

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
Steve G Jones,
Creator of

[Ultimate Conversational Hypnosis](#)

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Jim: Hi everyone! Welcome to the Truth About Hypnosis, a teleseminar series. This week, I'm very excited to have Steve G. Jones on. He is a Board Certified Clinical Hypnotherapist who has been practicing hypnotherapy since the 80s. He is the author of 22 books on hypnotherapy and he's the director of the California- state registered Steve G. Jones School of Hypnotherapy. He runs betterlivingwithhypnosis.com, and last I heard, he's got over 3600 different hypnosis products.

So, this is the man who, not only works with people one on one regularly but he has created just an unbelievable amount of hypnosis product so he know what he's talking about, and one of them we're gonna be talking a bit about a little bit later is the *Ultimate Conversational Hypnosis* program which is really, really cool. We're gonna get into some of that. So, Steve how are you doing?

Steve: I'm doing great. How are you doing?

Jim: Good, good. Thank you for coming on the call here. Let's kinda get right into it. Tell me a little bit ... I mean, what's your background? How did you get started working with hypnosis and working with people?

Steve: Well, I was ... actually back in high school, stuck in military school. My parents sent me to military school, and I was there in a boarding school situation where you're stuck with some roommates and so forth; but I wanted to make the most of it. I got a book on hypnosis called...something like *The Complete Guide to Hypnosis*. I think it's by Leslie LeCron and started reading (a little paper back book) on a whole lot of information but just enough to get a kid in high school interested in opening his mind and helping others so, I, suddenly, had people coming to me, to my room there in military school as a high school kid, and they just wanted to be hypnotized.

These smart kids wanted to study more effectively, and the athletes wanted to have better practice sessions where they really got into their sports and got the most out of it. And actually come to think of it, today that was probably 1983, but today all these years later, I'm still working with the smart kids ... only the smart kids worked for NASA now and the athletes are professional baseball players now, but it's still the same thing I was doing back then as a kid.

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After I got out of high school, I followed up with academic study. I got a Bachelor's Degree in Psychology from the University of Florida and recently, I received a master's in Education and now I'm working on a Doctorate in Education to kinda bring some prestige to the field and some mainstream academia interest to the field, and all of this time, I've been practicing hypnotherapy as well.

Well, in that 25 or so years I've had offices in various places. I guess the most interesting place I had an office was in Beverly Hills, California at the 90210 zip code as a hypnotist to the stars and worked with such people Tom Mankiewicz who wrote Superman the movie and Jeraldine Saunders who wrote the Love Boat and various other celebrities just to help them achieve their very best and get an edge on the other people in their industry so they could tap into their inner resources and just be at the top of their game.

Jim: Sure, sure. Let me ask you, I mean ... I love hearing about someone kinda bringing the academic side into hypnosis and kinda having them combine more. Why do you think that hypnosis is in the bigger part of traditional academic psychology/psychiatry studies?

Steve: Well, I wish I knew the answer to that. I think it's just the way it's perceived. People look at hypnosis and they think, "Oh, no maybe it's kind of hokey, maybe it's mind control manipulation in the category of magic," and that's kind of promoted by stage hypnosis shows where people who are doing stage hypnosis shows are making people do silly things, and not backing that up with any kind of academic background, and not really explaining that okay, this happened with this person; they acted silly but you can also use hypnosis to control pain, to get over habits, to be more motivated and so forth.

So a lot of the reason that it's not in mainstream academia and practiced more by medical professionals and taught in universities to psychology students. The reasons for all these things are numerous but they all kind of comes down to the perception by the public of hypnosis, this negative perception that maybe it's something hokey, that you just kind of make people do silly things with.

Jim: Sure. I think that's really a good point and it's funny because it's such ... again, in my opinion, obviously, it's like one of the most powerful things you can use, one of the most practical, but you're right. I think they're like ... with the stage hypnosis and a lot of the movies back in that day ... they make hypnosis looked kind of goofy.

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And, yeah, it's funny that something so powerful could be kinda in the public's mind be perceived ... because, I guess, like when you see stage shows, they're so over the top, you know, you see people doing those things, you know, so that being said, what would you say about stage hypnosis? Someone has those fears and must see these all the time when you work people. They have this perception that maybe they're gonna do things they don't wanna do or they're gonna be acting goofy when they go into hypnosis. What is your take on that? What would you say to someone who would be nervous about that?

Steve: Well, people who go to a stage show, first of all, are up for all of that. They're the kind of people who ... whether they know it or not, they have this inner desire to perform for people and they get up on the stage and that's their chance to sing like Madonna or sing like Elvis. And there are certain people in our society probably, fewer than 10 percent of the world, but there are people who are what we call somnambulists, who are very suggestible and stage hypnotists target those people. They can find them out through a suggestibility test. Once they have an audience for stage hypnosis show at a comedy club or wherever it may be, they can have the whole group perform certain routines if there's an audience watching the show.

The stage hypnotists' skills [inaudible] **6:28** can look out at the audience and see by the audiences' reactions which people are somnambulists, which people are very suggestible and bring those people up on stage so, the people whom you see up stage, although you may think that they're faking it, or the show is not real, they're not faking it. The show is real. They've been selected. They are a selected few. If you have a thousand people, you may have somewhere around a hundred somnambulists. You just have to find them and so the stage hypnotists will find them and bring them up.

Most people are not going to perform like that. They're not going to go up there and sing like Madonna and then forget having sung like Madonna and in front of a thousand or more people but a somnambulist will. And I think it's important to point out here, too, stage hypnosis is different than clinical hypnotherapy. Just because you're not somnambulist and you won't get up and sing like Madonna doesn't mean you can't stop smoking with hypnosis or can't overcome fears with hypnosis.

Jim: Right, right. Oh, that's a great point. Give me your definition. What is hypnosis and how does it work?

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Steve: Well, in my opinion, hypnosis is a natural, relaxed state of mind during which you are hypersuggestible and it works by ... when we practice traditional hypnotherapy, it works by the hypnotist or a hypnotherapist, either one, causing the person to go into hypnosis by using certain suggestions getting them in the hypnotic state of mind; but it's important to point out that we go in and out of hypnosis everyday. So hypnosis is not limited to that traditional you know, I'm sitting on a chair and I'm commanding you to go into hypnosis and you come into my office and you relax and you're going in hypnosis now.

We go in and out of hypnosis all day long. Our brain will power down to a hypnotic state whenever we're bored or we're doing a routine task or something that we're very aware, something that we know how to do very well like driving or reading a book, anytime we space out or zone out or a lot of time has passed and seems like a short period of time has passed like when people get [inaudible] trance like a video game, those are all examples of hypnosis.

So hypnosis is, it's important to emphasize, a natural state but it can also be caused by a hypnotherapist or hypnotist, either word is fine, in an office setting.

Jim: Okay, great. So you find that a lot of people like the first time they get hypnotized that they're kind of surprised that it feels so natural? You know like sometimes they perceived ... that they expect to experience something totally different that they've never felt before?

Steve: I think so. I think it absolutely is. And it's important to point out, I think, before you work with someone that they may be aware of everything you say ... that's something that people do find shocking. Yes, absolutely. Sometimes, they're aware of everything that's being said during the hypnosis session. It's just that they're a little more relaxed and the brain is down in the hypnotic state but they don't realize it. That's the beauty of hypnosis. You can be in it without realizing it.

Again, you go in and out of hypnosis all day long. So, you may not be aware of all the times that your brain is actually going into hypnosis and becoming more suggestible. So people sometimes come out of the hypnotic trance from my office and say, "You know, I'm really surprised, you know, it just felt like a normal experience to me."

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On the other hand, on the other end of the spectrum, some people go very deeply. Now, it's not important to go deeply in the hypnosis. This is not going to affect the power of the hypnosis session but some people go very deeply and they don't remember any of the sessions, the fact that they had these fantastic dreams and visions during the hypnosis session that I haven't actually put there; it's just their fantasy mind running a little wild with them, and they're shocked by that also.

So, there are all kinds of ways to experience hypnosis. Whatever way is right for you is the way that you will experience it, but to answer your question most people are a little shocked in a good way to find out what hypnosis is really like.

Jim: Sure, sure. And that kinda leads to the next question here. What are some of the biggest misconceptions about hypnosis that you've seen?

Steve: Well the biggest has to do with its danger, that it's somehow dangerous. I mean if you were to tell your ... if you have a very conservative, let's say, family and you were to tell them that you're going to a hypnotherapist for whatever it may be. You may get some harsh words about that. "Oh! Why are you doing that? Why are you going there?"

If you remember the movie *Office Space*, a lot of people don't realize that movie. It was about hypnosis. *Office Space* is a hypnosis movie. The whole plot hinges on this guy going to a hypnotist. His friends were very opposed to it. He was going to an occupational hypnotherapist to try to kinda get his act together and find out what's wrong with him, why he doesn't like his job and so forth. And the occupational hypnotherapist dies during the hypnosis session, and the guy is left in a hypnotic state for a little while.

Well, people see movies like ... which I thought was a great movie, by the way, very entertaining. I've seen it many times ... because after that the guy's mind opens up and he just starts living his life the way he wants to. That's what should happen in hypnosis. But people do get worried that, you know, they'll go into hypnosis and they'll get stuck there or maybe they'll go into a coma or something and won't come out of hypnosis.

That's not true. That doesn't happen. You'll wake up even if the hypnotist dies during it which won't happen, of course, but even if that happened, you would wake up after you had a normal nap.

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People get worried that their brain is going to be implanted with some kind of command. Again, another movie that comes to mind is *Curse Of The Jade Scorpion* which is a great movie by Woody Allen in which Woody Allen gets hypnotized by a hypnotist, and all the hypnotist has to do is call him on the phone and say "Madagascar," and then Woody Allen is off robbing a bank or robbing his neighbor because he's been programmed to do this.

So that sort of thing is nonsense but it gets in the public's mind. They start making, "Wow, maybe that happens with hypnosis," so these kinds of things get out there and sometimes things get in the news that, "Oh! Someone used hypnosis to do this or that."

Well, as long as we have this kind of nonsense coming out consistently, we're going to have these misconceptions. We have Hollywood movies which are very entertaining but people take them as reality. [inaudible] **13:13** making a lot of things with hypnosis. You can kind of go into the zombie state with hypnosis. These things aren't true, so the main problem we're facing is the public's fear of hypnosis that they're going to, somehow, be in danger when they're in hypnosis.

And hypnosis is natural just like breathing air. You go in and out of hypnosis everyday when you get in the car, read a book, when you vacuum, when you take a shower. **When** you just sit in an office and space out, you're going into hypnosis.

The only difference between those times and when you work with a hypnotherapist are two things. Number one, the hypnotherapist is causing you to go there by the words that he or she is using.

And number two, they're putting positive suggestions in your mind while you're there. But since you go into hypnosis everyday, you might as well go in it for a good purpose.

Jim:

Sure. Now, let me ask you because I know with a lot of things you do, with all these programs that you're offering on your site, how much of the benefit that someone gets out of hypnosis is due to actually kind of intentionally accessing that hypnotic state where you're a little more intuitive, a little more open to things, and how much of it are the suggestions that are given to you by the hypnotist or by like a self-hypnosis session?

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Steve: Well, I think that it's probably 50/50. You're kind of meeting the hypnotherapist halfway, so half of it is just your body's natural inclination that go into hypnosis. I mean, you would go into hypnosis even if the hypnotherapist wasn't saying that. If you sat long enough in a room with someone, you would eventually go into hypnosis because your brain powers down a hypnotic state every now and then.

So half of it, I would say, is a result of the clients. They're doing their half of going into hypnosis naturally. The other half is something the client is not doing. And that's the positive suggestions that the hypnotherapist is putting there. Even if you space out while you're driving and you've arrived somewhere and you don't remember even driving. It's so natural a routine to you, "How did I get here?" Has that ever happened to you?

Jim: Oh, absolutely.

Steve: Yeah, it happened to me a lot too. It happens to a lot of people because it's so routine. We don't need to pay attention to everything. Our subconscious mind is taking over, putting us on autopilot. That's us doing our half, our 50 percent. We naturally go into hypnosis. And in an office setting, the hypnotherapist is tapping into the natural propensity of a person to go into a hypnotic state.

So the other half which will not happen while you're spacing out driving in your car is that you're being programmed with positive messages; that's what the hypnotherapist is there for. It causes natural state to inspire you to do your 50 percent, which is go into hypnosis and to do his or her part which is to put positive suggestions there. You will stop smoking. You'll stop biting your nails. You will overcome fear of flying. You'll make more money. You'll be confident. You'll get better grades. Whatever it is you're there for, those are the positive suggestions that you will not hear if you're just driving your car, or vacuuming, or taking a shower unless you're playing something in the background that's telling you that.

So, in my opinion it's a 50/50 situation; half of it is thanks to client being able to go into hypnosis, and half is thanks to the hypnotherapist doing the positive programming.

Jim: Right, right. Well, you know, it brings up an interesting point because, you know, when you say that we go in and out of this hypnotic state throughout the day and if we're not intentionally putting those positive suggestions in, in a sense, it seems like we're almost

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more susceptible to a lot of like the advertising or cultural suggestions that are put in. Do you think that factor's [inaudible]

Steve: Absolutely. If you watch TV late at night, sometimes, you may notice that certain commercials are little louder than other commercials. They want to get your attention. Keep in mind that advertisers are very intelligent. I mean, where I got my degree in psychology, there's a PhD program for marketing. And in that PhD program in marketing at the University of Florida, they teach a lot of things like this. They teach how to tap into the subconscious minds. You know, if you look at a lot of advertising, very little of it is just happening randomly. You know, you see the dog playing with the child in the grass and happy, happy times and then suddenly the company name shows up, that's not coincidence. That's getting you into what we call state.

In neuro-linguistic programming, NLP, which is a kind of augment hypnotherapy, it kind of works hand and hand with it. It kind of fills in some of the gaps that hypnotherapy does not do. In neuro-linguistic programming, we're taught that you can cause associations, you can cause people to associate certain things with certain other things and they can be arbitrary association.

A dog playing out with a child in the grass has nothing to do with this company but they create it as something to do with that because they flashed that company name right when they got you in that happy, warm, fuzzy feeling state. They flashed that name. So, advertisers are very aware of that, and they also that you do tend to space out during your day.

Jim: Right.

Steve: So, they could put suggestions in there. A lot of advertising is direct marketing. They're actually telling you what to do. They're not saying, "Would you like to do this?" They're saying, "Get down here now and take advantage of this sale. This is a super sale. You must act now," and things like that. They are directly programming your mind because they know that while you're listening to the relaxing music and so forth, your mind is drifting off into a hypnotic state. And now it's very open to their advertising.

So that's why we see people all wearing the same types of clothes, driving the same types of cars, living in the same types of homes because we're all being programmed by the same big companies to do certain things to buy their products.

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Jim: Right. Well, that's such a great point, and that's one of the reasons that Tellman and I want to put these series together is to get the true idea of hypnosis out there because, you know, as we talked in the beginning, a lot of the public, the regular people out there think it's kind of silly and it's goofy, but I see it constantly, very intentionally being used at all the time by advertisers. They're using it very, very specifically.

It's funny you mentioned that who always yells. There's this guy on TV, he's got like a really black beard. It's like every time he comes out, I won't be paying attention but he's always screaming. He's always hollering and stuff and he's able to get your attention. I wanna get to this to this question because I think it kinda relates to what you were just saying? What does Ivan Pavlov have to do with hypnosis?

Steve: Well, Ivan Pavlov was one of the great people of his time. His parents actually wanted him to be a priest. He was a Russian gentleman who became a behavioral psychologist instead. And, thank goodness, because he contributed greatly to the body of knowledge that we now have in psychology.

Well, Ivan Pavlov doesn't directly have much to do with hypnosis. But because of his contribution and because of it being so long ago, you know, around the year 1900, because of being so long ago, it is one of the foundations for other great findings which have been used in conjunction with hypnotherapy. So he was the guy you may remember from ... back in your early studies in school.

He had a dog smell meat, covered with chili powder and he rang a bell at the same time. So, eventually, what happened is that the dogs would associate the bell with food. There's no logically association between a bell and food. But these dogs would actually begin to salivate when they just heard a bell because they were conditioned. There's a stimulus response, an SR, as they call it in psychology.

And so he set up stimulus response situation which didn't make any sense because that bell isn't delicious, you can't eat a bell. When the bell rang, it didn't necessarily mean that they were going to be fed because sometimes he wouldn't feed them when he rang the bell. He had paired it so many times with the meat covered with chili powder that they didn't know they were on what's called a random reinforcement schedule, for example, in which case the bell would ring and sometimes there would be something for them to actually, sometimes there wouldn't.

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But they didn't know so we find that a random reinforcement schedule actually works very well because you won't know if, for example, when the lights flash behind you and the police car lights flash in your rear view mirror, if you were going to be pulled over or someone else is going to be pulled over, but every time you will get scared. Your blood pressure will go up and so forth because if you've ever been pulled over for anything, you know that it's not a good experience.

I've had that experience when I was a 16-year-old kid when I first got my car. I got pulled over for speeding. You know, ever since then if I see a cop light, a police officer light in the rear view mirror, I think, "Oh, great," and then usually they just go right around me because they're chasing someone else, but every time I will be concerned. That's called a random reinforcement schedule. I don't know if and when they're going to pull me over for maybe I have a tail light out or who knows. Those dogs, they didn't know when they're going to be fed.

So, Ivan Pavlov realized all these. He saw this. He saw that people do tend to pair things. There is no logical reason why your blood pressure will rise just because there are some blue and red lights in the rearview mirror. It doesn't make any sense. But Ivan Pavlov says wait a minute, it does make sense because we're conditioned. It does make sense if you look at it from the conditioned response point of view. We're conditioned. When the stove is hot, we put our hand on, we get burned.

Well, when we see that red stove, you know we may get a little concerned. That red stove doesn't mean we're gonna get burned in the future because we've already learned that. But every time we see that red stove we're reminded on a very basic level of the time we got burnt on the stove, and it's designed for our survival. It's a very basic survival instinct issue. [inaudible] look at these primitive people. If you see your friend getting eaten by large animal, and then every time you see that large animal from now on, you're going to be concerned. Well. that's for your survival.

So, we have this basic programming on our minds for our survival. The stove is hot, stay away from it; big animal, bad, stay away from it. You know. police light, maybe trouble, get worried, get concerned, that sort of thing.

Jim: Right.

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Steve: Because we (overlay) have that.

Jim: To me, that's kind of the crux of a lot of it because ... don't you find like a lot of people ... and I feel it's like a lot of psychology, people, in general, are trying to find like the logical reasons why they do things and they're always trying to give themselves more logical reasons why they should stop doing things when it seems like, the reality of the situation is a lot our behaviors are on this deeper level where we're responding to feelings.

And some foods we know are bad for us but it makes us feel good in a moment so we keep eating them. Is there a more practical way of understanding our behaviors than trying to explain them all and analyze them all?

Steve: I think so. And that's a behaviorist point of view and the behaviorist should be very proud of you, and I'm essentially a behaviorist. I believe that to say that all of our actions are caused by certain stimulus in the environment and so forth. So we can boil it down to that. I think that's a wonderful way to look at things because it does make things very practical and to [inaudible] things up about a hundred years and save you a lot of academic jargon and so forth. The way this guy, Ivan Pavlov contributed, the reason we thanked him now is that NLP came along, neuro-linguistic programming which a guy named Richard Bandler realized, "Hey, wait a minute, yeah, a lot of these things are just associations, and we can change associations."

You know, being sad doesn't have to mean eating a bowl of ice cream; being sad should mean going out and exercising more. You can change your associations just Pavlov could change association. A bell doesn't need to mean dinner. A horn can mean dinner.

Jim: Right.

Steve: Just like, you know, sadness doesn't have to equal bowl of ice cream. Sadness can equal going out and running. So, with hypnosis we can re-program knowing this behaviorist information and knowing what Ivan Pavlov did with his association. Nowadays, when we use hypnosis, we know that these associations can be changed so that's what Ivan Pavlov has to do with current-day hypnosis.

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Jim: Alright. That was a great, great explanation for that. I think that's super and anyone listening, to reinforce this, it's like watching any commercial. I saw a commercial the other day and it was for Dr. Pepper and it was a six-pack Dr. Pepper in the supermarket and it was walking on this aisle and everyone was like, it was like [inaudible] **26:13** parade for [inaudible] **26:15** It doesn't make any logical sense but why are they spending millions of dollars to put it on TV and when you understand this model of how you behave and how you understand things, things, at least, start to make a little bit of sense. At least, you can start to figure things out a little bit so I think that's a great answer.

What are some of the areas you found that hypnosis has been most effective in helping people with?

Steve: Well, the number 1 and number 2 will probably always be weight loss and smoking cessation, stopping smoking. That's what I worked with Tom Mankiewicz, the writer of Superman. He had smoked for 45 years every day of his life. He had never gone 24 hours in that 45 years without a cigarette. And the doctor said "Hey, you know, you might want to quit or something bad might happen." So, he started taking action. He came to my Beverly Hills' office, and I got him to stop smoking but using hypnosis, so smoking and weight loss. You know, we are obsessed with ... Americans, at least, seem to be obsessed with both gaining weight and losing weight.

You know, we're really good at both. So, the fact that we're so obsessed with this weight situation really makes weight a prime candidate for, not only hypnosis but all sorts of things, all sorts of programs out there designed to help people lose weight. So, those two will probably never come out of the limelight but other things which we see are ... like my doctor always [inaudible] on helping people improve their grades using hypnosis. You can actually have better, better study habits with hypnosis. You can retain information better with hypnosis. So people are becoming more interested in those sorts of things now. Also, we're seeing a lot of medical conditions being treated with hypnosis.

Keep in mind that hypnosis was accepted by the American Medical Association back in the 1950s when a thyroidectomy, the removal of a thyroid was done without any anesthesia, just hypnosis as the anesthesia. When you think about the pain that would be involved in that having something pulled out of your body without any anesthesia; and there was no pain because hypnosis was used. Ever since then, the American

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Medical Association has embraced that with these surgical procedures being performed with hypnosis, and we've seen that for that last 50 years so there are numerous applications.

Jim: What do you see is the future of that? You know, hypnosis, a lot of times ... initially was really ... the main focus of it was for anesthesia because they didn't have chemical anesthetics so that was the next best thing and when [inaudible] chemical anesthesia, what do you see is the future and the possibility of hypnosis being genuinely offered in a hospital setting? I mean, do you see that happening someday?

Steve: I do and I've actually heard about that. I've never been in the hospital and seen the staff hypnotherapist, for example, but a lot of psychiatrists and I trained a lot of them, a lot of them are ... a psychiatrist is a medical doctor who specializes in psychiatry. So, psychiatrist is an M.D. They have a license to practice medicine. They just focus on the mind and drugs that would help the mind, hopefully.

So, we do see medical doctors performing hypnosis. If you go into a psychiatrist's office, they may try hypnosis on you. They usually use this if nothing else was working. It's usually a last effort but because of psychiatrists and PhD psychologists, licensed psychologists being trained in hypnosis, we do see it being used in settings such as hospitals. What we don't see is, you know, when you check in, you know, on the sheet there, "Would you like a drug or would you like hypnosis?" [inaudible] surgery.

Now, the reason for that is probably liability. Hypnosis will work to that degree on that person who has trained his mind to go into hypnosis because you really have to be skilled with hypnosis to feel a block-out pain like that.

Jim: Great.

Steve: That's not for the average person. So, stopping smoking and so forth, that's for the average person, but blocking pain out there in surgery, that requires some really advanced skills which can be taught. But it's not something that the average person would just go into the hospital and they would say, "Okay, we're gonna put you into hypnosis."

There would need some preparation, probably a few weeks of working with a hypnotherapist because of, you know, the society that we live in, at least, in America,

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you hear people wanting to sue and so forth. You can imagine, if somebody came out of the hypnosis during the surgery and suddenly felt everything. You can imagine the size of the law suit.

Jim: Oh, yeah, yeah. Do you think so much of that has to do with perception as well because I mean, you know, I think most people would say, "Oh well, I know drugs are gonna work for sure, and hypnosis, I don't know"?

But the reality is a lot of the statistics about anesthesia, there's a lot of issues with it. You know statistically, people die from it. It doesn't work sometimes, all sorts of things. But the perception seems to be that it's a sure thing as opposed to hypnosis which maybe isn't?

Steve: Right. Well, you know you're dealing with the drugs so your resistance is pretty low.

Jim: Right.

Steve: I mean, if they inject something into you for a surgical procedure, you're probably going out. And people like that. People like the sure-fire thing, you know.

Jim: Yeah, sure.

Steve: However [inaudible] have something that is going to numb them or you know, make him feel better, just "Okay, let's just walk out with pain." People like that sure-fire thing.

Jim: Sure, sure.

Steve: So, now you brought up an interesting point about the side effects of these things. You do take a risk. You know, with hypnosis, you don't take a risk of these drug-type side effects. The risk that you would take during a procedure is that you come out of it and feel everything which is awful, and that would not be good.

I've never seen that happen but I imagine it wouldn't be good. But the risk for these drugs is tremendous as well. And if you watch these drug commercials, it is interesting now, they have this "side effects" system. So you fear at the end of the commercial, if you pay attention to all these things like could cause coma, could cause death.

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- Jim: Right.
- Steve: I mean, the side effect of a lot of these drugs is death.
- Jim: Right.
- Steve: And they say that on the commercial. You know, hypnosis won't kill anyone.
- Jim: Sure. Why I say this... I just say this on every call but I gotta say it again. But don't you think as a hypnotist, don't those drug ads seem like the most [inaudible] hypnosis that you've ever heard when they start them off?
- Steve: Oh, absolutely.
- Jim: You know, and do you notice that when they get to the side effects, they do it in the nicest ways possible? (overlay)
- Steve: It's amazing how they're showing the older gentleman going to get his mail and walking up to his house and they're about talking about how he might go into coma or death.
- Jim: Yeah.
- Steve: They might be right. It's amazing. I was thinking that the other day, too, and as I was watching when I thought, "Wow, they really do [inaudible] really nicely in there." And then make it sound like *Little House on the Prairie* (overlay)
- Jim: Yeah, yeah.
- Steve: You know, you may die (overlay)
- Jim: Great. I mean, there's is a little bit of [inaudible] **33:32** but I find it interesting. This is a two-part question. One is, do you think just the act of knowing and understanding hypnosis like the fact you understand the conscious/subconscious mind, how to influence them, how they think differently, do you think just knowing that protects you from a lot of the cultural hypnosis that you are kind of inundated with?
- Steve: Can you repeat the first part of the question?

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Jim: Just understanding ... because you understand how hypnosis works, because you understand the idea of Pavlov's dogs, creating a state and linking things to it, do you think ... and the idea of the nature of suggestion and how they can be given in force, do you think that that knowledge protects you a little bit from some of the cultural hypnosis like advertisements, you know, just some of the beliefs people have?

Steve: I think so. I really do think so. And beyond that, the cultural hypnosis, actually, goes beyond advertising because, you know, these advertisers have to use them and by the way, anytime you see ... this is something they really watch out for ... anytime you see a commercial that looks "stupid" to you, stupidest commercial ever, realize there's a reason. There's probably a multimillion dollar reason why that commercial exist. There's you something that you can pay closer attention to and really pick out the way they are manipulating you. And part of those "stupid" commercials will get talked about a lot, so that they'll create a buzz.

But I think that hypnosis and having a knowledge of it, having an understanding of it which I try to teach people really arms you not only for the advertising nonsense that's being sey into your mind consistently and constantly everyday on TV, radio, print ads ... being bombarded by this garbage everyday. So, not only does it allow you to fight that but it also allows you to fight the cultural hypnosis in terms of trends. You know, we see people wearing the same types of clothes, and doing things that are trendy, and participating in certain things just because they're trendy, and certain jewelry, and so forth.

Well, I'm not saying that you should be some kind of an anomaly, and just kind of stand out in a toga, and because that's what you wanna do and you're not gonna be programmed by this cultural stuff, because that may work against you. But it does give you that ability to kind of rise above that and look at it and say "Wow!" You know everybody is doing this now. Everybody has got short hair now. Everybody's got long hair now. Everybody got this now, this type of shoe now or that type of clothing now, or whatever now.

Because everybody has been hypnotized in a culture that's believed that that's what they're supposed to do. So it gives you the ability that to kind of rise above that and realize that we're in the school of hypnosis all the time, and somehow we're communicating with each other. Not just advertisers telling us what to do. It's each

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other. What are you wearing, what are you doing? What is going on right now? What is cool to do? What's not cool to do? What's trendy? What's not trendy?

We're constantly hypnotizing each other. So when you're aware of this stuff and how it happens and how it kind of replicates itself from one mind to another by seeing people and talking them and so forth, then you can of kind step out of that and say "Wait a minute, do I really wanna take part on this? This part of our culture, is this something I wanna do? Or am I doing it because I'm being programmed by the culture?" So, it does give you a lot of insights in a number of areas.

Jim: Cool. Great. I appreciate you're insight on that. Again, we are talking to Steve here and he's got a fantastic program which I want to get into because I find conversational hypnosis ... it's just really interesting. I think a lot of people are interested in it.

If you want to learn more about conversational hypnosis, you can check out www.truthabouthypnosis.com/control and it's a super program. There is a ton of information in it. And I think what you're realizing already is that Steve is not only a hypnotist but an absolute professional and someone who ... I applaud his work ethics because, I tell you, to make 3600 products ... I think the numbers are going up. They're so in depth and they're so complete that he makes very, very professional quality products. Tell me a little bit, what is the conversational hypnosis program and what is conversational hypnosis?

Steve: Well, conversational hypnosis is the concept that you can control any situation in which there's a conversation going on. And conversations can happen these days in text messaging, in phone calls, in e-mails, in face-to-face conversations. A conversation isn't limited to face-to-face interaction. It's not limited to phone conversation. There could be a number of areas, you know, a letter, sending a text message to someone, as I said, and so all of these areas are considered conversation in this program. So, *Ultimate Conversational Hypnosis* is a program that I designed to help you take charge of those situations.

Why not be in control of every situation in your life in which there's a conversation. And conversations happen also on a nonverbal level. They say that 70 percent or so of our conversation when we're face to face is nonverbal. It has to do with how you're standing, how you're holding your body, and so forth. It's a body language. So, we're taking control of that also.

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If you let these opportunities go, if you're in a conversation, and you let the opportunity go to take control of the conversation, you may have just missed out on getting a raise, you may have just missed out on getting a date, you may have just missed out on getting the house that you want to the price you wanted at, you may have missed out on getting out of a ... to mention something earlier, getting out of a ticket from a police officer.

You know, there all kinds of these conversations happening every time in which we're not aware that we have options. We're not aware that we can take control of the situation by basically taking control of the person's mind that we're talking to. By doing subtle things they're not aware of so, that what's *Ultimate Conversational Hypnosis* is about, taking control.

Jim: That's cool. I mean, I spent a lot of time in sales. I wish I'd learned the hypnosis first and then the sales. But when I look back, I start to realize like all these sales situations I was in, there was hypnosis going out whether I realized or the other person realized it. And so, once you actually, become aware of this aspect of the conversation, it just opens you up to being able to influence in so many more ways. Give me an example. I mean, are there any specific examples you can give me? What are some things, if someone's listening to this, and they're gonna get in a conversation with someone, what are some of the things they should be aware of, hypnosis wise?

Steve: Well, first of all, to go back to some of the old school techniques because different forms of conversational hypnosis had been around for probably about 30 years or so. So, they go back to some of the old school techniques which are pretty easy to detect. If someone is mirroring you or someone is doing what you are doing, then you're probably being manipulated. If you scratch your head and they scratch their heads right afterwards, you know ... or you're sitting in a certain posture and they're sitting in the exact same posture of you with your coffee cup, and they lift their coffee cup at the same time, you know, they're mirroring you.

They're doing what you are doing. They're trying to establish rapport. They're trying to look like you. So, that is something to ... that's one of the obvious things that people get busted for all the time when they're practicing conversational hypnosis without really understanding the subtleties of it. So, if someone's doing what you are doing, they're probably using this on you and you should be aware of that.

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Jim: And what would that do? So, someone's gonna mirror someone else so, you're gonna mirror someone to try and create some rapport. What does that do? How does that fit in a conversational hypnosis and help someone out?

Steve: Well, mirroring and establishing rapport, those are basic techniques designed to start building this thing we call rapport which is so important. I mean, if you're trying to get a job or you're trying to get somebody to come down on a half of a house price, or you're talking to a police officer ... and by the way, we have a specific program in the program to help you get out of a ticket. So, if you're talking to a police officer and trying to get out of a ticket, it's so important to have rapport.

I mean, if you say to the officer, "Hey, nobody, the heck with you. I shouldn't have this ticket." You know, you can imagine throwing in profanity and so forth. You know, that's not going to do anything for your taste, but the officer is probably going to find something else wrong with your vehicle also, criticize at your speeding or whatever you're doing.

So, establishing rapport is going completely to the other direction. Most people will say, "Oh, yes sir, or yes ma'am. Oh, I was speeding. You're right." That's nice but that's kind of more like kissing off to someone and police officers don't, necessarily, like that either. I mean, they're used to that. That's just normal. Establishing rapport goes further than that. It helps them see you like them. They're going to see you as being kind of a kindred spirit with them because of the things that you're saying, the way that you're saying them, you're pacing the way that they're talking. You're trying to come across as being very much like them, like maybe you're their twin brother that had been separated at birth.

And why would I give my twin brother a ticket? So that's what this helps establish. This rapport is the fundamental step in getting someone to do what you want them to do.

Jim: Right, right. And that's such a powerful thing. I mean, I think if you're gonna be a professional hypnotist, it's like you have to master that. If you [inaudible] someone who really, you know, put them into a trance; but I find it to be one of the most powerful things. So what are some ways? I mean, what are some ... to someone listening right now, obviously, direct mirroring, that's kinda of obvious, and maybe it's not the most

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powerful thing. What are some ways that people can create rapport with either someone that they know or a stranger that they just ran into?

Steve: Okay, well. One of the best ways is mirroring but done the right way. You know, if someone ... now think about a mirror, the way a mirror works. If you look into a mirror right now and you raise your left hand, the guy in the mirror is raising his right hand. You know, it's supposed to be you, but this guy is raising his right hand when you raised your left hand because that's the way a mirror works

Jim: Sure.

Steve: The exact opposite. So, keep that in mind when you're mirroring someone if you're face to face with someone, and they go to grab their coffee with their left hand, you need to do that with your right hand because you want to look like a mirror image of them.

So, the reason people get busted as I say doing this is because they do it too quickly. They do it right after a person or right while the person is doing it and it becomes like a mockery. If you get caught, it looks like you're making fun of them almost. You need to do a little more subtly than that. Don't do it in the exact same way they do it. Don't do it right when they do it. Have a delay and do it a little differently, a little slowly, a little differently so that it becomes more natural. It doesn't look like a robot mirroring someone. It seems like it's your natural body movement and not something that's been caused by using someone else do it, or something you would normally do, anyway.

So you need to be fluid with this, and it's almost like dancing really because dancing is something that's fluid. We're not supposed to look robotic. So, if you can get it down to something like that, like looking like a professional dancer, someone who's very fluid with it, then you're going to be practicing mirroring at a professional level.

Jim: Sure, sure. That's great. Again, anyone, listening, I can tell you firsthand that this stuff works tremendously. You know, it's funny because I saw your conversational hypnosis program and it's so cool because, again, let me go back to the drug ad. I was watching that thing the other day and it was an ad for people who have social anxiety. You know, people who go into any social situation and they just feel that they wanna crawl under a rock.

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I think, a lot of times, this is because people haven't learned actual techniques, in a sense, to feel comfortable to go and talk to other people. And that's one of the things I found about this program that's so powerful, is that once you have these techniques you can kind of fall back on, it gives you something to do.

You know, so often, people say you should just go out and just talk to people, but they don't know how to do it in a way that makes them feel comfortable; but as soon as you start to understand these techniques, you can start to mirror, you can start to talk like them. You can talk at their pace and, all of a sudden, the conversation tends to go a lot smoother.

When you create this rapport with someone, where do you move on to then? What are some things you can do once you've gained this rapport?

Steve: Well, there are all sort of things you can do and, by the way, in the 18 modules of the *Ultimate Conversational Hypnosis*, you know, 18 hours, we have two modules on dating, you know, those little things you're talking about, about you know what do you say and so forth. We also have an entire module, an hour on openers and continuous ... you know, what do you say when you walk up to someone? How do you keep a conversation going? I give you exact phrases that you can use. You don't have to think. All you have to do is memorize what I tell you, and then you can use them in the conversation.

But once you have rapport, some of the things you can do are ... like leading, for example. So, once you've been mirroring the person for a while doing what they do, then you can get them to do what you were doing. So, this happens on a subconscious level. The person is establishing rapport. It's either you're becoming linked, they're seeing you as a kindred spirit or a twin that got separated at birth. "Oh, my goodness. He's suddenly my best friend, my best pal in the world, I just wanna do whatever I can for this person."

Well, now what you want to do is lead them so whereas they've been mimicking your actions, you wanna start taking actions and see if they follow you. So, now you reach for the coffee cup and see if they do also. Once you got them doing that, then you can have them do all sorts of things.

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One of the things that I like to teach people is anchoring. For example, now anchoring doesn't necessarily have to happen after you have rapport. You don't necessarily have to have rapport to do this, leading, you do. If you're getting someone to do something that you were doing after doing what they've been doing, that's called leading. And that becomes from having rapport first, then you can lead them to do all kinds of things.

"Okay, well now we're going to the board room to sign the contract." And they say, "Okay, that's what were doing right now, following you." So, that's what you can do with that.

But anchoring is something you can do even without that. You can just touch the area of your chest which is within a one foot radius of your [inaudible] and so for the gentlemen, you can adjust your tie if you're wearing one, for the ladies, you can adjust the necklace if you are wearing one. You can just touch that area, anything that is around there, you can just touch it and you only touch it when you're saying a word that you want people to think it has something to do with you.

So, if I want you to feel that I'm motivated and I'm talking to you face to face, I can say, "You know, I really like the way Joe is motivated." And when I say the word motivated I'm touching that area around [inaudible]. I am not talking about me, I'm talking about Joe. I'm talking about how Joe is motivated but because I touched my chest when I said the word "motivated," your subconscious mind pairs the word, just like Ivan Pavlov's dogs caused association between the meat and the bell, your subconscious mind has now created an association between the word "motivated" and me because I have touched my chest when I said the word "motivated." I'm talking about Joe but I am saying the word motivated and touching my chest, so it's very subtle and kind of almost throwing you off the path. I'm talking and I'm saying, "I love the way Joe is so motivated."

Jim: Sure.

Steve: And so by blowing not my own whistle ... I'm not shooting my own horn as they say. I'm [inaudible] about Joe but I'm still getting you subconsciously to feel that I'm motivated because I'm touching my chest when I say motivated. That's something that you can do, and you can do that actually with or without establishing rapport but leading, you would establish rapport first.

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Jim: Sure, sure. Well then yeah, okay. So the you wanna establish some rapport, focus on the pacing, and leading, get that down, working some anchoring ... again, anyone listening to this, and notice you give specific phrases as well. It's just one of those things that I just want be very clear about.

So, often, we're just told ... and it's like a lot of people assume they should just know how to do this stuff. A lot of times, with weight loss or smoking, they say, "I just gotta do it." And there's this certain segment of the population who can just do it and they have just to force themselves to do it and they do it. But for most of us, and I put myself in this category, I had to learn how to do it. I was uncomfortable socially because I never ... you know, I had parents who weren't really social, and I'd never really learned from anyone how to be social, and once I learned a lot of these techniques, hypnosis and then NLP, all of the sudden, I had tools that I could use.

You know it was very kind of gratifying because I'd blamed myself for so long and said, "Oh, I should just force myself to do it." But the problem was I didn't have the tools. I didn't know how to do it. And once you start learning some of these things ... I just can't tell you what a difference it makes. Not everything works exactly the way it's supposed to but, at least, it gives you a whole new understanding in the system that worked within.

Tell me a little bit about like language, how you can use language within a conversation to influence people?

Steve: Well, let me give you a fun one, and I'll show you how you can use it in conversation. I'll also show you how you can control someone by texting. This seems to be very fun for people to learn because we consider texting part of language also now. So, it's called analog marking. That's the technique, analog marking. The British spell it a-n-a-l-o-g-u-e, and we Americans spell it a-n-a-l-o-g. They had the u-e at the end. But, basically, what it has to do is marking out certain words in the sentence. So, for example, if I want you to scratch your nose, that's my goal and, by the way, when you're starting out with analog marking you should pick a goal that you can see if you're achieving it right away.

So, I wouldn't say, you know, make a million dollars because I can't see you do that in the moment unless ... Vegas or something, but if I just scratch your nose, I can see if you scratched it or not. I can see if my command is working or not in the moment. So, I

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pick a command like that scratch your nose and I hide it in a sentence or paragraph. So, for example, I can make up a whole paragraph that has this command in it.

By the way you mark it out in analog marking, the way you mark those commands ... did you say it a little more loudly than the rest of the work? So, again, the command is scratch your nose and I can come up with a paragraph such as, "You know, I was walking down the street the other day and I saw a scratch on a car and I thought it might be your car, and then I thought I wonder if he knows that the scratch is there." So, did you see how I said those three words a little more loudly?

Jim: Sure.

Steve: Okay. And you can do that in texting, too. You can come up with a sentence or a paragraph that you text someone and the way you mark it out on texting, you can't say something more loudly in texting because unless you have a certain software that's converting it to voice. It's just the text that you read. The way you mark the word out in texting is you can capitalize the first letter of each of the command. You can text something like, I was walking on the street the other day and I saw a Scratch, capital S with everything that had been lower case up to this point, scratch has capital S, on a car. I saw the Scratch on a car and I thought maybe it's Your car, capital Y, Your car and then I thought I wonder if he Knows, capital K-n-o-w-s, now interestingly enough that knows, k-n-o-w-s is not n-o-s-e.

You know I'm trying to get you to scratch your n-o-s-e and I'm telling you to scratch your k-n-o-w-s.

Jim: Right.

Steve: You might think, well, how is that a command? Well, it's something called phonological ambiguity which means that when your mind converts those to something that's a sound, those words becomes ambiguous, nose and knows sound the same. So, they're ambiguous thing and they become interchangeable. So, even though I'm saying scratch your knows, k-n-o-w-s your mind will [inaudible] hears something that sounds just like n-o-s-e and, sure enough, you'll scratch your nose.

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Now, the fun thing about that kind of text is that you can be standing next to somebody and text them and you can watch them read that note probably say “Huh, what does this even mean?” while they’re scratching their nose.

Steve: Have fun with it.

Jim: So, that's funny. Yeah, exactly. There's all that stuff. I mean, those are cool. Those are like tricks and the nose are way good fun to do it, I could tell you first hand. [inaudible] go to a hypnotist's office and really like , “Oh, I scratched my nose.”

But the point is, again, that it gives you a whole new way of understanding conversation, you know. And if you're in sales, it takes sales to a completely different level. Talk a little bit about, I mean, how does, and I'm not sure, if this part is covered is in the course but the idea of kind of eliciting states and anchoring those to products. So, if you're in like a sales contact, how could you use that?

Steve: Well, just like the commercial, they showed that the dog and the child playing in the grass, and they show that company name, you need to tell a story about something that's very inspirational or so forth and get them in whatever state you want them to be in, the state of happiness or, you know, cheerfulness or givingness, or whatever you want, whatever state you want them to be in. And then you suddenly bring out the product. You hold it up so they can see it. So that's how you call the connection between their emotional state and the product. And by the way ... go ahead.

Jim: One of the great things about what you're doing and, anyone on this call, one of the secrets you have is that most people won't even realize what you're doing because you're not touting the product nonstop. You're not talking about how great it is all the time. You're talking about something that makes them feel good and then you're holding the product up and then to their mind, logically, it doesn't make any sense. They don't know what you're doing, but they start to feel like they like your product and they like you. You know.

Steve: These are covert techniques. They go under the conscious radar.

Jim: Yeah, yeah. And then they absolutely work. I always to people because people have a hard time ... in my office, I always say that I work in a realm of the stupid because I'm working on the unconscious mind and, a lot of times, people behaviors, they will call

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them stupid. "I know I shouldn't eat the chips at night but I do it, anyway, I guess I'm just stupid."

But there is this unconscious ... there is a very specific reason why you're doing it but most people, because they don't study this, have no idea that this is why they make decisions, that this is why they feel the way they do about things, that most of our behaviors are based on emotions, and this approach of hypnosis conversationally is really an elegant way to tap into being able to influence the emotions of whoever you're speaking with, and then being able to influence their behaviors.

So again, if you wanna learn that ... it's fun. I mean, I find it most interesting. If you want to be able to speak to people and influence them in the moment to literally scratch their nose or ear, to make them like you, to have them buy something, to just have them go on a date with you, whatever it is, I strongly suggest you check out this program. At the very least, go to the page and read about it because even on this page www.truthabouthypnosis.com/control, just by going to that page and reading through it, you're gonna learn a ton of stuff, a ton of other techniques. Let me ask you this, would it work on everyone? I mean, could you use conversational hypnosis on everyone?

Steve: You can and that's why we have 18 modules. We have 18 hours of information plus we give you a bunch of other books also that I've read and, you know, audio and book format so that you're gonna have a big bag of tricks or a big tool box. Not every trick, if you want to call it that, is going to work on every person. Not every technique is going to work 100 percent on everybody. That's why you need a lot of information, that's why we have 18 hours of information so you can have this arsenal of weapons that you can use in a conversation.

This one is not working, fine, we'll use this one. This one is working, fine. We'll enhance it by using this one also, and you learn how to read people. You learn how to use certain techniques in certain situations. You learn what to look for. If the technique is not working, you then know how to switch to another technique and when to do it.

So everyone is suggestible. Everyone is a fair game for conversational hypnosis. You just have to know what to use and when.

Jim: Sure. this is a personal experience but when you begin using conversational hypnosis and Steve can teach you better than almost anyone online that you can learn from.

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What I think is one of the most rewarding places you can use it is in your close personal relationships, specifically, with like parents or spouses or family members because, you know, so often, people ... they repeat the same conversations and arguments over and over and over again. And they don't know how to change it.

And what this will do give you, again, a whole new bag of tools to really mess with the people that make the most difference in your in life in a positive way, you know, not just scratching their nose but literally, you know, having them, I don't know, you must this, Steve, you use this stuff on all the people you know? How could he not?

Steve: (overlay) people. People, you know, normally you can do this under the radar but people know me so well for doing (overlay) and somebody who had gotten my products ... they're watching me. I'm under a lot of surveillance in conversation so it's hard for me to get away with much.

Jim: Sure. That's so funny. I know. That's the thing, when you become a hypnotist, everyone ... they always look at you like kinda ...they're always watching you extra carefully, (overlay)

Steve: You know, usually what happens is quite the opposite. I'm just having a normal conversation with someone not trying any tricks or anything and they say, "Oh, I saw that."

Steve: Oh, you did this," and I say, "No, I really didn't. I didn't do anything. I'm just having a conversation with you."

Jim: Right.

Steve: For me, it becomes very interesting because so many people have my products and they associate that with me.

Jim: That's funny. That's true, that's true. So, there are a lot of uses for this. Again, I think this is one of the most kinda ... you can use this sort of hypnosis all the time and it, literally, reinforces every single area of your life because you know life, in a sense, is communication with others; and so, when every conversations comes up and you become clear on what you wanna accomplish and you have this bag of tools that you can use to accomplish it, life becomes a bit more interesting, to say the least.

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So again, if you wanna find out more about that, go to www.truthabouthypnosis.com/control and you can learn more about that product. Let me tell you, it's probably the most extensive conversational hypnosis product that I've ever seen. So, you know, if you're interested in that, definitely, check this one out and give it a shot.

Steve, thank you so much. I really appreciate you getting on the call with me. And, again, if anyone wants to find anything more about Steve's products, you can go to betterlivingwithhypnosis.com and look for those as well. So, Steve thank you very much. Everyone, we'll talk to you all next week. Have a great night. Good bye.

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