** you know. Hypnosis isn't just suggestion, suggestion, suggestion, suggestion. There's more to it. There's using a lot of products that's in that.

Jim: Sure, sure.

Michael: [inaudible] **27:59**

Jim: Right.

Michael: I think it depends on how much it holds initially and also the environment at where the person is. If they're under a high stress environment or something happens like ... we have a weight loss program and then whenever we get like people calling in or writing any questions who had success, and whenever they stopped at success, it's always like, "Well, you know, a relative died" or "I broke my leg." Something happened and that's realistic, Jim, we've all gone through that.

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Jim: Sure.

Michael: You know, where you're doing real well or whatever, you know, you're getting a lot better and you're rocking and something happens you know [inaudible] **28:37**

Jim: Right.

Michael: That sets you back and that takes a lot of your consciousness, right and so the thing that you were kind of half of using willpower for, it goes away and then you might start then cheating or smoking again.

Jim: Right.

Michael: I mean, come on, that happens. So we have a program called *Productivity Engineering* by another therapist in his whole life [inaudible] **28:57 productivity psychologist.** Incredible. The story of that one is it took five CDs to make the whole thing, but at the time that we started we couldn't really accommodate that so we had the first version, we used *Productivity Engineering* and the last one, we just called mental toughness because that was the resiliency part.

Jim: Right.

Michael: You actually became productive like what would happen when you know ... we had CD5 which we give away free with *Productivity* because it goes with it. But it's all just about, if the worst thing ever happens to you, get back on your feet and try again.

Jim: Sure.

Michael: We call that mental toughness so we started packaging weight loss with mental toughness so whenever someone got weight loss they got mental toughness free because it increases the effectiveness of the weight loss because people use the weight loss and it starts working for them, then when there's a setback and they can use mental toughness.

Jim: Right.

Michael: [inaudible] 29:49. It took us two years to figure that out. That works so well together.

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Jim: Right, right. That's cool. Well that's what I like. I mean, again, I'm a big fan of that, it's that ... I don't ... for me anyways, it never really works just straight hypnosis, you know, induction, suggestion, that's that.

Michael: Yes.

Jim: I always felt like a person had to be kind of engaged with it and there had to be something going on within that person's mind on an active level. Not just receiving.

Michael: Sure.

Jim: You know words or ...

Michael: Yeah. We don't really ... Yeah, some people who are like accomplished hypnosis junkies [inaudible] 30:24

Jim: Sure.

Michael: Because it's not really anything fancy. It's just, here it is. And yeah, they want just deep, deep, deep, deep, deep things right. For hypnosis really to be effective, it's actually quite more effective at a light level than a deep level.

Jim: Sure.

Michael: Yeah, because going on deep, deep, deep sometimes, you're just deep, deep, deep asleep.

Jim: Right.

Michael: So people confuse depth with results and it's not true. Like some people just want ... I have some [inaudible] 30:54 I don't get any results from other people that do take you, maybe, deeper, they're wacky, you know.

Jim: Right.

Michael: And they have a great time, you know but that's not what we're getting.

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Jim: Sure, that's a great point because I think you're right. I think a lot of people confuse that and they both have their place and now not one is not right or wrong but yeah, you certainly ... that was my experience anyways, working with people. By the end of it, I was doing very little, you know, actual hypnosis work. Most of it was, you know conversational and they bring them through like what you said dog experiments so they have some idea.

Michael: Right, some reference and some narrative and some ...

Jim: Sure, sure and they were kinda in charge of it to a certain degree. It wasn't just someone you know, doing it all to them. They all became engaged and participating on what would help them out. So, you know, actually anyone listening to this, you know, this is really cool. He's got a great resource on here, all the programs are fantastic on his page. We're going to talk a bit about productivity because I think a lot of people in the age of ADD that we live in ... could really help people

If anyone wants to learn more about these other programs or *Productivity Engineering*, specifically, you can go to truthabouthypnosis.com/productive. *Productivity Engineering*, what's that all about? How did you come up with that idea?

Michael: The therapist who does that was Neil Fiore and he ... when I was asking people on the field who's the best person who can do because I knew [inaudible] the big issue, I just know it. [inaudible] 32:25.

This guy, you know he wrote a bestseller book called *The Now Habit* which is really a great book. It's all about a guy who knows how to get people through not to procrastinate [inaudible] 32:56. And he's is one of the early people and the program is really, at first, the first CD is really not even hypnosis, it's a bunch of little mini [inaudible] exercises where he teaches you how to focus, you know, you hear about the flow state, that type of thing?

Jim: Right.

Michael: His whole theory, first of all, if you don't know how to focus in and focus, it doesn't matter if you have great productivity habits. If you can't focus, you're not gonna get a lot of great work done.

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Jim: Alright.

Michael: And the first thing he does is teach you how to focus with some breathing exercises that really kind of quickly put you in that kind of thing where you can ... they call it a “flow,” but it’s just an enhanced state of focus. And then the next stage is, okay ... what generally is the biggest thing that prevents productivity? It’s fear.

Jim: Right.

Michael: It’s this sense of fear of failure [inaudible] 33:40 success or what not. So, we have a lot of really interesting research on it. [inaudible] to help alleviate that. Like my mom listened to it and, all of a sudden, she’s now driving on the road. It has nothing to do with productivity but she kind of got rid of that fear of ...

Jim: Oh, right.

Michael: [inaudible] 34:03 The next thing is people’s focusing that are kinda misaligned. As you know, you have one whole [inaudible], you know, you have one part of yourself that wants to go on, another doesn’t.

Jim: Right.

Michael: Yeah, you’re pulled in different directions. That’s the way to put it. So, the next day ... because you have a bunch of exercises dealing with helping to chunk up and align yourself to what you really want. You have to align yourself to one goal because if you misalign, if you say you want something but most of you doesn’t want it, you can use all the techniques in the world, you’re not going to get there.

Jim: Alright.

Michael: You know the answer. That’s kind of the thing. And then he goes more into the straight hypnosis sessions that are more traditional. Okay, let’s try to remove, what he calls ... he calls procrastination a habit. So, then it’s more on to behaviors. So, first you’re dealing with the deep down stuff that if you didn’t deal with, it doesn’t matter ... the later stuff’s not gonna really help you.

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Jim: Right.

Michael: And then he goes into, Okay, let's dismantle this habit you have of procrastinating." And then he moves on to, okay, now there are some habits that people have, ways of thinking and being that some of the most successful people he's coached ... because he does work with some of the most productive and successful executives out there ... what are they doing? So, now, it's about helping you to slowly adopt those type of behaviors and **by patterns. 35:22**

Jim: Sure.

Michael: And then, the final one I can talk about mental toughness, okay, you're doing great, when happens when you you have a setback.

Jim: Right.

Michael: It's called mental toughness or it can be called resilience. It's about ... you have the powers [inaudible] 35:39 even if we do all these, we can fail and then you get [inaudible] and do it again, you restate your purpose. Let's say this doesn't work so there are dreams that just don't come true. I mean, that's reality. You get that [inaudible] back, make another one and get back up and go.

Jim: Right.

Michael: That's kinda of the program and he does a lot with like self-talk within the program so how do you talk to yourself.

Jim: Sure.

Michael: There are a lot of [inaudible] the way you talk to yourself on a deep level. A lot of like, you know, just some of the habits that successful people [inaudible] or that type of thing and nothing really magical.

Jim: Right.

Michael: You know, it's the [inaudible] success you kinda know from the books, right?

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Jim: Sure..sure.

Michael: It all makes sense but you just have to [inaudible] he does step by step.

Jim: That is in line with my approach. I believe that, there's like information ... I always think that when someone wants to change. It's almost like they need to ... it's almost there, sometimes, I don't know if you agree with this but it's like people have a language they're fluent in and it's like they wanna be a new way but it almost requires them to become fluent in a new language. You know like people that are productive speak differently to people that are procrastinating all the time.

Michael: Sure.

Jim: Right. They use different words and they use different tones of voice and all the rest of it. So I like a lot of these programs because it's not just like 20 minutes of magical spells put on you. But it's really genuine techniques and methods that work and they're installed, in a sense, or they are kinda communicated in a way to not just appeal to your logical mind but to try and get deeper into your mind so that you begin to do them.

Michael: Right. Exactly. It works at a different level. You know, Neil [inaudible] 37:22 selling hypnosis is he's here to do some marketing. People want them for you. [inaudible]

Jim: Right.

Michael: You wake up a new person. [inaudible] some programs have more worth than others. Neil's has a little work and I just want to make that clear because what you're getting.

Jim: Sure.

Michael: Niel's is kinda cool. The first one or two to these are some work but then the later ones are actually more just sit back and it happens [inaudible] 37:47 you have to actually participate, you know.

Jim: Right.

Michael: [inaudible] and all that, then the latter ones, you're just gonna kick back and ...

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Jim: Sure.

Michael: One thing that people have with the hypnosis [inaudible] 38:00 about the marketing and it's kinda like, it's an implied thing that you're gonna, what's in there? Go to this program and be a different person? I think that's kinda bad and unhealthy.

Jim: Sure.

Michael: [inaudible] my first real case, I never did it but if you say you wanna be Superman, you know, you've come to the wrong place. It's kinda like this superhuman aspect to this whole self development phase in hypnosis and that's just not happening, you know.

That's not healthy to be somebody else. You mean some [inaudible] 38:32 I'm not saying that but that's the behavior of what not, but you know that I think the healthy self development is being more of you and unlocking who you really are type of stuff. I agree more and more with that one than become this superhuman person, you know.

Jim: Yeah, I agree. I think that there are claims that are put out there that are impossible, literally impossible and then I think, a lot of times, the methods that are put out there ... again I think it goes back to some of the disappointment, I say, you know, listen to this CD for 5 minutes a day and your whole life, you're gonna become a completely different person. It's kinda ridiculous but someone wants to believe it because it's so appealing obviously.

Michael: Yeah. I remember when I was 14, I bought this thing from [inaudible] Magazine, this control time. And I was like, it sounds like, "Wow!" man I really thought when I was 14, that's a stupid 14 year old. Why I could like, beat everybody at basketball [inaudible] 39:25

Jim: Right.

Michael: And I was like, and it's **really alluring**, you know.

Jim: Sure. Well, that's one of the reasons ... that's why, again ... one of the other reasons [inaudible] and I want to put this series together because I think hypnosis is a very legitimate modality and I think it's very, very effective. I think the way it is perceived,

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never mind the stage hypnosis, but this perception, even when it starts to get legitimate, you know, a little more legitimate is that it's still ... you know, to think that it's just gonna cure everything with a snap of a finger or something, which it will with some things by the way. Yeah, I'm not gonna say that. There are some ...

Michael: That's the (overlay) you have those things, you have that [inaudible] 39:57 right? You have those people at the right time and at the right place where it's just what they need.

Jim: Right.

Michael: It is a miracle for some people.

Jim: Right. That's the crazy thing. I guess you're right, yeah. That's why I know ... the things they have absolutely no scientific basis ... actually, sometimes, things are scientifically proven to not have any result at all and they still have a result in certain cases so, we just never know.

Michael: Right which is a lot of, you know, it's all ... that's kind of what I like about hypnosis, it's belief work, right?

Jim: Right.

Michael: So, a lot of stuff is this placebo. It's like, you know, you tell somebody, [inaudible] 40:33

Jim: Right.

Michael: Okay, now, every [inaudible] study in the world tells you, right, audio, CDs do not work.

Jim: Right.

Michael: I can say that unequivocally. They do not work. You don't hear it, you don't hear it. It's different than the visual system when you actually ... there is ... example the **priming** there. But if it's audio, you can't hear it, there's no **priming** going on.

Jim: Right.

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Michael: And they've done these studies where it's just irrefutably proven not to work. But of course, if you buy a CD on weight loss that's subliminal and you think it's gonna work, you're gonna have people where it works.

Jim: Right.

Michael: Because you believe it's gonna work. For hypnosis, it's kinda **placebo by design**. You know it and this works. Hypnosis it's kinda like the placebo on steroids, using the same mechanism.

Jim: Sure.

Michael: That belief to get a result [inaudible] 41:20.

Jim: Right. That placebo thing is pretty interesting too, because I mean like ...

Michael: **That man's crazy.**

Jim: The one thing that every drug study proves is that placebo effect works to a certain degree, to a percentage of people.

Michael: That just shows that the power of your belief with these issues is just crazy powerful.

Jim: Right.

Michael: Hypnosis is just an extension of that. It's using a lot of the same mechanism.

Jim: In my opinion ... because I've been a hypnotist and stuff, but it's like the real power happened for me when I began to study the structure of hypnosis and the understanding of it. I kinda dub it like practical psychology to a certain degree in a very kind of pop psychology way, but it gave me an understanding of the mind that works for me and gave me a deep understanding on how beliefs work to a certain degree.

Michael: Right.

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Jim: And then I figured out like what beliefs I should have that would give me the results I want and combined it with that. It sounds like that's what a lot of your programs are, that kind of combination.

Michael: [inaudible] 42:25 model with the hierarchy, the structural stuff.

Jim: Right.

Michael: You have the identity and then you have your beliefs about capability. I mean, your identity is this just one. There are concepts and there are beliefs.

Jim: Right.

Michael: And identity is, what you believe about yourself. You can have a [inaudible] 42:40 background which you can and can't do, and what you believe about your capabilities, same thing, and what you believe about your behavior.

Jim: Right.

Michael: You know, those kinds of things that's just huge. It's not miracle stuff. It has a big difference like, you know, they've done all those studies on the multiple personalities. One personality [inaudible] 42:49 and one personality that had **20/20**.

Jim: Right.

Michael: And those are factual studies [inaudible] 43:07 There's stuff going on there and it's not magical but it shows you kinda how important your belief about identity issues are.

Jim: Right. And its funny because like ... productivity engineering, sometimes, you know what happens a lot of times is you get so used to your thoughts and you're surrounded by people who, a lot of times, think the same way and it's usually where you learn it from, that you don't realize or you're not aware of how negative your thoughts may be or how destructive they may be. So, that's why I think a lot of hypnosis ... [inaudible] 43:44 is that it's phrased in a new way so you can begin to see things in a fresh way. You know what I mean.

Michael: Right.

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Jim: It's not the same old patterns.

Michael: It's another perspective. It's another [inaudible] 43:56. Let's go to self-hypnosis real quick. [inaudible] take us to a lot of classes ... I'd be a terrible hypnotherapist. I'd still get the job ...

Michael: So, if you have like a professional and some issue guiding you, you can allow this one chunk ... you know you can control [inaudible] 44:16

Jim: Right.

Michael: It allows you to release this one chunk to this other person who's a specialist. You still have the other [inaudible] but it allow you to take one chunk away [inaudible] give it to somebody else ... it kinda helps you, like you said, give you another way.

Jim: Right.

Michael: And then you are still deciding what to follow and what not to follow.

Jim: Sure.

Michael: You're still deciding but it gives you another option that you either decide to take or not to take or to take it halfway and see what happens. You're releasing, you're trusting and that's why it's so important, to me, again, to have a really qualified person doing it.

Jim: Right.

Michael: Because you are releasing this one chunk and not total control because that's another myth about hypnosis is that somebody could control you and that's just completely false.

Jim: Sure.

Michael: You're saying mostly it's just seven chunks that you're good at, all you're releasing is one, you have six chunks [inaudible] 45:09

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- Jim: That's a great, great point. The other thing, you know, just to speak to that; my experience as well has been great. Going to see someone in person is super. A lot of times, this self-hypnosis like through a CD program or through an audio program and you're all alone is almost just as effective because you let go more, you know, and you're a little more free, so ...
- Michael: Sometimes, the best person [inaudible] 45:38 and also like I say ... like for example, we don't have a program for depression. We never will, and this just could probably help a lot with it. But I would never sell a CD to somebody who identifies himself as **depressed 45:49**. I think it's unethical.
- Jim: Okay.
- Michael: Same with like addiction to a [inaudible] for alcoholism or somebody addicted to meth or cocaine or dope. Like don't buy our CD, go somebody like right now.
- Jim: Right.
- Michael: [inaudible] 46:01 do something like that, that's not our point. Yeah, at home, you could, yeah, you could let go a lot more like I prefer the CD. I'd be simply watching. The self-consciousness is gone and the performance is not gone, too.
- Jim: That's a good point, I agree. I'm a hypnotist and I feel the same way. I mean if you find a hypnotist and you have a great rapport, you know, that's a different story but you know you gotta [inaudible] 46:27 into that to a certain degree or (overlay)
- Michael: Fix yourself a session. I mean, [inaudible] I've kinda seen some of the Ericksonian people who [inaudible] and it takes me a couple of times just to relax. [inaudible] 46:43 don't give the Ericksonian [inaudible] It takes me a lot to be myself because I don't wanna [inaudible] But it's because there's that weirdness when you see somebody but then ...
- Jim: Yeah. exactly. It's almost the combination, I think, of training and just who that person is naturally.

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Michael: Betty Alice Erickson is Milton's daughter, right? Milton Erickson's daughter and she's partners with the Ericksonian guys [inaudible] 47:12 So I got introduced to her at that Ericksonian Foundation [inaudible] Man, I kept trying to look her in the eye, just as a joke, to stare her down.

Jim: Right.

Michael: And she's like five foot two. I couldn't do it [inaudible] 47:22 I stared at her and she just gave me this weird stare. I couldn't do it. [inaudible] freaky little stare you can't look her in the eye [inaudible]

Jim: I believe it. I don't know her but ... Milton Erickson, man, I remember the first time I saw him on a video. I'd heard his audio recordings and [inaudible] but the first time I saw him on video it's like, this is hypnosis. This guy ... his name should've been Milton Hypnosis because, to me, it's like that's the definition. The guy was just in the trance 47:50 walking around, you know. So I can't imagine. I don't really get kids in hypnosis [inaudible] anyway. So they must have been dreaming of stuff ...

Michael: Yeah. Imagine being raised by that guy, you know.

Jim: Oh my God!

Michael: Yeah. It kinda he's the pioneer a lot of his stuff. You know, he started the American society of Clinical Hypnosis and then his disciples started the Ericksonian Foundation.

Jim: Sure.

Michael: [inaudible] 48:18

Jim: Right. I mean, there's definitely something to that. I think it depends on you know what people are looking for and I guess anyone could pick a specific niche but I think what you said was profound. Just to kinda bring this out a little bit more, why wouldn't you work to or put depression ... because I mean, you see that and that's kinda common, it probably could help, why wouldn't you put a depression program together?

Michael: I would but I [inaudible] 48:43 a doctor I think or a psychologist because it's one of those things that ... okay, it's not that I am against self-help. But, okay, depression is a

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serious thing. We're not sure if it's a construct but you know, that's the thing where somebody, I think, says, "Hey, I am depressed," that's a big deal, you know. And buying a CD is just almost a delay tactic [inaudible] 49:05 addressing the issue.

Jim: Okay.

Michael: And I think, it's safer for a company like mine or any company [inaudible] to you know, have them go see a therapist ... because people [inaudible] believe me and there are some people who could probably make some good hypnosis, and, again, hypnosis ... depression, again, [inaudible] 49:25 it would be a good part of an overall treatment.

Jim: Sure.

Michael: [inaudible] If we're gonna make something like that, [inaudible] 49:30 at least talk to the people so they can be monitored. It could be a lot of things going out there.

Jim: Right.

Michael: What if it's a thyroid issue?

Jim: That's a great point.

Michael: Hypnosis isn't going to diagnose that.

Jim: Right. I think that's just one more example of the credibility that you, guys, have and you know, I'm all for it. Yeah. I'm not a PhD. I'm comfortable with what I do but I think you are ...

Michael: [inaudible] 49:59

Jim: Sure. Your philosophy, you know what I mean, makes a lot of sense. And you're honest. I think it's nice to see that.

Michael: One of the big questions [inaudible] 50:09 are there people out there who don't have PhDs that are probably really good and they can help you? Definitely!

Jim: Sure.

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Michael: Other friends of Robert Dilts, he's one of the four creators of NLP, we talked about that. He joked around with me like you know, "Yeah, according to your rules, you wouldn't even let me make a CD [inaudible] 50:25.

Jim: Sure.

Michael: I said, "I created one [inaudible] because you're awesome."

Jim: Right.

Michael: Because there are some people who, you know, specialize in certain things. Again, can anybody has like a hundred things whatever? I don't think so but [inaudible] I think the person over a period of her career can be good and help people two, maybe three, maybe four [inaudible] 50:44

Jim: Sure.

Michael: Really good, like the best at it.

Jim: Right.

Michael: And that's about it. Yeah, there are people out there about a PhD that I'm sure are excellent hypnosis practitioners. It's just our models [inaudible] 50:55

Jim: Sure.

Michael: I have a big respect for the psychology behind it because it's really hard to get a doctor. You know none of the [inaudible] doctor, the real doctor. It's hard to tell. But there are people out there who don't have it but, I'm sure, are excellent.

Jim: Sure.

Michael: I don't wanna be like, [inaudible] 51:10 you know doesn't mean like I won't recommend it to my friends.

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Jim: Right. Absolutely. There are different aspects, too. I mean, I think it goes without saying, I think what we are mostly would draw their own conclusion to that ... I mean, there's different people who just respond to different things.

Michael: Sure.

Jim: You know what I mean, there are just so many aspects to being effective that ... you know some people respond to the PhD, you know what I mean, alone. You know what I mean, just the fact that one is a PhD, that hypnosis is gonna work better even though (overlay)

Michael: [inaudible] 51:43 that trust.

Jim: Sure.

Michael: So the fact that we have that, people know that ... with like marketing like other our people have licenses, right, from the state, to practice psychology. If I say something inaccurate in my marketing copy, they will lose their license. I can't do it.

Jim: Right.

Michael: From all my competition, I mean, except for one person, my competition, none of them are licensed at all.

Jim: Sure.

Michael: And they can say whatever they want and they don't have a license to lose.

Jim: Right.

Michael: Because hypnosis is totally unregulated. So, [inaudible] 52:23 like we're watched.

Jim: Right.

Michael: I can't this [inaudible] I wouldn't say it, anyway, but we can't

Jim: Sure.

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Michael: [inaudible] 52:30 to the people so you got to be kidding, you know. But there are no repercussions to that.

Jim: Right. I think that right.

Michael: There's no license, there's no regulatory body to watch them.

Jim: Sure. Sure. I mean, you use productivity engineering yourself, what is it?

Michael: That's the one that helped me the most.

Jim: Sure. How did it help you? What have you experienced from it? What shortcomings did you have and challenges did you have that it had helped you overcome it and kinda deal with?

Michael: I used to be like the Miracle Man. You know, a lot of people [inaudible] 53:04 I screw around and think about it long time and then I think there a million people like me, [inaudible] 53:08 a miracle will actually pull it out at the last minute. I always that way [inaudible] compared to a lot of people. I knew it wasn't gonna work

Jim: Right.

Michael: [inaudible] I've listened to that three different times and there's been very different phases in my career like when I was first starting [inaudible] 53:30

Jim: Right. Yeah.

Michael: And I wanted [inaudible] to be created. And we have to do it twice and all that. And that helped me pace myself and also to keep calm.

Jim: Sure.

Michael: Yeah. The whole miracle strategy just wouldn't work.

Jim: Right.

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Michael: [inaudible] 53:47 developed the plan. [inaudible] developed the plan, and actually, for the most part, stuck to it, and I think I was [inaudible]

Jim: That's amazing.

Michael: Well then, a year later you know that we started doing well but just a while [inaudible] like the first day, I was all excited because I thought I had all these [inaudible]

Jim: Right.

Michael: [inaudible] It took a long time to get this going, you know. But after a year, we started like having orders and stuff and we were actually pretty well, and then, it was like, "Wow, how do I organize [inaudible]"

Jim: Right.

Michael: Right. So I listened to the program again that really helped the [inaudible] 54:33 and I was really scared of it [inaudible] that makes any sense [inaudible] traveling a lot.

Jim: Sure.

Michael: Because you'll meet people, because then, you start growing big like deals with people [inaudible] so I was starting to get really behind because I was traveling and I wasn't working on the road and I was getting a hard time handling this kinda new responsibility to that.

Jim: Right.

Michael: So, this refresher just really helped me get back on track and then maybe make it [inaudible] 55:10

Jim: Okay.

Michael: You know, like enough of this. That's why I got out of my old business because I was traveling all the time.

Jim: Sure.

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Michael: And then I'm just starting to do the same thing. [inaudible] 55:17

Jim: Right.

Michael: But I didn't even know it. I was like, "Oh, wow, I'm not an entrepreneur and I did that so I could stay at home and be with my wife and my daughter and now, look at me I'm on the road [inaudible] deal which is exactly why I set up my own company in the first place.

Jim: Right. That's funny. You made your point, though. One thing ... it is a very common thing that's never really get recognize but, you know, you talked about that fear component and kinda addressing it and overcoming it because it's one of those things that blocks you from ever recognizing what the real problems are anyways. You know what I mean, because it keeps everything kinda under your awareness. You know once that disappear, then you can, at least, deal with the issues and solve them and move on.

Michael: [inaudible] 56:04 you know you do this work and it helps you one thing at a time.

Jim: Sure. Sure.

Michael: [inaudible] It's not like all my fears are erased for the rest of my life. [inaudible] it's just not like that. [inaudible]

Jim: Sure. One thing, though, would agree that like once you experience you mean, it not to sound like you removed fear, now, you'd never ... the sensation of fear just disappeared from your body. (overlay)

But when you kinda address it and you get over it in this once specific instance, does that process of recognizing and kinda overcoming it, and making it dissolve, does that help you do it in another areas any easier?

Michael: Yes. Because the brain is like pervasive, right, so it's an ecology, right? and I do believe in all that.

Jim: Sure.

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Michael: Like this ecology, in general.

Jim: Right

Michael: Like one thing affects another like ... did you just read about that thing I think [inaudible] Australia with one of the [inaudible] birds [inaudible] about the fear of cats. It turned out when they ... this was reported two days ago that [inaudible] cats in the island to save the birds but what happened is the cats were controlling the rabbit population, so the rabbits [inaudible] ate all the things that the birds ate [inaudible]

Jim: Right.

Michael: Right. So, that's ecology, right?

Jim: Right.

Michael: That's the system. When you help yourself in one way, within the system, it pervades other system [inaudible] usually get.

Jim: Sure. Sure.

Michael: [inaudible] other issues like sometimes it's lack of [inaudible] and you help yourself in one way and then your problems [inaudible] overcome obstacles, new challenges arise and they always do. Really, life wouldn't be worth living,

Jim: Sure.

Michael: Yes, you help yourself with one thing there are other things that come up that I think is really cool because like you never ... [inaudible] resolved that one thing, you never would have seen the next issue which is bigger and much more challenging and more [inaudible]

Jim: Right. I think that that's a good point.

Michael: That's also scarier.

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- Jim: You believe on like that there's a theory out there where it's like ... it's like we're patterns. You know what I mean, we're patterns so whatever situation comes up we kinda respond to it the way that we have learned to. And then the next situation may come up and it's different but we respond the same way, and I guess what I'm saying by that is that you know, if we're kinda constricted by fear, whatever situation comes up that we kinda avoid it and don't wanna do it. And we never get to the next one. But it sound like what you're talking about is you kinda overcome that fear and then you go through whatever and you hit another thing kinda installs some fear, but if you learn the pattern of kind of dealing with the fear and overcoming it, you can keep kinda progressing forward
- Michael: Right. You just said [inaudible] 59:00 that you're not prepared for. But you never would admit it if you would have stayed the same way you were, right?
- Jim: Right. But that's important because don't you think sometimes people think like it's gonna be like, "Oh, I'm gonna solve this, I'm gonna solve fear," and that will be it but, in actuality, it's the opposite where you get rid of fear ...
- Michael: If there wasn't fear, there wouldn't be courage, right? I mean, courage is facing fear, you know ... that's kinda like what people ... I don't know, that people who achieve stuff. I'm not a big guy on achievements [inaudible] and, yes, they face fears. [inaudible]
- Jim: Sure. Exactly. They're kind of like one ... you need one to have the other. [inaudible] just to have one thing. But they don't really respect that kinda dark side of it or the downside, the negative side of it
- Michael: [inaudible] 60:05 I still hate speaking in public. I hate it and I'm scared of it. I can get up there and do it [inaudible]
- Jim: Sure.
- Michael: [inaudible] and he didn't look scared, you know.
- Jim: Right. I think of the distinction, too, and I appreciate it because, again, it's not ... you know, some people say, "Oh you know, I did hypnosis and I still felt fear." Yeah, but it was more manageable

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- Michael: Right.
- Jim: Sometimes people hold it up like it wasn't this magical power but it's still very, very useful (overlay)
- Michael: [inaudible] 60:47 and when I look at the cake, I still wanted it. I didn't eat it but I really, really wanted it
- Jim: Yeah. Right.
- Michael: [inaudible]
- Jim: Great. I think that's very important. That's the frustrating thing about during hypnosis, like all of the success ...
- Michael: Right.
- Jim: I don't know I still you know I could have had a cigarette but I just didn't feel like it.
- Michael: Who would wanna be programmed not to [inaudible] not like the cake, though. That's another thing. Some people [inaudible] are going to weight loss like aversion therapy that kinda I hate that you still wanna enjoy [inaudible]
- Jim: Right.
- Michael: It's about how to discipline to enjoy saying no.
- Jim; Right
- Michael: That's it's not about not liking the cake. Well, that's a spice of life. You wanna be able to do that
- Jim: Sure.
- Michael: Then, when you do it, you wanna be able to enjoy it because it's such a [inaudible]

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Jim: Right. Well, when you can make the distinction ... you know, when it comes to the food between ... the cake is not the problem, it's the "overeating" it. You know what I mean. If you can get rid of the overeating completely, then you can enjoy the cake. It's almost like what people want is they want a super willpower so that I can feel this wicked strong urge to have cake or a cigarette but then they could like push a button themselves and just say, No!" That's very dramatic.

Michael: It's your wedding day or whatever, you should eat cake, you know.

Jim: Right. Exactly.

Michael: Exactly, and enjoy it, you know

Jim: Right.

Michael: Yeah. Then, there are expectations and I don't wanna you know sell it that way.

Jim: Sure. I think it's great. I think you bring out just a ton credibility to the entire profession with the way that you operate and the way that you speak about it because you're not only selling you know, a pie in the sky dreams, you're sell real genuinely reality, and I totally believe in them and I like the tone and the way you do it.

Michael: Thanks.

Jim: Again, anyone, if you're looking for productivity and this approach makes sense to you, if you wanna learn techniques, you wanna participate and, actually, learn and do some work and get an amazing reward because, again, I love these products because it's a marriage and a combination of two wonderful things, I think, which is real time tested, practical, real solutions taught in a way and using the tools of hypnosis to make it even more powerful.

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Michael: Yeah. This has been a lot of fun, I appreciate it.

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Jim: Great, I totally appreciate you getting on the call with us. Thank you everyone and we will talk to you next week. Goodbye, everyone.

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