

•STAGE HYPNOTISM

Boiled down to the basics Stage Hypnosis is IDENTICAL to all other forms of Hypnosis. The only difference being the way in which it is PRESENTED and the speed at which the volunteers are placed into a DEEP hypnotic trance state. There are seven key points to follow for Therapeutic Hypnosis and below I shall explain how these key points also apply to the use of Hypnotism on stage.

•SEVEN STEPS TO THERAPUTIC HYPNOSIS

- 1 Introductory talk to the client in order to obtain “rapport.”
- 2 Induction of the hypnotic trance state.
- 3 Deepening of the trance state.
- 4 Ego-strengthening Therapy.
- 5 Carry out the necessary Therapy on the client.
- 6 Implant the major post Hypnotic suggestion.
- 7 Awaken the client from the Hypnotic trance state.

•SEVEN STEPS TO STAGE-HYPNOSIS

1. Obtain rapport (done through one liner jokes at start of act).
2. Induction of Hypnotic trance. (Any fast method after handclasp).
3. Deepening of trance (giving suggestion that each time they are told to return to sleep they will go deeper.)
4. Ego strengthening Therapy (butter them up/compliments etc).
5. Do the Therapy (in this case the comedy routines of your act).
6. Implant the major post Hypnotic suggestion. (N.B. This is done at stage two when they are told that when you tell them to return to sleep they will go deeper and is done so that all suggestions given to them are cancelled before they leave the stage).

16. When people relax they tend to lose a lot of their inhibitions and this could also explain why they are then prepared to do daft things.

17. Confidence begets confidence and as a man thinketh so he becomes, which proves that positive thinking is a most positive force.

18. It has to be in the mind first before it becomes an action (in every day life) and it has to be in the subconscious mind first to become an action during Hypnosis.

19. When the imagination (subconscious mind) and the will (conscious mind) are in conflict, the imagination always wins. So if you can get a person to focus their mind on something to the exclusion of everything else, you are then able to bypass the critical area of their minds and firmly embed a suggestion into their imagination without any conscious conflict! Then afterwards even if the conscious mind were to try and oppose the suggestion the far stronger force of the imagination would always win and the suggestion would be acted upon.

20. Hypnosis merely shuts down the analytical (critical) area of the mind that is located between the conscious and subconscious. It acts as a kind of “gate-keeper” and processes all incoming information from the conscious mind before it is allowed to enter the subconscious mind where it is permanently kept on file.

21. As we’ve already stated if the suggestion can be given directly to the subconscious mind (the imagination) then it will be acted upon immediately and as I’ve stated already all Hypnosis does is shut down that analytical (critical) area of the mind which in turn makes this action possible.

22. Talk success, think success, act success and dream success and then successful things will occur.

23. Remember positive thoughts breed positive actions, they are contagious and positive actions breed positive results.

24. Relaxation is the key, which opens the door to the subconscious mind. In this state, get the subjects to visualise your suggestions with implicit faith that it is so and so and it will be.

25. Co-operations with a highly developed imagination are the best qualities your subject can have for successful acceptance of your Hypnotic suggestions.

26. You want your subjects to have confidence, belief and faith with expectation of success, but it is no use just telling them this. They must be “sold” on Hypnosis and its effects to possess these real qualities.

27. Rapport, observation, recognition and leadership. These are the four stages of inducing a Hypnotic trance. All are lead by the subject and merely followed by the Hypnotist as will be explained later.

28. Rapport should establish three things, trust, comfort and of course belief.

29. Hypnosis is merely a form of communication. Tone of voice is essential in all communication and indeed in Hypnosis also. It is also possible to hide “secret” messages within a spoken sentence by changing your tone of voice so that they have an almost “subliminal” effect.

30. You must take the venue or consulting room over. Show that you and you alone are in charge. Demand instant respect, dominate your subjects, control the subjects and condition them to react to your suggestions even before they are in a trance. Give them orders and expect them to be obeyed, talk and act in an authoritative manner and look at ease with all you do. Keep their mind off what’s happening at all times and then you’ll be well on your way to Hypnotic success.

31. If they believe that you have special powers then your job is easy, if they expect to be Hypnotised by you then they will be!

32. They are in a strange situation and environment (whether on stage or in therapy) whereas you feel at ease. You have the microphone or seat and are at home upon the stage or in the room and therefore you are in charge. You make them feel important, needed and appreciated whilst also conditioning them so that they sincerely believe they are only clever and intelligent if they co-operate with you.

33. You know what’s going to happen and they don’t so you are already

the subject. The subject accepts and reacts to these, the Hypnotist observes the effects and then feeds back the observations as new suggestions to the subjects and so the Biofeedback computer effect continues until the subject is in a deep state of trance. In other words the Hypnotist's suggestions are always made up of his observations.

THE BIOFEEDBACK COMPUTER EFFECT

An example of this so that you fully understand how it works would be as follows. The Hypnotist suggests that the subject will start to breathe deeply and regularly, this is then accepted by the subject and acted upon by them. They then start to breathe more deeply and regularly and perhaps also start to close their eyes.

The Hypnotist observes this and then feeds back the observation to the subject as new suggestions along the line of "That's great and as you continue to breathe deeply and regularly, notice how your eyelids are now so heavy and so tired, in fact it's so much easier just to let them close!" The subject accepts and reacts, the Hypnotist observes and feeds back the observations as new suggestions and so the cycle continues.

This now means that you really do know how to Hypnotise someone, as with this technique the wording of your induction must always be ad lib and worded so as to contain your observations and as such capitalise upon them.

You would of course at all times be following the basic guidelines of voice tone and speed of suggestions etc. And remember the key words associated by most people with Hypnosis and a trance state are: sleep, relax, drifting, deeper, falling, resting, calm, heavy, tired and all other words associated which mean similar things to these.

Well congratulations you now know more about Stage Hypnosis, Hypnotherapy and Related Mind Therapies than most if not all of the "cowboy" Hypnotists who are currently flooding the industry. Now that

Which would you rather be?

As a hypnotist, you have one of the most powerful abilities to change people's lives and generate huge cash. Please don't limit your opportunities to do this on a global scale.

There is NO reason why you can't build your very own five, six or seven figure online income with the system that I've detailed in this chapter.

I have done it... my students are doing it... and you can do it too.

If you're interested in learning more about this system, you can check out our 100% free coaching on 'Passive Hypnosis Profits' by visiting:
<http://www.passivehypnosisprofits.com/free/>

or <http://www.elitehypnosisbootcamp.com/platinum/>

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start counting again from 1 – this is great to keep a subject occupied while you're working with others. The spectator's laughter will hopefully let you know when the subject has reached 50 and dozed off.

You could also have a reverse alarm clock – Normally an alarm clock wakes you up, but when this one rings or bleeps, you'll instantly sleep. Then set the timer and watch the fun.

Hold your breath and the instant you let any breath escape you'll instantly sleep. If you can make them laugh, they'll let out breath, follow your suggestion and down they go.

But even if you're not that adventurous you could just get someone to recite a children's nursery rhyme, suggesting that when they get to a particular word, they'll sleep.

Or a variation on that would be to react to someone else reciting a nursery rhyme, you could have a whole group of subjects reacting that way to somebody else's recital. If your interest is Street Hypnosis and you want to upload videos to really get people thinking, I would imagine you could create some nice looking videos from the following scenarios:

Give the following suggestion to a hypnotised subject:

When you walk past that public telephone over there, you'll be convinced you hear it ringing and want to answer it. But when you do answer it, after a couple of seconds you'll realise there's nobody there and you'll instantly sleep. (Now, you start recording after this and just overdub the sound of a telephone ringing during editing.)

Be careful with the safety aspect of this one as the subject is away from you, so be sure to suggest that they'll slip into hypnosis easily, comfortably and safely and won't suddenly fall over as there's a real possibility they

suggestibility tests are an essential part of your show and should be done on the entire audience.

When your career develops and you move onto larger capacity venues, you will then be able to safely and confidently ask for volunteers who wish to be hypnotised to come forward to the stage before you have even done any suggestibility tests.

Once upon the stage these volunteers are subjected to the tests and the best reacting subjects are singled out to be hypnotised. Remember that in a theatre which seats 1000 to 2000 people when you ask for volunteers at the start you will get around 80 to 100 people coming up to the stage. Not only does this look dramatic and impressive to the rest of the audience, but also effectively it means your volunteers each of who is worth a hundred pressed men wants to be hypnotised.

In a theatre situation, you will have almost as many volunteers on stage as would be in the entire audience during the early days of your career in pubs and small clubs! So you see it really is all down to the law of averages and the numbers game. In general your shows will always be more successful in large capacity venues such as night-clubs and theatres than those held in pubs and social clubs.

Don't let this deter you though, as upon having read this course you WILL be able to do an excellent show in pubs and clubs until you progress to the larger venues. The only problem, or should I say difference there is really between working in a pub and a theatre, is that in a theatre they have paid to come and see you and so you are the main thing of importance and alcohol comes second and will only be available in the interval anyway!

•WHEREAS IN A PUBLIC HOUSE

They have come to have a few pints and you the poor entertainer have got to work really hard to keep their attention. Also in pubs it is not wise to let your show start too late as, due to the drinking and the fact people who are

LIGHT AND HEAVY HANDS TEST

With this test, the audience is told to close their eyes and extend their two arms out straight in front of themselves at the same level. You now suggest to them that their left hand has got a pile of heavy books upon it, which are so heavy, that their hand is being pushed downwards.

You then suggest that tied to the middle finger of their right hand is a large helium filled balloon which is pulling their right hand high up into the air, as it floats ever upwards.

You keep suggesting things along these lines, that the left hand holds the heavy books and right hand is being pulled up into the air by the helium balloon.

You will find that the people who really are open to suggestion, will allow their arms to react accordingly. As such, their left hand will move downwards, as if a heavy pile of books is upon it, and their right hand will move upwards, as if tied to a helium filled balloon. You then tell everyone to open their eyes, and many will be amazed to find that their arms are now in very different positions with a huge gap between them both.

THE PERFUME BOTTLE TEST

You remove a fancy cut glass bottle from your pocket and explain that it contains the most powerfully scented perfume in the world. You state that, in a few moments, you will remove the lid of the bottle and allow the scent to travel around the room for everyone to smell, as it really is that strong. You tell everyone to raise their hand into the air the second they smell the scent come their way, which, as it's so potent, will take only a few seconds. The bottle's lid is then removed and the people start to raise their hands, once several hands are in the air you explain that the power of suggestion has worked upon them, and in fact the bottle contains nothing more than water, with a little added food colouring. You then drink the contents to prove your point and people will be amazed as they will swear they smelt the scent travel around the room, trust me, this does, if presented

BEEN

ONE, BACK WITH US .

Use your left hand to raise her head back to normal position and then remove hands immediately.

YOU OK ? of course she will say yes , probably burst into giggles.

Now , draw attention to the cards being held by the other member of the group.

NOW, NOONE HAS TOUCHED THOSE CARDS NO ?

they will agree

Take the cards of them and turn to the lass, and explain that your now going to show her and her alone the cards, take the deck , and holding it up so that only she and you can see it, riffle through the cards in such a way that you are showing the deck as a complete deck of 9H's. riffle through a few times, turning the cards upside down and back again. ONLY she can see this , tell her to take a good look all the way through the deck . then place the deck back in the hands of the previous spectator (cutting it as you do).

turning to the lass,

THANKS VERY MUCH FOR AGREEING TO DO THAT ,
extend your left hand to hers.

As she goes to shake your hand with her left hand , immediately grip it and raise it back to her forehead, your right hand moving back to the nape of her neck , bringing her back to the 'hypnotised' position ,

Post Script.

Hypnotists will recognise that in the hypno section you are actually conducting a basic hand to eye induction. It is just that, but in this case it is not intended to actually induce the person. At the end , do NOT be tempted to hang around, this will destroy the overall effect. you want the maximum disbelief and confusion to be established.

I know it's been a bit of a bind to read, but for those that chose to work this , you have a real gem in your hands. please let me know how you got on with it.

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know this is the first time you've ever done this, as far as they are concerned, you've been doing it for years and are a true master of your craft. So once again belief and expectancy come into play here.

Anyway, I've tried to dispel any doubts which you may still have and hopefully I've done that, if not, you'll have to pluck up the courage to try it all out and then hindsight will tell you that what I'm teaching you is 100% true in every way.

As a hypnotist, the most important thing you could possibly need is supreme self-confidence, so here goes with an induction method which can be used very successfully on stage and in some cases even in the consulting room situation.

FALLING BACKWARD INDUCTION

You get the subject to stand with both feet together on the floor, hands down by their sides unless this is being done after the locked hands in which case they are told to place their hands closely against their chest. This means there is then more weight at the upper area of their body and they are even more likely to fall back than usual. You stand to the left of them and place your right foot flat against the back of their heels so it can act as a pivot if required. Your right hand middle finger pushes onto their forehead, as you say, "and tilt your head well back as you close your eyes." You have now still got your right middle finger on the centre of their forehead, just above the bridge of their nose, as you count from one to three and give the suggestions of relaxing and falling back, as I will describe in a moment, you draw your middle finger lightly across the centre of the subjects forehead, so that by the count of 3 it is almost ready to slide towards the top of their head. This acts as a non-verbal suggestion to fall backwards, and believe me, even without the verbal suggestions, it usually has the effect of the person falling backwards. When you have given your suggestions and the person starts to fall back, all you need do is lower your right arm from their head, down to their upper back area and just cushion their fall back so they don't hurt themselves. In actual fact, you are just lowering them down onto the floor at which point they will be

If the subject does not start to fall of their own accord, you can always use the fact that your feet against the back of their heels acts as a pivot to tip them back gently, so that to the audience it appears as if they have just fallen back into your arms. Another point worth mentioning is that on the count of three, you immediately remove your hand from their head and tap them firmly on the back as you say SLEEP. This has the effect of knocking them even more off balance and as a result they then fall backwards into your arms. So your next step is to get your wife or husband and use them to practise the actions on, until you can do them without hesitation, then you will have one of the quickest and most effective inductions that there is available to you.

The great thing with this induction on a theatre stage is that all the volunteers can be lined up in a straight row and one by one, after each other, they can be placed into trance using this method. Once all of them are upon the floor under your spell so to speak, you then proceed by deepening the level of trance for the whole group at once, which makes it slicker and quicker. In this case, the volunteers would be face on to the audience and they fall backwards away from the audience. As with all the induction methods, which I will explain to you in this chapter, I will tell you the basics, and your own common sense would tell you the rest. For example, in a funny shaped venue, you might have to have the subjects standing sideways onto the audience before making them fall backwards. This is really an excellent induction to use. It's quick, safe and works well, I wish you much luck with it.

FALLING FORWARDS INDUCTION

This is, in essence, almost identical to the falling backward induction, except that they fall forwards. The reason it works is the same, and even without belief and expectancy being considered, if this is done correctly, then people will feel themselves falling forwards into your arms.

You stand facing the subject, they have their hands down by their sides, stand up straight rigid, feet together and stare directly into your eyes. They

are told to keep staring directly into your eyes at all times and then you proceed as follows:

Verbally you say something such as, “I’m going to count backwards from 3 to 1 and on each descending number you’ll feel yourself falling forwards, but I won’t let you fall and hurt yourself, instead you’ll just fall into a beautifully relaxed, dreamy, sleeplike state. So,

3, the deeper you go the better you will feel and the better you feel, the deeper you will go.

2, You can feel yourself falling forwards, more with every breath you take, every noise you hear and every word that I say.

And on 1, you can feel yourself falling forwards, falling forwards, forwards and to sleep.”

As you say this or similar the physical element is as follows:

From the moment you start talking, your fingers of each hand are placed firmly, flatly and gently on the sides of their head in line with their forehead. As you talk you are gently pulling your fingers forwards in a smooth motion towards yourself and this has the effect of both distracting them and also disorientating them a little. But, perhaps more importantly, as your fingers are firmly against their head, it has the effect of gently pulling their head forwards towards you, and also acts as a non verbal suggestion to do the same. This as a result will mean their body will follow suit and they will start to move forwards. At the same time to promote this further, you take one small step backwards, as you count each number and as they are to stare into your eyes at all times, it will have the effect of their eyes following yours, and as such their body will move forwards more. Also bend your legs slightly as you get nearer to the count of one, so that your eye level becomes lower. This means that to keep their eyes in line with yours, they have to lean over slightly and when they do,

now forbidden. In fact, part of a permission to perform in the UK will read that only psychological methods may be used to induce hypnosis. Well, cerebral anoxia, is what they are referring to here. It is absolutely forbidden, for any member of P.O.S.H. or A.P.H.P. to use it in any circumstances, any reputable person would never dream of using it on someone.

However, should you ever come across a “new method” from someone which resembles this, you will be aware of it’s existence and avoid it at all costs. Here’s how it is done for information purposes only.

Stand in front of your subject, then place the fingers of each hand at the side of their neck, just below the ears and slightly towards their throat. Do this with their head tilted way, way back. Whilst in this position your fingers should now be directly over the large veins in the neck. There is one on each side of their neck, you can often see them, and if not you can feel them very easily as they pulsate and throb beneath your fingers. Press gently on those veins, but also firmly at the same time. Now ask the person to breath deeply, keep the pressure on until the person goes limp, if the word sleep is shouted at this time, as far as the crowd watching will be concerned you have just placed that person under hypnosis. The moment they start to go limp remove all pressure and allow them to fall to the floor or back into their chair, like a sack of potatoes. However, should you accidentally keep the pressure on a few seconds later, the person may end up dead or a cabbage for life, with permanent brain damage. You could be arrested for murder, at the least manslaughter. If you did not kill them you can be convicted of attempted murder or assault, with intention to endanger life, or grievous bodily harm. So the golden rule here is ***never, never, ever attempt this technique on anyone at anytime.*** Should you ever see someone use this method then please report them to the Mindcare Organisation and we will investigate, as anyone using this method is not fit to call themselves a hypnotist.

This by the way is what is known in the trade as the “Carotid Artery Induction” and yet as I’m sure you’ve realised, it has nothing to do with hypnosis and, as such, should not be used.

you command sleep, in a raised tone of voice, your right hand moves in a downwards motion in front of their face, so that the fingers are outstretched and move down from above head, past their eyes and downwards, which in itself, is a powerful non verbal suggestion of sleep. It also gives them something to psychologically connect entering the trance state to and something for them to believe in. Remember, that as they've been under hypnosis before, they know exactly how to react and your three questions prior to the instant induction have done two things.

A It has psychologically conditioned them to enter the trance state immediately that you say the word sleep.

B It has acted as a brief reminder to them of how to act in trance. If they have been under before and have answered yes honestly to the three questions that you ask, then you can be sure that they will instantly enter trance.

Someone who has been hypnotised before is, by far the best type of person on whom to do instantaneous inductions, as they know how to act in trance and their belief is 100% complete, as they have experienced it first hand. Also, as a general rule of thumb, the more recently they have been hypnotised, the more easily that they can be made re-enter trance. I'm sure you can now see why you need to have enormous confidence in your abilities in order to make instant inductions work.

HANDSHAKE INSTANT INDUCTION

Before I describe how this induction is presented, allow me to make this point. As long as the subjects' belief and expectancy in your powers is totally 100% complete and as long as you truly have tremendous confidence in your skills, and this is transmitted to the subjects through your actions etc., they will then both expect what you do to work and also know that you expect it to work. As such the Handwave and Handshake instant inductions can be done without asking any questions. In fact, the moment a subject said that they had been under before, then you could just say:

onto your fingertip with their forehead and then you suddenly remove your finger as you say sleep and go deeper, which means that their head then falls down onto their chest. If this does not occur, you can literally just place your hand upon their shoulder, as you say, “and your head is now so heavy, it falls down onto your chest.” Whilst saying this, you simply use your fingers as a lever against the front and back of their neck to make them move their head down against their chest. In practise, the whole induction takes between 40 to 60 seconds maximum.

THE SWAYING HANDCLAP INDUCTION

For this induction you have the subject standing just in front of their chair. Their legs and feet are together, hands down by their sides, eyes shut and they must breathe deeply in through their nose and out through their mouth. You then say something such as:

“As you stand here, with your eyes closed, you notice that with each and every breath that you take your body is relaxing more each second that passes by. I’d like you to relax completely, so I’m going to gently sway you backwards and forwards in rhythm with your rate of breathing.” (This you then actually do) “So breathe in and out, in and out.” (They are swayed back and forward in time with their breathing) “Don’t forget that the moment I tell you to, your whole body will relax, your eyes will remain tightly closed and you’ll enter a sleep like state.”

N.B.

Throughout all this talking, you’ve been progressively swaying them further backwards and forwards, so much so, that if you were to set them off swaying backwards again and did not stop them falling with your hand, then they would indeed, fall backwards into their chair, or at least it would be very difficult to stop themselves. You capitalise upon this fact, and the moment you’ve said, “and you’ll enter a sleep like state,” you have timed this as you will be ready to set them back on their swaying backwards direction movement. The moment they are moving backwards, you clap your hands by the person’s ear, as you simultaneously and very loudly command sleep. This is immediately followed in a quieter tone of voice

The whole induction, which should be changed by making the example of how to count backwards in their mind longer, so that you keep setting the pace of counting in their mind until you've gone back to 180 and then it's left to them to continue doing so in their minds, which distracts their conscious mind, so that all suggestions given go directly into the subconscious mind. Your pace of wording should be such that it suggests relaxation and then you end the induction as per the example in verbal psychology chapter. These are all dubbed over the induction music and reverbs is added to the voice, with an occasional "sleep" or "relax" added between each count backwards, to add an element of confusion too. This whole induction should last no more than five minutes in total, from start to finish and is "overdubbed" onto the induction music such as Jean Michelle Jarres "OXYGENE" or TRANQUILITY, which is a tape available from new age supply centres. This tape is set ready in the player and the moment the lights dim, as will be explained in a moment, is the exact moment when the tape is started.

Now imagine this, you have completed a few quick inductions and placed a couple of people into trance, but still have about 60 or more people upon the theatre stage, who have come up to have their hands separated. So why not try to hypnotise them all at once and then base your selection of the 12 best subjects, upon the 33 observable signs of trance and a few quick text routines?

To do this, you proceed as follows:

You ask everyone who is sitting down and not already in trance, to sit up straight in their chairs, feet together and flat upon the floor, with hands and arms rested upon their laps with palms facing upwards. Anyone who is standing up and not already in trance is told to stand with feet slightly apart, so that they stand firm and steady, hands down by their sides (unless still locked together) and then everyone in the audience is told to remain silent for the next few minutes whilst people enter the trance state or hypnosis, and then the fun will begin.

through the radio mike, which by this time will have been switched back on.

The post hypnotic suggestions are then given to everyone and lastly, in order to narrow down the onstage 60 people to the best 12 subjects, you go through a quick process of mind imagination screening, which is also quite entertaining to the audience, as well as serving it's required purpose. Those people who are obviously not in trance are dismissed immediately, and then simple suggestions are given, such as, it's a cold day, a hot day, you're milking a cow, you're a washing machine etc. You will be able to tell visually, by the subjects reactions to these simple, yet fairly amusing tests, who will make the best subjects, and of course these are the people who are kept on stage, the rest being slowly dismissed, once fully out of trance. So, in other words, the show begins and continues, whilst the selection of good subjects and return of not so good subjects is still being made. This means that the fun, entertaining routines start a lot quicker and from the point of view of the audience, the show is much slicker and quicker than many I could mention.

If you ever get the chance to see Paul McKenna work live, in a large capacity venue, then you'll know exactly what I mean. You, at the end of all this will already have attracted many laughs from the audience, who will be thoroughly enjoying themselves and also will have selected your best subjects for use throughout the remainder of the evening.

So, here for your reference purposes, is the running order of events, which would make up a very professional and entertaining hypnotic stage show.

- 1 Intro music with voice over introduction recorded upon it.
- 2 Play on "Theme Music" as you walk upon the stage and take a bow.
- 3 Your opening comedy lines and talk about hypnosis.
- 4 The locked hands test, with suitable background music.
- 5 People have got to the stage area, whilst loud and exciting music plays.

“Just notice how your left hand is hot and your right hand cold, whilst you left leg is light and your right leg heavy.

Now experience the sensation of your hot, right hand becoming cold and your cold, left hand becoming hot, as your heavy, left leg becomes lighter and your light, right leg is becoming heavier all the time.”

You would continue in this vein for a while and then suddenly inject your suggestions of relaxation and sleep amongst the illogical confusing statements, which confuse their conscious mind, as one moment a hand is meant to be hot then it's cold etc., all this becomes too much and within a short time the conscious mind shuts down and doesn't even bother to analyse the rubbish which you are presenting to it. It all goes directly into the subconscious mind of the subject and disguised suggestions of relaxation and sleep are then enacted upon. The rest, as I am sure, you can work out for yourself, to finish however, here's an example of how to start adding sleep/relaxation suggestions to the confusion script.

“And notice now, how as your hot right arm tingles and your cold left leg feels heavy, that you relax more and more and your heavy eyelids start to shut.”

SHOCK HYPNOSIS

This is just literally finding a most susceptible subject, whose hands have locked together well, observing their body language to check that they feel uneasy upon the stage, and then suddenly and most unexpectedly going up to them and both loudly and firmly, shouting sleep into their ear as your right arm pulls them back from a standing position to the floor, which disorientates them. Or you can literally just throw them back into a chair, as you make the command sleep, the end result will be the same.

eyes, it is easily possible to place 40 or more people into trance in less than sixty seconds. This is a very impressive demonstration of hypnosis, which can also get you much free, large scale publicity to promote your theatre show in each town you go to. It really is the fastest form of hypnosis known and will make you a lightening speed hypnotist, use it and be careful.

HYPNOTISING THE AUDIENCE

The induction used for this would be a progressive relaxation induction of an eye straining nature. The techniques of rapport, observation, recognition and leadership would be used with the majority being catered for, so that the end result of many people going into trance whilst still sitting in their seats within the audience is achieved. The standard kind of phrases are used as suggestions along with the classic suggestions of "Your eyelids are so heavy and so tired, that they want to close, in fact the harder you try to keep them open the quicker they will close."

The focus point for the entire audience is a large Hypno-Disc, which is a large black and white spiral effect disc with a motor rotating at a steady speed and giving a blackhole effect as if being "drawn" into the disc. The whole audience is told to stare directly at the spinning disc as your suggestions of relaxation are given in the usual way. The end result will be that as the disc both has the effect of straining your eyes and disorientating you, most of the people who do stare at it will fall to "sleep" in their seat and you will have to go out into the audience to awaken them and bring the subjects you want to use up onto the stage to take part.

I saw a hypnotist called Mark Maverick, use this method most successfully in early 1994 at The Garrick Playhouse in Altringham, and it was most successful for him, with a large majority of the audience going to "sleep" in their seat. These Hypno-Discs are available in a small size for the therapists office from Mr Kevin Gray, I am sure he would, however be able to make a large stage size motor operated Hypno-Disc for you to order, he can be contacted at:

key with this induction being to keep their eyes fixed upon your gaze and bombard them with suggestion, after suggestion until their eyes close and they go under. At which point, you quickly deepen the trance, as usual, and they will then be your suggestible subject. The belief factor also comes in here very strongly, as people believe all you have to do is stare into their eyes, tell them to go to sleep and they will, well in this case, great, let them carry on believing, as it makes our job easier. The suggestion of sinking and a sensation of falling down a black hole creates powerful pictures in the imagination and, as we know, when the imagination and the will are in conflict, the imagination will always win. This method can have a person in trance in less than 60 seconds, and is ideal for use in a social party situation. It's funny, but I've noticed that lots of women want to be around you when they find out you are a professional hypnotist. Oh well, I suppose there must be some perks to the job after all.

INDIRECT INDUCTION METHOD

Another powerful technique, which I have found always seems to work, is to say the following sentence at the start of your show.

“If you do not volunteer, it does not matter, you have already heard the sound of my voice and many of you will find that you go to sleep by yourselves whilst sitting in the audience, but don't worry I will wake you up, as the deeper you go, the better you will feel and the better you feel, the deeper you will go.”

By implanting this suggestion into the whole audience's mind, it will go into some peoples subconscious and in a short time have the effect of making them react to the sleep suggestions you are giving to the onstage subjects. On more occasions than I care to remember, I have had people enter trance whilst sitting in the audience and I've had to go out amongst them to wake up the ones who have gone under. This, too, is the reason why the full hypnotic induction cannot be shown on TV or broadcast over the radio, as people would most certainly enter trance around the country. Now you should be starting to realise just how powerful suggestion really is.

upon your mind, as would be obtained, if someone else suggested the positive changes to you.

Just like medicine, although not dangerous in anyway, the tapes should only be used by the person it is intended for and as a hypnotic induction process is used upon these tapes, they should never be listened to in the car whilst driving or when operating machinery. Incidentally, these home hypnotherapy tapes are also ideal and in fact, I would say essential items, for a trainee hypnotist. Listening to them, you can learn first hand, how the hypnotic induction is correctly delivered verbally and how different suggestions have different effects. Also, perhaps most importantly, they enable you to experience the hypnotic state for yourself.

These tapes can be sold individually, or given to clients attending for therapy to help reinforce the treatment they receive.

The other method of self hypnosis, is to literally mentally think the wordings of the whole therapy session through in your minds eye.

To induce self hypnosis, the procedure is similar to a guided induction and is as follows.

Make yourself comfortable somewhere warm where you will not be disturbed. Release all tight clothing and remove your shoes. Make sure your feet are not touching each other and your hands are resting slightly away from your body. Close your eyes, take a deep breath in and hold it for 5 seconds. Then release it slowly, all the way out, as far as you can, all the way to the bottom of your stomach. Repeat this a further 3 times. Each time you exhale, allow yourself to relax and just “let go”. Let your body start to feel limp and heavy and let all the tensions flow away.

It is very important not to try too hard, as the secret is to allow things to happen naturally, with no effort at all.

I feel relaxed and happy at all times.

Every day in every way I am getting better and better.

I will approach people and situations in a more positive manner.

I will be appreciative and receptive to people.

Should you have an event in the future to confront, an excellent way to approach it is by visualisation during self hypnosis, eg.

Suppose you have an important meeting or a public speech to make. You would induce self hypnosis and then go through the whole event from before the start to the finish in your mind BUT with the situation in a controlled and relaxed manner. Go through in your mind, all the things you will do on that particular day, right from getting up in the morning, but this time you are calm, relaxed, in control and not at all agitated (almost a new you). Continue through the whole day, making special emphasis on the event, while remaining in this controlled state.

This is an accepted form of therapy and is equally effective when used with self hypnosis.

When you have completed your session, simply say to yourself that you will wake yourself up by counting from 1 to 5 and when you wake up you will remember all the suggestions and (importantly) you will feel refreshed, relaxed, revitalised, confident and full of energy (repeat these thoughts). Then simply say to yourself 1, feeling relaxed. 2, I am feeling refreshed. 3, feeling revitalised and starting to wake up. 4, I am full of confidence and waking up more with my eyes starting to open. 5, feeling full of energy, eyes open wide awake feeling on top of the world.

Let all your bodily senses work for you, not against you, train them all to perfection. You will then almost be psychic and will have mastered E.S.P. (Extra Sensory Perception, training your senses to work better than most people) and not addition sensory perception as most people believe. These sorts of powers are within reach of all of us.

Another example of how your sense of smell can be used is to determine when any woman is on heat, this may sound unbelievable, but yes, it truly can be done, as they give out Pheromones, which I have mentioned elsewhere, so do men when they are feeling randy. Why do you think a dog smells the genitals? It tells him just how powerful you are, your position in the family group. So observe life and then learn from your eye opening observations. Atmosphere is another component, a successful hypnotist must use to best effect. The atmosphere must, as I explained earlier, always be such, that entering the hypnotic state seems obvious and easy to the subject. Let me present you with an example of how atmosphere works, then you will not be able to tell me that you cannot sense atmospheres, as you in fact do this every single day of your life. Have you never walked into a room where a genuine personal argument was going on, just before you entered? You knew nothing about the argument, in fact, you didn't even know that the couple could fall out. However, you could cut that atmosphere with a knife, couldn't you?

So ensure that the subjects are always seated comfortably, no tight items around the throat. You will have already informed them of what you intend doing, you state you will not give them any commands that are harmful, in fact, any commands that you give them will be only beneficial to their life.

The last subject I feel that must recap in, is something, which even some very experienced hypnotists seem to forget, and that is to cancel out all the commands which you have given to the subjects after they have been carried out. In other words, all commands must be cancelled out completely before a person leaves the building unless they are beneficial. This is a most important point and one which you forget at your own risk. In fact, I usually mention it in my opening patter and awakening speech in

a similar way as follows:

“Whenever you leave this room/building/theatre/area etc., all my commands will be completely cancelled out.”

Or

“When I awake you in a few moments, you will feel on top of the world, full of energy and optimism and in fact, you will feel better than you have ever felt in your entire life. You will not have any headaches or side effects of any kind. You will, in fact, feel really great. When you leave here tonight, all my commands and suggestions to you will be completely cancelled out, in other words, you will be as you were when you first came in here tonight.”

Obviously, this only applies when on stage. During therapy sessions you should reinforce all suggestions as much as possible and encourage your client to REMEMBER the messages for the rest of their life.

Notice, the strong emphasis on “You”, this tells the subject, that you are speaking to them and them alone. This kind of emphasis must continue all the way through, it is you, the hypnotist, that they must relate to all the time. If they start to notice what the audience is doing you will have lost them, unless it was you who brought the audience to their attention. Anyway, back to the original subject in hand, that of standard phrases which you can use during your hypnotic induction.

STANDARD PHRASES FOR HYPNOTIC INDUCTIONS

“The deeper you go the better you will feel, and the better you feel, the deeper you will go to sleep.”

“With every breath you take, every noise you hear, every word I say and

NOTE = The Section Above was extracted from “The Encyclopedia of Hypnotherapy, Stage-Hypnosis and Complete Mind Therapy” Volume One by Dr. Jonathan Royle which is available on Amazon.

The \$1000 Hypnotic Show Plan

By Devin Knight

Devin Knight is regarded as one of magic's most prolific inventors. He is also a highly sought after lecturer for both magicians and mentalists.

Most of his effects are run-away best sellers and have received rave reviews. Devin was a protege of the late Al Mann and currently works as a full-time Magician, Mentalist & Stage Hypnotist.

Some of his best known effects are *Blindfold*, *Parsight* and *Auto-BendSpoon*. Devin's work on *Al Mann's Glass Box* has been termed by many to be the most definitive work on headline predictions ever written.

In addition to over 50 marketed items, Devin is the author of three books; *Glass Box Revisited*, *The Blindfold Car* and *Cloudbusting Secrets* (with Jerome Finley).

Devin strives to create effects that not only fool magicians, but at the same time are easy to do. The majority of his effects rely more on clever ideas, rather than difficult sleights. This puts most of his effects within the skill range of most performers.

He is also an established authority in the world of Effective Internet Marketing and you would be wise to seek out his ebooks on Marketing for Performers, which along with his many other creations are available from most Magic Shops Worldwide.

Check out some of His Ebooks Here: <http://www.lybrary.com/devin->

This is a plan that you can easily use to make at least thousand dollars off one hypnotic show and possibly much, **much** more. This involves using certain venues that will be begging to book your show. This plan practically sells itself; you tell them about your comedy hypnosis show and they will be ready to book you on the spot! Comments about this have been mentioned in the past on online forums, but this is the REAL WORK and a proven method that will make you big dollars fast. If you follow this plan systematically, you will make big money and faster than you ever thought possible with your comedy hypnosis show.

If you wanted to, you could set this up in several different venues doing a show each weeknight. Doing this would result in a \$5000 week for you. Please note this is not pie in the sky or pipe dreams, there are professional hypnotists working this plan right now and bringing home five to seven thousand dollars each week.

This is done without having to rent halls, promoters, or selling ads. You book the show, do a little prep work, show up on the day of the gig, and collect your fee.

You could do this part-time or if ambitious, you could perform full time, possibly making over \$100,000 a year. It is possible and is easily done if you follow this plan and are willing to travel to do gigs.

THE TYPE OF SHOW YOU NEED

First, you must have a family-oriented hypnosis show, this cannot be an adult show, and it must be squeaky clean and contain a lot of clean comedy. Most important, your show must appeal to ALL ages. Positively no blue material or questionable material, this will kill your career in this venue almost immediately.

You need to do a professional show that is a minimum of 70 minutes up to 90 minutes or longer. Finally, you need many good references saying how great your show is.

Make sure your show LOOKS PROFESSIONAL. This means a professional sound system available when needed. When people come in to see your show, you want them to think they are about to see a professional show.

Once you have the right show and a lot of good references, you are ready to start making big bucks with your act.

What You Are Offering

This is a fund-raising show, but not quite like what you have heard about in the past, as this actually works. First, let's look at standard fund-raisers and why they do not always work. The standard method used in the past was to contact a civic club such as the Lions Club or a fraternal group such as the Moose Club. The hypnotist would try to convince them to sponsor his show with a 60/40 split.

The problem was that many civic clubs only had 15 to 20 members and most of them do not want to sell tickets. They hope people will show up at the door. This is not going to happen as a rule, unless you have lots of effective and expensive advertising. The performer would often book a show and discover later that only 30 or 40 tickets were sold. I know from experience that in most civic clubs, the members are lazy and it is difficult to get them to sell tickets. At best, some members pay for tickets out of their pocket for their family members, often resulting in low attendance. This looks bad on you, as low attendance makes it seem you must not be very good or popular.

Most of the time, the club has to rent a place to do the show, which adds more expense to the venture and often results in a loss for the club and

Who You Approach

You do your sale presentation to the band director. He will be eager to have a meeting with you because he is always looking for ways to make more money for the band. Usually, he has to get permission from the principal or school board before he can sign an agreement, but this is seldom a problem. Sometimes a letter is sent home with the band members letting the parents know that the students will be conducting a show fundraiser.

If the school is in your area, I suggest calling and setting up an appointment with the band director. If booking shows outside your area, then you will need to conduct all the booking over the phone and through e-mails.

The Deal You Offer

This is a very good deal for the school and is an easy sell. The school makes no financial guarantee to you, but arranges for a place to do the show and for the band students to sell the tickets.

I recommend that the show be held on a weeknight at 7 PM. Avoid weekend shows if possible, as the school is normally closed and custodian personnel have to be paid to come in, open the school and clean up afterward.

By doing your show on a weeknight, the custodian personnel are already there and the school is open. Many of these people stay on after the school is closed and into the early evening cleaning the school.

You in turn, offer a professional show, 500 initial tickets, and full color posters at NO COST to the school.

The tickets to your show are priced at \$10.00 each. Some of you may want

to drop tickets to \$8.00, but I recommend \$10.00 because that is the average price people pay to see a movie. Live shows are usually \$35 to \$95 for tickets, \$10.00 for a live professional show is a bargain. Do not undersell your show. If it is too cheap, people will think it is no good.

On the average high school plays, put on by the drama department, are going for \$8 to \$10 per ticket. Usually \$10 for adults and \$8.00 for students. No one is going to beef about a \$10 ticket for a professional show.

The Split With The Band Department

Your deal with the band members is that the first \$1000 of tickets sold goes to you for your show fee. This is easily done, as if the band has 100 members, each member sells one ticket and your fee is paid. This makes for an easy sell, as you point out to the band director that each member only has to sell one ticket. You tell him that your regular fee for the show is \$1500, but you only require the first \$1000 in sales.

After that, things really look up for the band, as the split is 80/20 with the band getting the 80% and you taking the 20%. Therefore, for the second hundred tickets sold, the band gets \$800 and you get \$200. If the band members sell 300 tickets, they make \$1600 and you get \$1400. First \$1000 plus 20% of 200 tickets sold after that. Therefore, the band actually makes MORE THAN YOU, which is a great selling point.

With this deal, you cannot lose as you get a thousand dollars from the first 100 tickets and the band will not stop with only 100 tickets sold. Most bands with 100 members can sell four to five hundred tickets. This becomes a major fundraiser for the band. As I said previously, I like to give them 500 tickets to start with.

NOTE: Some people often ask me what you do if the band does not sell 100 tickets. This as a rule does not happen. If the band has over a 100 members, they will sell 100 tickets. If for some reason less than a 100

Getting these wrong during the design process can create extra work for you down the line, or worse still lead to a poor quality printed material which will of course reflect on you. It is always advisable to get all the specifications from your printers before starting a design. Many will have these details on their website, or be happy to email them across on request.

As a general rule, for posters and leaflets, we ask that artwork is provided as follows –

Resolution – 300DPI, Bleed – 3mm, Colour Mode – CMYK, File Format – JPG or PDF

If you are unsure on what any of the above means, and will be creating your own designs, we have a useful glossary printing terms on our websites at www.hypnotic-consultants.co.uk & www.hypnotic-consultants.com & of course we will be more than happy to advise new customers on the best way to set up their artwork correctly for printing.

Now would be a great time to point out that as a rule, images from the internet are of a lower quality than those required for commercial printing. This means that photos and other images lifted from a website will look pixelated or blurry when added to a poster design. Wherever possible, provide your graphic designer with the original images at the best quality possible.

Sacrificing Your Ego for a Larger Audience

If you already have existing artwork for your show, consider the relative space you have assigned to each of the following – *Your Name, Your Photo, What You Do, Where & When You Are Doing It, Your Contact Details & Website, Any Other Information.*

Now consider your artwork from the point of view of a member of the public, who may only spend a few seconds looking at your poster in a

venue, shop window etc.

Just as a good website will capture the viewer's interest within 30 seconds or less, a poster should do the same in 5 seconds or less, from across a crowded room, AND share all the important information required for them to make the decision to attend an event.

Unfortunately, many performers see successful celebrities promoting their own shows and believe that the same format needs to be copied to become successful. This is far from the case, and because it's been happening for many, many years, it has now become the standard – and not just with hypnotists, but with other entertainers including magicians, singers, comedians etc...

It might sound harsh, but unless you are a very well known, recognised celebrity in your own field, your name is unlikely to fill a venue on its own merits. What will attract attention to your poster, and lead to sales of tickets, or “Bums On Seats” is more likely to be the word “HYPNOTIST” as large and as prominent as possible on all your material. Yet time and time again entertainers insist on using artwork to promote themselves where their name is two or three times larger than the description of the act.

The same goes for photographs. Unless you have a very distinct appearance, and the image on the poster is clearly that of you *in the role of a hypnotist* then you must ask yourself if it warrants the space being used, or if that space could be better utilised. How many people come to a hypnosis show solely because “the hypnotist looks handsome”? Very few I suspect... and that is assuming that you actually DO look good!

The truth is, the general public are after one thing – to be entertained. Even if they have seen your show before, it's not really you they are after seeing – *it's what you do*. In fact, in the majority of audiences, some will not remember your name, or your face, 24 hours after seeing the show. They will remember the fun time they spent watching a hypnotist on holiday over 10 years ago though. And for that reason alone, they will be attracted

by the opportunity of seeing another hypnotist again. Use this to your advantage – and sell the word “Hypnosis” and the imagery associated with it as much as possible.

Yes there are certain exceptions to the rule. Those who have made a huge career, with big venues, TV appearances and massive advertising budgets, can afford to trade on their name and image as the primary attraction on their publicity. Similarly, those who are recognised in a locality due to their regular & popular performances, can do the same. But in the majority of cases, people seeing your show couldn't care less what your name is, or what you look like. It's just an ego trip for you, and wasted space on your artwork.

I'm not saying that your name or image is completely irrelevant, just suggesting that you consider how much importance you give to these on a poster compared to other items which may be more important to your audience.

Images & Symbolism

It is said that “a picture paints a thousand words”... although perhaps more accurately, a *carefully chosen* picture can paint a thousand words. Select any images (including photographs) carefully to maximise the impact of your poster.

As mentioned previously, a photo of you will only be relevant if it is you clearly recognisable in the part of a hypnotist. Perhaps the inclusion of some show props in your photo might help demonstrate what you do... or maybe a “posed” photo of you and some volunteers clearly taking part in a routine. Of course, there is always the option of using hypnotic spirals and / or the traditional image of the hypnotist with glowing eyes, holding a pocket watch. To you as an entertainer, in the hypnosis industry, it might seem very clichéd and “old fashioned”, but to a member of the public, spirals and pocket watches are instantly associated with hypnosis.

Royle. These will be used until my own are recorded. Available are Weight Loss, Stop Smoking, Stress Reduction, and Confidence Building. (If you are new to the industry and need something for back of room sales, contact me and I'll help you out.)

Finding scripts for therapy sessions have proven interesting. Here again, the training package mentioned above has helped immensely. It offered a couple of session ideas that I took and modified slightly. Release forms for clinical work are mandatory. If the client is under-age or mentally incapacitated a guardian needs to sign them.

Also needed is a worksheet the client fills out. This contains name, address, and other general information as well as a 'what ails them' section that will be used during the session. All of this has been researched, typed up and put in a special Therapy book that is taken with me for clinical sessions.

A good voice/video recorder has been purchased both for clinical sessions as well as stage work. If you are getting your own (you'll need one), make sure it is High Definition (HD) and make sure you purchase a video card that is 'fast' and long enough to record what you'll need.

You'll also need a long lasting battery. B&H Photo is where I purchase my professional audio and video supplies from. Some hypnotists make show DVD's for resale right at the venue while others take orders and send them out. If you decide to do them at the show, you'll need a good reproduction machine that can make multiple copies as well as DVD blanks, cases, and printing supplies. A good assistant or two is/are also needed.

One thing you will need to decide is what type of payment you will accept. Taking credit cards is up to you but it can facilitate sales. When you

Please remember that where Fees are mentioned, these articles were originally written in the mid to late 90's and thus generally speaking Fees are higher these days, however the principles for getting shows and all the other advice, in the main remains the same and bang up to date!

Stage Hypnotist Clones – James Szeles

If you watch enough stage hypnosis tapes you will see a trend in shows. There are some very talented stage hypnotists out there and then there are the clones. It seems there are some stage hypnotists out there that teach their act to an 'intern' and charge as much as \$5000.00 to do so and then there are the people out there who get a tape of a show and copy the hypnotist word for word.

The problem gets worse when the clone gets cloned and then they in turn get cloned. I can think of four individual hypnotist's shows who parrot the same script, use the same music and the same skits.

The problem is, the show works great for the original hypnotist because it's tailored to that person, but when the second or third or fourth persons does it, it sucks because they don't have the charisma of the original hypnotist to carry it off successfully.

One skit the clones love to start out with is the hot/cold room. Now not everyone who does this skit is a clone, but it's a good indication that they might be. It's one of the most over used skits and in my opinion should be retired.

There's nothing wrong with a person learning from another stage hypnotist, but they should know enough about hypnosis to be able to change the show to fit their own unique personality and stage presence.

that by some strange miracle we can find them all and satisfy both the taxman and ourselves! No easy feat, believe me....

One of my New Year's resolutions last year was to organize my husband's business. He's great at getting the bookings and expense receipts, but keeping them in one place, organized and having them relate to any one gig was another matter completely. We would literally spend days looking, sorting and stressing in an effort to get everything in some sort of logical order for the accountant. A new millenium to me meant a change in our business lifestyle. I was hell bent on having a stress free time of it this year!

I started out in December of 1999 by purchasing accounting and database management software. The best investment I have ever made! Realizing that show biz and not organization is in my husband's blood, I knew the burden of getting organized fell on my shoulders. So, software in hand and determination on my side, I stated out on my venture. Installing and learning the programs was the easy part, but how do you keep track of all those receipts when you are on the road?

I thought about this and came up with an easy solution, which may, or may not work for you, but it works for us. There are only 2 things I ask of my husband when it comes to keeping track of the receipts when he's on the road:

- 1) Write the date and location on the back of each receipt
- 2) Diligently put all of the receipts in a large envelope - and don't loose it!

When he gets back I enter everything into our accounting program and file the receipts in the appropriate hanging files. Thus, this year we know exactly to the penny just how much we've spent on everything business related.

Our accountant's fee will be less, because the accountant won't inherit a

to leave you high and dry. I'll tell you what I would be willing to do, though. If you'll agree to send me a letter within a week after the show, telling me what you thought of it, I'm willing to knock off \$200 from the price."

CLIENT: "Even \$200 won't be enough" (Notice I now have her negotiating for me. In essence she's saying, "what else can I give you in order to bring the price down to a number we both know will be necessary if you plan on working for us.")

ME: "How much do you feel you can afford?"

CLIENT: "I can probably go as high as \$2000"

ME: "\$2000.....I'll tell you what. If you'll agree to get that letter out to me, and give me a week's stay at your resort that I can use any time I want, I'll knock my price down to \$2000."

CLIENT: "Well, let me talk to the General Manager and see what I can do."

ME: "Okay, I'll hold your date for a week and expect to hear back from you by next Wednesday. Will that work for you?"

Considering the number of rooms most of these places comp weekly, and the fact that she now feels like 10 minutes of her time is worth \$200, this is all but a done deal. I'll immediately fax her a contract with all the details of the show, and add at the bottom an extra paragraph that reads something to the effect of:

"Client further agrees to forward a letter to Howard, written on company letterhead, no later than one week (5 working days) after the completion of the show. Client also agrees to make arrangements for Howard, or a guest of his choosing to stay at the resort for 7 days at a future date."

If someone who naturally suffers of a multiple personality happens to be told to "focus intently", you automatically create a logic loop in their inner mind. Which of them should focus? Should one of them listen in as the other obeys? Is it possible for one to focus completely, when in fact a full half of their thinking power is being used by a second personality? Don't play with this, it too is dangerous.

If you chance upon one of these situations, and they're not that difficult to spot. You'll see a person trying to focus, while at the same time, creating a troubled look on their face. You can almost see the conflict expressing itself in the changing facial expressions. It's almost as if a person were shooting back and forth from a trance to a faking it state.

If you find yourself dealing with this kind of person, don't bring them out traumatically. This can cause problems. Instead, pamper them back out. Make them feel safe. Use simple phrases like "everything is going to be okay, you feel comfortable with yourself, secure in who you are, at the count of three you'll wake up, feeling very relaxed, aware of all that's happened, but convinced you were never actually hypnotized. At the count of three, feeling alert and alive. One..... Two..... aaaaaand..... Three".

If you choose to do therapy, be sure you take the time to understand what you're doing. Do some research. Be aware that the therapeutic setting is a lot more permanent. Clients walk in expecting long term results. One careless word can leave its impression.

I remember hearing about a guy doing an abductee session where he was trying to figure out what happened during a missing time period in a lady's recent past. The lady was very nervous, and obviously expected something terrible to happen. In an attempt to give her a secure anchor to work off of, he mentioned casually that "you're in a safe place. The Doctor is here and is taking care of you. He won't let anything happen to you. The Doctor loves you too much to let you suffer any pain." The session went well, and all the gory details were dealt with.

afterthought, that "I'm going to be in town until noon tomorrow. I know after shows like this one I usually get quite a few people interested in private therapy sessions. If you're interested in sneaking in to one of the 3 time slots I'll have available before leaving town, let me suggest you come up and talk to me as soon as possible."

After that line, I've actually watched wives turn to their husband, quickly beg, and then start working their way up to the front of the room even before the show was over.

There are couple serious issues to keep in mind when doing therapy. First, most of your clients are going to be women. This isn't to say they are more sick than the guys are, just more willing to deal with it. If you happen to be a guy, you might consider adopting a policy I use where I refuse to do therapy on a woman where I'm stuck in a room with her alone.

There's just too much room for question there. With all the misconceptions about hypnosis floating around, I want to make sure nobody ever wonders what went on during our session. I invite them to bring their husbands or another female friend.

When they enter the room, I become a doctor. Quiet, sympathetic, concerned. I ask plenty of questions before diving in, and make sure she's comfortable with what's about to happen. I then do several in and out sessions, which let her experience it, and get over the "I expected a lightning bolt" issues.

I make a point of remaining unemotional even is she happens to be talking about personal sexual issues or some other potentially awkward topic. Basically I want her to rest assured I've heard it all, and I'm not here to get my jollies. She can be honest, and we'll soon get down to dealing with the issues.

The second, and the one that most beginning therapists end up ultimately discovering the hard way, is to be careful when dealing with pain.

contracts and how to make the most out of every marketing challenge.

Before going any further, you need to be sure you know, without a question, what your mission statement is. What's your goal in life? Print it out in bold letters and hang it on the wall in front of you. If you don't know, without question, where you're hoping to end up, at best your career might succeed by mistake.

Working mission statements might be; "To make a six digit salary two years in a row within 6 years", or maybe, "To become a household name within 10 years". Or maybe, a bit more immediate, you might want to, "Sell at least one \$1500 show next year." Other goals might include, "To travel Europe performing for a year" or "Get all my bills caught up, and achieve enough of a steady income to feel secure within two years".

My own personal goal is, again, a bit unethical. I want, "To consistently perform a show that commands enough payment per job to allow me the flexibility to spend time with my family and enjoy my daily life." Of course I also have goals as a writer (which I've done successfully most of my life) and a promoter.

Once you know where you want to go, determine how to get there. If you want to be famous in your community, then start donating shows around town. If you want your mother to think you're successful, then do a show for her card club. If you want to make a living as a performer, then stop chasing the poor.

It's that simple. If you're goal is to consistently command more than \$1000 a show, then quit sending mailers to Civic Clubs. They're nice guys, but they don't pay much. If you're looking to build a reputation that will allow your phone to ring (as mine did earlier today) and have someone apologize because they can only afford \$1500 for a one hour show, then focus all your promotion on the markets that have that kind of budget.

Now don't get me wrong. I'm not saying there isn't a place for lower paying

shows, but you should only do them when they work in well with the bigger picture. I'll go into that pretty heavily in a moment.

Take a moment and consider what market you want to tackle, and PLEEEEEEAAAAASE, if you get anything out of this article, be sure you get this. STAY FOCUSED. Most performers are so afraid of failing at any one of several ventures that they try to spread themselves out so thin that they never stand a chance of making it in any field. Pick a single market you're interested in and give yourself 3 years to master it.

That means one year to get them to know you well, another to get them to hire you and a third to get them to hire you again, while referring you to friends. Some possible markets for quality performers are:

1. **Local Christmas Parties.** They keep you in town and save a lot on long distance phone calling. If handled right (we'll go into that later on) you can get \$2000 a show. The problem is there are only two, maybe three working weekends before Christmas (depending on what day the 25th lands). If you can sneak in two shows a night, you're lucky. But that still only gives you 12 to 14 shows all year. If you choose this route, start sending out mailers and making cold calls (a couple weeks after a mailer) in late May. You can add a few extra shows by working the colleges and military. They don't pay quite as much, but because all their "members" take Christmas breaks, they try to do all their parties during the first two weeks in December.

1. **State Fairs and Public Events.** They happen year round all around the country. Your local Chamber of Commerce can direct you to events in your state. These aren't that hard to sell, but you'll have to be willing to travel. They don't pay as much per show (probably anywhere from \$200 to \$400) but you can usually sneak in a bunch of shows in a week's run. Back when I did fairs I usually gave them a minimum number of shows per week and bartered in a large booth space where I sold my books, t-shirts, posters and tapes, did some therapy and even booked a private show or two.

1. **Cruise Ships.** When you first get started with them, it's like selling your soul to the devil. They usually want a long term commitment, and they

advantage to have people out there seeing quality shows. If they love hypnosis, it's just a matter of time before someone will call me for a show.

Next month, when we talk negotiating, we'll discuss how to "bring it into their budget" without ever having to haggle or lower your prices.

With that kind of lead in, you can bet I'll get their attention. What would you do if someone told you they were mailing you a demo tape of a \$3000 show? You'd probably wait at the mailroom each day, wondering what kind of show was worth that kind of money. And with my promise to help you find an adequate show in your price range, you'd definitely keep my phone number on hand.

If they don't ask price, I don't bring it up until about a week after they get my demo tape. At that time I call back to explain the price and details, realizing that more than likely, the person I'm talking to will have to go back and sell a committee or owner on getting more money. I try to avoid hard sells here. I simply ask if they're interested in the show, and wait for their answer.

Either way, when they get my promo material and demo tape, it better be good. Especially, I make a point of videotaping every show I do in a nicer room on digital (professional television quality) tape. I can usually find a local person who can do a "2 camera shoot" where one camera is stationary and the other one is hand held and roaming for about \$250. I then edit these shows down to either a 10 minute or less tape (the one I usually send out) and every now and then a 30 minute more complete demo for agents and entertainment directors at casinos that ask for "a more complete copy of a show". The 10 minute or less tape is great because you can get blank 10 minute tapes for less than a dollar (I buy them in bulk for \$0.65). It's also a lot easier to convince the average buyer to take "ten minutes" to see what your show looks like. This demo should look as good as one of those commercials for upcoming movies you see at the theater. Pay to have it done professionally, and plan on sitting in the editing room while it's being done, directing the editor concerning your needs and desires. I usually expect to spend around \$1500 on a good tape, but considering the number of \$2000 shows I get out of it, it's a real bargain. I end up with one digital

write press releases that get published. Newspapers are also big on doing trades. Offer to do a show for their Christmas party in exchange for, say, \$1000 worth of advertising. They'll probably jump at it, and give you a free review of the show you do in the process (if you discuss it with the local theater reviewer ahead of time, explaining you plan on doing a lot of local stuff quickly).

Radio Ads If done right, on the right stations, radio ads can work well. Basically, they're quick, hopefully memorable, and great for name recognition. You can usually end up with a package that includes 70 or 80 spots at about \$4 or \$5 a spot (on smaller local stations). If you do ads advertising yourself as a performer (aimed at Christmas Parties), try running them around June, and then follow them up immediately with a mailer and a phone call to the top local employers. You can get the list of top employers (anybody hiring over 1000 people better have a good Christmas party if they plan on keeping their employees happy) from the Social Science section of your local library. If you're selling tickets to a public show, it's hard to know for sure how effective your ads are, but generally, the name recognition won't hurt. If your goal here is to simply get your name out, then try doing a sponsor program. Put together a fund raiser for a local charity and arrange to have a local radio station "sponsor" your event. This means you agree to list their name in all your newspaper ads and posters. In exchange they agree to run your ads for free. You then go to the local newspaper and talk them into running ads (including the radio station name and logo) in exchange for getting plenty of ads on the local radio station. The posters are put together for free in exchange for including one of the larger local printers as a sponsor as well. Find a local church or maybe scout group to help you put posters around town. Finally, if you're selling a good charity, phone sales will do wonders here. I explain these below.

The good news is that even though it's a fund raiser, you're still entitled to get paid! If it's a cause you believe in, agree to take a percentage of the door (20% maybe?), if not, sell it to them as a package, that costs them, say, \$1000 for promotion and show.

Any time you work with radio stations, always try to get guest appearances

on local radio shows. Even rock jocks have guests on. I probably do 300 of these a year promoting comedy clubs, books, events, etc. and never pay a penny for any of it. Again, watch for an upcoming article on how to book radio and television talk shows and what to do once you're on them.

Phone Sales Before trying phone solicitation, be sure it's legal in your area. If it isn't, you can always go across town, where city ordinances will make it legal and call into your town. The law only applies to the location from which the calls are made. Most comedy and night clubs depend almost exclusively on phone sales to sell tickets. Basically you get a directory that lists addresses in order with their phone numbers and start calling. Haines puts out a directory like this which you can probably photo copy down at your local library, or you can buy one of the many CD's that list home phone numbers nationally and cross reference them. Phone sales work well if you're working at a well known club or for a well known charity. Charity work allows many who actually have no intention of ever coming to the show to "donate" to the "save the whales foundation" or whatever. I remember several years ago getting hired by a group to do a magic show for a charity show. I walked in to a 300 person auditorium with about 25 people in it. I asked the promoter and he laughed. He explained the show was a sell out, but most people were simply willing to send in \$10 to help the local "Say No" group. You can look in your yellow pages under Telemarketing Services for professional "phone banks" that will work for a percentage or price per call. **RANDOM PHONE SALES ARE DEFINITELY NOT THE WAY TO SELL SHOWS.** Unless you have a carefully prescreened calling list, don't expect to sell \$1500 shows to the average person who's probably sitting at home because they don't have a job.

Networking If done right, networking is a very powerful tool in your promotional arsenal. Basically, networking means you've placed yourself in locations where potential buyers frequent, and you're getting to be their friends. Chamber of Commerce meetings, Better Business Bureau mixers, Lions, Rotary and/or Optimist clubs are all good places to meet people. I also make a point of calling the local health club (larger, more expensive ones) and doing a trade. In exchange for a show on an off time for me (Saturday afternoon or a weeknight) I get two one year memberships (one for me and one for my wife). Basically, members get to see my show

during the Christmas party or Tennis tournament and then I have a year to hang out in locker rooms with company owners, etc. who have already seen the show. Country or golf clubs work well here too.

I'll cover networking more extensively in an upcoming article, but for now, here are the basics. Networking correctly is an art. This is particularly true at mixers and other group events where everybody is competing to sell products or services. The basic rule is, don't sell anything at the meeting. Just introduce yourself and get cards. You can do the selling later.

Typically, I'll walk up and introduce myself with a line to the effect of "I guess we're suppose to meet everybody here, so hi, I'm Howard". I then ask what they do and spend my time digging (nicely) for facts about their company. What do they sell, how do they sell it, anything that will make me more familiar with their potential needs later on (do they do trade shows, conventions, company events, sponsor charities, etc.). Invariably someone will ask what I do for a living. Just saying I do Stage Hypnotic Shows guarantees me as much air time as I want. Don't give in to temptation. Just say enough to guarantee interest (don't burn them out) and then collect business cards. Simply asking, "do you guys have cards?" will get you a stack of them. Quickly find a quiet corner (or the bathroom) and write on the back of each card any important information you want to remember when you call next week to say hi and ask who you should send information about your show to.

Mailing List If you only use one form of advertising, this should be it. Let's be honest here. The average American isn't sure what a Stage Hypnotic show is. It takes a lot of selling to get these people in the door. Reaching people that already like you is a lot easier. Personally, I keep a list of national fans and contact them all whenever I'm in their area. During shows I have spectators fill out comment cards. If they bring back a completed one, I give them a free picture (which costs me about a dime). I usually autograph it, which guarantees it gets hung on a wall somewhere at their home, making me a "celebrity" at least in their minds.

I also keep a 645 name list of comedy clubs, casinos, resorts, and corporate prospects around the world that are solid potential clients (they can afford me and have the facilities or events that can house my show). I mail

frames with track lighting showing off my masterpieces. Most who come in are shocked at how little I paid for them. I even considered offering to manage him for a while and get him a few museum exhibits, etc. going. So what does this all have to do with selling a show? The large majority of performers find themselves doing nothing but negotiating price. It's like the portrait sales person getting into a bartering mode and offering a picture for \$20. The client then says \$2. The artist comes back with \$15 "and I'll toss in the mailing tube". The client offers \$5 if the artist will include both the kids. Eventually you'll reach a "deal" but ultimately there is no way one or both of the parties won't come out feeling "taken". We get a call and the client says they need a show for the Saturday night of a convention. We tell them it costs \$3000. They tell us they paid \$200 last year for a comic. We agree to lower our cost to \$1500 if they include expenses, and so forth. There are only two possible results to this kind of negotiation. Either you're going to give away your show and feel used (or worse yet, you're going to agree your time is only worth \$200 an hour), or the client is going to be forced into paying way more than they wanted to and still get the show they originally bargained for.

If you expect to get 10 times what the client expected to pay for your show, you better be able to offer at least 15 times what they thought they were buying. So what can you do to increase your "perceived value"? In my case, I start by convincing the client that I believe I'm worth more than they thought. I'll start with comments like, "If you're shopping price, more than likely I'm going to be a bit out of your budget. This is what I've done professionally for the past 25 years, and I guess I have enough clients willing to pay a bit more for my services." If nothing else, this gets their attention. If, on the other hand, I get someone who can obviously afford the show, but merely needs convincing, I'll make opening statements like, "I'm probably one of the more expensive performers around, but if you'll give me a moment, I can probably show you why."

After making an arrogant statement like one of the above, I better be ready to back it up. I need good letters of reference that say I am as good as I claim, I need top quality promotional material (demo tapes, promo package, etc.). I need strong attention to detail. For example, I never mail packets out via normal mail. I always send my package out (each of which costs me about \$15) by priority mail. It costs me \$3.20 (with the new

and negotiate. More times than not I'll get answers like, "That's way to much for us", or "We've never spent more than \$400 on entertainment before". At that point I'll suggest that they let me send out some general information, so they have an idea of why my show is worth so much, and then I'll call back in about a week to talk. I'll usually leave them with a very powerful statement. I'll say something to the effect of, "Take a look at my demo tape and the promo material. You might also take a look at my Web Site while you're waiting for the information to get to you. Once you've looked it all over, I'm more than willing to discuss the price and try to figure out how to make the show affordable for you. If we can't bring it within your budget, I'll be glad to recommend other quality performers in your area that are willing to work for a little lower price. In fact, even if you decide not to use me at all, I'll be glad to give you my honest opinion about anybody you might be considering. In the long run, it helps me immensely if people see good shows out there. If they enjoy hypnosis, it's just a matter of time before that translates into someone hiring me."

Notice here that I've done two things. I've hinted at lowering my price to "meet their budget" and I've agreed to help them find someone if they don't use me. Both are actually teasers that force them to not just cross my name off the list and go on to the next possible entertainer. 2 or 3 days later, when they get my package, they're curious and willing to keep the relationship open. Up to this point, no real negotiation has taken place. About all that's happened is that I've demonstrated that I'm willing to help meet their needs, and can do so in a professional way (something most would be performers seem to be pretty short on, and a quality you can easily use to stand out in the crowd).

1) Close the Deal. After they've seen my demo tape and looked over the promo material, I wait about a week. If they haven't called me back, I call them. This is where the real negotiation gets started. Remember, the goal here is to stay away from arguing over price. I want them to feel I've given them a real bargain, while still getting my \$2500 worth. The first rule I live by here is I rarely simply "lower my price" after a price has been quoted. Granted, the original price is on a sliding scale. A small construction company doing a X-mas party for it's 90 employees at the local Day's Inn will probably be quoted my rock bottom lowest retail price of \$1500 where IBM can probably expect to start from a \$4000 mark. Closing involves putting it all together, and ending up with a signed contract and deposit.

Another "press agentting" bit I used quite successfully was to go to a local retirement center and offer to hypnotize any of the residents who would like to take a trip back to their childhood. A bit of time regression, a couple well choreographed pictures and I was well on my way to a front page in the local paper heralding me as the "miracle worker" who was appearing at the XYZ theater later on this week. I have also had a few occasions where I'd call local police agencies a month or so before a major show, explaining that I was going to be in town and if they needed help solving any rough cases, I'd like to volunteer my services. Again, a carefully done time regression and a few choice quotes from the chief was a definite shoe in for local coverage. I've also offered a free two hour course for welfare mothers-to-be on how to use hypnosis in childbirth. Just announcing the course would be offered is enough to get plenty of local coverage.

Several years ago I was four walling an auditorium (renting the space and putting the production on from scratch). I organized a seminar that was going to take place the Saturday morning of the week I was appearing. By itself this didn't carry much weight. However, when I guaranteed to cure phobias of all kinds in less than 15 minutes each, and offered several community scholarships for individuals that could offer the best reason why their phobias should be treated free of charge, things went crazy. I ended up with several weekly update articles in local papers, a few call in radio and television appearances, and sold out shows and seminar, all for very little out of pocket expense.

I've heard of people doing hypnotic "bits" where individuals are hypnotized for the entire afternoon prior to a show (at, say, a mall) during which time they think they are fishing or watching television, oblivious to passing spectators. I've also heard of people being hypnotized over the air (you have to be careful with FCC regulations here), while sitting in a public place. I myself have offered demonstrations of the "power of the mind" to cure illnesses and experience heightened mental abilities. Anything the average person might be interested in hearing about can qualify you for a "news event" and get your press release published. Not all "news events" have to be staged, however. Calling a local charity and offering to give them a portion of your door is a news item. Coming up with unique twists here can work wonders as well. A few years ago I put together a Halloween event for a city where we did a city wide scavenger

knowing you plan on only making about \$800 per show. If your advertising budget stays at \$250 per show, you're now walking home with \$650 each plus a bunch of bartered perks. Again, I believe one of the "Promoting the Show" articles covers this area pretty thoroughly. Eventually, you'll find yourself accepting more shows at a higher cost. Once you've set your rate at, say \$1000, you might try doing 150 shows instead of just the 100. Again, your real goal here is to be sure you keep the steady income coming in. It should have nothing to do with your pride (and being able to brag to mom that you once sold a \$5000 show). If you work the system, and allow for growth to take its natural course, it won't be long before you'll get there. If you're killing yourself to sell the high ticket show, you'll soon talk yourself right out of business.

One other cost I usually factor into my growth is commissions. Whereas I refuse to sign an exclusive with any one agent, at this point I have 6 agents that are all competing for my time. I let them do a lot of the calling and promoting, and I simply sit back and fill in my calendar, but I never stop promoting myself. I now spend about \$1200 a month sending out packages, taking out ads in trade journals and targeted publications (business journals, caterers magazines, etc.). My promotions guarantees me enough clients so I can comfortably tell agents (or prospective clients) that I feel comfortable knowing I can make say, \$1500 for a show (my current "lowest price"). If they can't match that, then I probably won't do business with them. Without my own advertising, I'm pretty much stuck accepting whatever they think my show is worth. I'm usually pretty generous with my commissions. Whereas tradition says I should offer 10 - 15%, it isn't rare for me to offer 20%. I regularly offer my \$1500 show to agents for \$1200. The advantage to offering higher commissions is that the next time that agent gets a call for a bigger program, they'll end up calling me long before they'll consider anybody paying them, say, \$150 for the same show. Remember, I'm in this for the long run. Keeping agents happy is a guaranteed way to make sure you don't go out of business.

But my commissions are not limited to agents. I plan on spending about 20% of my income thanking someone for getting me every show I do. Every now and then, with old friends, I give them the \$300 or whatever commission in cash for referring a show to me. But most of the time, when an individual gets me a show, I enjoy getting creative and finding a \$300

to do a local show for the \$200 they had budgeted for entertainment and 10 tickets for 2 (without expiration dates) good for anywhere around the country. That's 10 round trips anywhere. The next year, I simply tacked \$400 to \$500 on to every out of town show I had for airfare and pocketed a good \$4000 from that show.

Along with your promo package, you should send out a cover letter that reminds the person of your conversation and casually mentions that considering you only have 6 open spaces for the holidays, these dates do go quickly and, unfortunately, you're forced, by policy, to honor the first person to send out a deposit to hold a date (I ask for 50% and never have a problem getting it).

Once you mail the package, call back in a week to make sure it arrived. This is a very critical point in the process. **DON'T TRY TO SELL ANYTHING HERE.** Your only purpose is to check and see if they got your package (and to casually, by hearing your name again, remind them to look it over). If this call takes more than 2 minutes, you'll probably be labeled as a nuisance that's going to continue to call and pester them and end up finding your \$10 investment in a dumpster somewhere.

During this call, ask how long they feel it'll take to review your information. If they say it'll be several months, you might mention that you'll be glad to talk to them when they're ready, but chances are those dates will be booked within a month or so, so if they're interested they might want to consider talking it over sooner.

Finally, once you know when they expect to have looked over your information, casually mention, "well, if you don't mind, I'll call you on Friday the 9th to see how your meeting went". That'll put pressure on her to be sure to bring up your show during their meeting. Otherwise you'll get shuffled around until there's nothing else to talk about, two or three meetings from now. If you're talking to someone local, you might consider asking for a personal appointment. I often walk in and take 30 minutes to play the demo tape and discuss the event, and how I can make it more interesting.

3. THE FINAL STEP TO THE PROCESS IS TAKING ORDERS!

Simply call back and find out if they're interested. If you have an even halfway decent demo tape, several should be. Remember, you should have mailed out to at least 40 companies, which means it doesn't matter if they say no. In fact, you probably don't want to do a show for a company that isn't interested in considering you. You'll probably get treated badly and the audience will probably be disrespectful. With 40 packages sent (about \$400 investment and maybe 4 or 5 hours of your time, after you're finished making up the promo package - which you're going to need to promote from now on), you are pretty safe assuming you'll sell all 6 slots. At \$1000 each (if you charge less, you're either not interested in tightening up your show, or you're under selling yourself), that's \$6000. You just made a \$5600 profit, which more than paid not only for your promo mailing, but even for the cameras and time involved in getting a quality promo package together. Have fun, make money, you can send commission checks to:

Howard Morgan.

Email: howardmorgan@witty.com

Web Site: <http://www.HowardMorgan.com/>

Besides his 25+ years as a performer, Howard also lists, to his credit, 3 years as a Casting Director for Newport Pacifica Films out of Los Angeles, 2 years as a stunt coordinator and stunt man for the National Association of Stunt Actors, and 18 years experience as an Agent/Promoter with his own company, The Merlyn Arts Group. He's a writer, lecturer, actor and all around lousy cook.

Krisztina Hall

Using Language Patterns in Hypnosis

1 In my four years as a professional stage hypnotist I have had the

event/meeting planner, put them in that data base.

- The fail proof method that we use to generate leads at the end of a show can be found in the program, “How to Book Corporate Shows with Your Hypnotic Entertainment.” We rarely walk away from a corporate show with less than 5 new leads.
- Using these resources you can put together some great data bases, now lets discuss what roadblocks you may run up against.
- The first roadblock, believe it or not, is our economy at this time. The economy is great and there are a lot of jobs available out there!
People are not staying in one job for any great period of time as they can always find one that will pay them more. This plays havoc when you are trying to keep your data bases current.
- It is very possible that you can talk to a person one week, and the next week they will not be at that company. You will find that your mailings will come back with notes that a certain person is no longer at that company, or you may receive a fax on it. Always try to get the name of the person that has taken your old contacts place. Keeping the data bases updated is a constant job and one that you cant let slip, especially if you are using the data bases to their fullest potential and you are always working your lists.
- This roadblock can also be a huge bonus to you. As people move from company to company, they give you the opportunity to perform for their new company, which increases your data bases and income. This recently happened to us! Out of the blue a woman who used us at her company holiday party last year called us for the holiday party this year for her new company.

- This article is an excerpt from the program: “How to Book Corporate Shows with Your Hypnotic Entertainment.”
- It has been edited to provide the maximum amount of information while protecting our markets from competitors.
- In other words, due to the internet's indiscriminate availability, certain powerful techniques could not be revealed here that are presented in the volume available to purchasers of the whole program. This way we can control the distribution of our actual program and make it available only in markets outside of ours.

For more information visit:

<http://www.stagehypnosiscenter.com>

“Hypnosis On Tour”
By Hypnotist Marc Savard

The “Joy and Pain” of touring with a full production are exactly that. I currently tour with approximately 6000 lbs of Sound and Lighting Equipment, Props, Tour Bus, Production Crew, and many other ‘special effects’. I consistently get involved in conversations with other hypnotists and entertainers about the value involved with such a production. Do the headaches outweigh the kick-ass performance? In my opinion, these are what I consider the pros & cons; you make your own decision from there.

Pros:

The second an audience member walks into a venue that my production gear is set-up in, they immediately separate my performance as a high quality act as opposed to a performance in an openly lit area such as a gymnasium or hall. The performance has not yet started, yet I am better in some people’s eyes. This may or may not be true, but at this point we can all agree it is irrelevant. Like Gil Boyne would say, “What is expected

Give Your Hypno Show A Ninja Flow

Author: Professional Entertainer Jimmy Graham

(25 Year Entertainment Industry Veteran & President of PartyMix Entertainment Services. Providing Hypnotist, Mentalist, Motivational Speaker, Singer, Musician, MC & DJ Services For Corporate, Fundraisers, Festivals & School Events)

Full Time 6 Figure Income Entertainer & Entertainment Coach

No B.S. Real World Entertainment Career Coaching That Works!

Website - www.getlivegigs.com Get Live Gigs.com

I don't want to admit it but after years of being a professional touring comedy stage hypnotist, I have a real hard time convincing myself to go see another hypnotist's show anymore.

As one who always went out and supported a fellow entertainer, whether it was musician friend or a comic at an open mic night, I love live entertainment, want to see great entertainment and it feels good just to get the hell out of the house!

I remember the first time I saw a Mike Mandell hypnotist show back in the late 90's. I was amazed seeing people get hypnotized and had never laughed so hard in my life.

Whats your main theme?

Is it a vacation? A cruise? A day at a festival?

What kind of adventure are you taking your subjects on?

Whatever it is, if you structure it properly, your audience will get it even if you don't actually tell them.

So many stage hypnotists I've seen simply suggest a scenario to thier subjects, let it play out and then end it by saying..." and the scene fades..
SLEEP!"

Their show is simply a series of one act skits with sleep periods in between.

This becomes as entertaining as watching paint dry.

You do not need to put everyone out after each skit. Once their hypnotized, they'll stay in hypnosis as long as you want them too if you know proper induction and deepening techniques.

Think about how you can transform from one skit into the next that makes sense and builds upon your theme.

Whatever your theme is, there must be a beginning, middle and climactic end like all good movies.

Here is a VERY BASIC example of a plot outline...

Shake their hand, give them a contact card or better yet, give them something free in exchange for their contact information.

The more people you build up in your data base, the faster and larger your fan base and stage hypnosis business will become!

Display all of your audio hypnosis programs and sell them at a discount for multiple copies.

Make sure you get their contact information and follow up!

Step Eight

Now for the most important part of your show.

Make sure you thank the people who hired you!

Leave them with a great impression of you and send a thank you card a week later with a DVD copy of their show as a gift to them.

This will go a long way in your re-booking practice!

If your now interested in learning more strategies to increase the BUSINESS of your "show", contact me at getlivegigs@gmail.com

Get Live Gigs

***Discover How To Get Top Paying Shows
& Become The Go-To Choice For Entertainment!***

www.getlivegigs.com

When I was first introduced to hypnosis in 2008, I thought all hypnosis rounded down into two types: therapy and stage. As I continued in my studies of hypnosis, I ran into uses of hypnosis that didn't fall into either of these two categories very well. Over time I've come to find a third type that tends to receive less attention from both the stage and therapy communities. This type is recreational hypnosis.

Before going farther into looking at recreational hypnosis, I'll give a quick summary of the three different types of hypnosis I'll discuss.

Therapy/Beneficial Hypnosis

The intent of this type of hypnosis is to help a person to make permanent, positive changes in their life.

Examples of Therapy/Beneficial Hypnosis:

Overcoming Fear

End Addiction

Lose Weight

Form a Habit

Stage/Street/Show Hypnosis

The intent of this type of hypnosis is to entertain the viewers, crowd, or audience with hypnotized subjects, (or feats of hypnosis).

Examples of Stage/Street/Show Hypnosis:

Hallucinations (positive or negative)

Make Believe

Cluck like a chicken

Their shoe is their cellphone

“Simon says”

Recreational/Self-Entertainment Hypnosis

The intent of this type of hypnosis is to give the person being hypnotized a fun experience.

Examples of Recreational/Self-Entertainment Hypnosis:

Virtual Reality

Lucid Dreams

Hallucinations (positive or negative)

Make Believe

As you probably noticed, hallucinations and make believe are on both the stage list and the recreational list. The key difference between what defines them as different is who it is intended to entertain. In stage hypnosis, since it is intended to entertain the audience, the suggestion is chosen based on what will bring out a funny reaction. In recreational hypnosis, since the audience is the person who is hypnotized, suggestions are made based on what the individual will find enjoyable.

For example, stage hypnosis might suggest that the person is trying to find cover from a rain storm, versus in recreational hypnosis, where the person could be suggested to believe that their favorite fictional character is in the room with them. Although the second one could be used in a show, it would likely not be very entertaining for the audience. This doesn't mean there aren't suggestions which are both stage and recreational hypnosis at the same time.

relaxation.... This wave of relaxation is now moving down to your neck and shoulders.... Imagine that the muscles in your neck and shoulders are relaxing.... becoming loose.... Allow any tension that has been stored in your neck and shoulders to drift away.... As this relaxation deepens, imagine this relaxation spreading to the muscles in your arms.... imagine the muscles in your arms becoming loose and limp.... Now imagine the muscles in your fingers relaxing..... And as you drift deeper down.... you are becoming more and more relaxed.... Notice how your muscles in your back are relaxing easily.... becoming loose and limp.... And now imagine your stomach muscles relaxing..... And this wave of relaxation continues to muscles in your thighs.... imagine these muscles relaxing.... and becoming limp.... and loose.... Relaxing further still.... you move on to the muscles in your calves.... imagine them relaxing.... and becoming so loose.... And to the muscles in your feet.... imagine the muscles are relaxing....

Using the power of your imagination.... imagine yourself walking along a sandy path.... and with each step you take along this path.... you feel more and more relaxed.... And as you walk along the path you come to some steps.... You stand at the top of the steps.... and as you walk down each step.... you count the number of steps down.... You take the first step down....

- 10... you are becoming more and more deeply relaxed....
- 9.... letting go of any tension....
- 8.... drifting into a deep state of relaxation....
- 7.... drifting deeper and deeper....
- 6.... drifting further down....
- 5.... deeper and deeper....
- 4.... drifting into a deep state of relaxation....
- 3.... nearly there....
- 2.... allowing a deep state of relaxation to flow through the body....
- 1.... drifting 10 times deeper into a relaxed state.... Now you are completely relaxed.....

1.... wide awake open your eyes

Creating a New Way to React to Stress

After using an induction and deepener of your choice the following script can be used to teach the client a diaphragmatic breathing technique.

Breathing techniques switch off the stress response and can be used in situations where there is a need to remain calm or to regain calmness.

Breathing techniques can also be used for relaxation.

This script also uses a mental rehearsal technique, to enable the client to form a new behaviour pattern, so that they will react and respond calmly when future stressful situation are experienced.

Script

I would like you to take a moment to concentrate on your breathing....

Slowly breathe in through your nose and out through the mouth.... you are to breathe from your diaphragm, the lower chest area.... The area in-between the top of the stomach muscles and the upper chest.

Breathe slowly and deeply from your diaphragm.... When you breathe in, I want you to push your stomach muscles out, hold this breath for a moment, up to the mental count of 3.... And now slowly exhale through your mouth, pushing your stomach muscles in.... And again, Inhale slowly through your nose, pushing your stomach muscles out, hold for a moment, up to the mental count of 3.... and now slowly exhale through your mouth, pushing your stomach muscles in.... And repeat this breathing technique one more time.... That's good.... I would now like you to return back to your normal breathing....

Using the power of your mind.... I would like you to imagine, how you currently react and respond when you are stressed.... Perhaps imagine a recent situation that has stressed you out.... Run this scene in your

Ask the client to change the colour of the feeling/emotion to a colour they like. Then change the shape of the feeling/emotion. Then change the texture, to a texture they like. They are to imagine the feeling/emotion shrinking in size. Shrinking until it is very small. And to imagine moving the feeling/emotion from where they feel it in the body. The feeling/emotion continuing to move until it is out of their body and floating away.

Replace the negative feeling/emotion with a feeling of calm. Ask the client what colour represents calm to them. On the inward breath, the client is to imagine breathing in this colour of calm and to image the calm energy flowing into every area of the body, radiating into to every muscle, tissue and cell.

Repeat this process from the beginning, for each of the client's stressors.

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•***The Power Of Career Re-Invention***

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How many times have you heard the phrase... "*Dont re-invent the wheel*" ?

A bit about me

I am a consulting Hypnotherapist working from Kirkcaldy in Fife, East Central Scotland.

I've had an interest in Hypnosis ever since I was a boy. I can remember reading American comic books, and at the back, amidst the adverts, for sale was a Hypnosis Disc.

I can still remember the excitement of wanting to own one of those magical items. Unfortunately they were only for sale in the United States and thus required dollars to buy, something not readily available to me at that time.

Some years later, as part of a youth group, we were asked if we could decorate the bedroom for an older couple who lived locally. On meeting the couple I found out that the gentleman, Mr Rankin, was a retired stage Hypnotist who used to go by the name 'Ranking'. He would often tell me stories about the things he would do on stage as well as the therapy work he carried out, both of which I found fascinating.

When we finished decorating the bedroom, Mr Rankin gave me two books on Hypnosis which I still have to this day:

Hypnotism by Albert Moll, first published in April 1889.

Hypnotherapy by M. Brenman & M. McGill, 1947.

Both books were a bit hard going for a teenage boy, but again my interest in Hypnosis was kindled.

After I left school and started work, Hypnosis was put on the back burner

for the next twenty years or so. Throughout that period, however, I still had a keen interest in Hypnosis and read as many books as I could find on the subject.

During that period I found out that James Braid, one of the leading lights in Medical Hypnotherapy, was born in a small mining village just fifteen miles from my home. Coincidence or what?

It was in 1984 that I took my first course in Hypnotherapy – Hypno Analysis, under the tutelage of Neil French, the founder of The Institute of Analytical Hypnotherapists.

I followed this up by training with Wilf Proudfoot, the founder of the British Guild of Hypnotist Examiners, now known as the UKGHE.

I opened my own practice in Tolbooth Street, Kirkcaldy in 1986 and I am still there today.

Group Sessions

In the early days, when I was trying to get myself known, I started teaching self-hypnosis evening classes at schools in the local area.

There were five classes, if memory serves me right, all well attended.

Not only was I teaching a class that allowed me to pass on my knowledge to others, it was also a learning process for me.

It was amazing to see the different ways in which people responded as they went into the hypnotic state. Some would be slumped in their chairs, others sitting stiff as ramrods, and some becoming so relaxed they really did not want to open their eyes when asked to at the end of the session. Often it

memory's as reality?

There was another regression where a lady saw herself standing on a cliff side overlooking the waters, waiting for her fisherman husband to come home, but with a feeling deep inside that the sea had claimed him and she would never see him again. She became quite upset at that point and was swiftly brought back to full awareness in the present.

She started to tell me more about herself, how her ancestors came from a fishing village in Ireland and of the stories her grandparents would tell her about the place and the people who lived there, how hard their lives would have been. The memories seemed very real to her and it was almost as though she could remember it happening.

Fears and Phobias

It is quite amazing the fears that people come along with.

Snakes, Dogs, Birds, Spiders, Going outside, Going in to small spaces i.e. a lift or the middle of a row in a theatre, just to name a few.

Although there are no snakes to speak of in the UK it really is astonishing how this phobia pops up every now and again.

I had a young woman come along with a morbid fear of snakes that had now started to incorporate worms. She found it almost impossible to step on earth or grass in case a snake or worm was lurking around waiting on her.

She came along for a few sessions where I used Hypno analysis to go back in to her past memories.

She eventually recalled going to the zoo as a schoolgirl and visiting the

I am one of only a few people in the world personally trained in VCDTTM by Nik and Eva, the founders of this technique.

For further information /look at the website

www.hypnosisfife.com

A Short History of Hypnosis

Hypnosis is one of mankind's oldest healing therapies there are hieroglyphics from ancient Egypt thought to relate to it.

The Egyptian and Indian Priests used hypnotic skills to induce altered states in the sleep Temples to aid healing. This was also used in the Greek healing Temples that were dedicated to Hypnos the Greek God of sleep.

James Braid is the man credited with bringing Hypnosis onto a scientific basis. He was a Scottish surgeon from Fife working in Manchester, and is regarded by many as the father of modern day hypnosis. Braid became interested in what known as Mesmerism when watching a demonstration by a French Mesmerist. He examined the physical condition of mesmerized subjects and found that they were, in a different physical state.

He started to study mesmerism, and realized that in the altered state, people were much more open to suggestion, which when used in a proper manner could prove to be highly effective in changing belief systems, and to bring about positive change in their lives.

It was Braid who first used the word Hypnotism naming it after 'Hypnos' the Greek god of sleep. Later when he realised that hypnosis was not actually a sleep state, he tried to change the name to monodisim, but by that time hypnotism had caught on and the new name never really took off.

concentration with the ability to concentrate intensely on a specific thought or memory, while blocking out sources of distraction.

Hypnosis is usually induced by a procedure involving a series of preliminary instructions and suggestions. Hypnosis, if delivered in the presence of the subject is called self suggestion or may be self-administered as autosuggestion.

When hypnotism is used for therapeutic purposes is referred to as hypnotherapy.

The hypnotized individual appears to follow the communications of the hypnotist and seems to respond in an uncritical, automatic fashion, ignoring all aspects of the environment other than those pointed out to him by the hypnotist.

He sees, feels, smells, and otherwise perceives in accordance with the hypnotist's suggestions, even though these suggestions may be in apparent contradiction to the stimuli that impinge upon him.

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Can You really Be Hypnotized?

The experience of hypnosis can vary dramatically from one person to another. Some hypnotized individuals report feeling a sense of detachment or extreme relaxation during the hypnotic state, while others even feel that their actions seem to occur outside of their conscious volition. Other individuals may remain fully aware and able to carry out conversations while under hypnosis.

While many people think that they cannot be hypnotized, research has shown that a large number of people are more hypnotizable than they believe.

Some facts :

- 15% people are very responsive to hypnosis
- Only 10% of adults are considered difficult or impossible to hypnotize.
- Children are more likely to get hypnotized than adults
- People who can become easily absorbed in fantasies are much more responsive to hypnosis

If you are interested in being hypnotized, it is important to remember to approach the experience with an open mind. Research has suggested that individuals who view hypnosis in a positive light tend to respond better than the others.

Hypnosis Myths

Myth 1: When you wake up from hypnosis, you won't remember anything that happened when you were hypnotized.

While amnesia may occur in very rare cases, people generally remember everything that occurred while they were hypnotized.

Myth 2: Hypnosis can help people remember the exact details of a crime they witnessed.

While hypnosis can be used to enhance memory, the effects have been dramatically exaggerated in popular media.

Myth 3: You can be hypnotized against your will.

Despite stories about people being hypnotized without their consent, hypnosis requires voluntary participation on the part of the patient.

but also creativity and accelerated learning. The unconscious, or subconscious, mind cannot distinguish between reality and imagination so this is the state where we can visualize what we want to achieve e.g. a slimmer figure looking good, or playing a sport consistently well, charismatic public speaking and the unconscious mind will re-program whatever is necessary to make this a reality. This is an optimal trance state for hypnosis with heightened imagination and receptivity to suggestion, possibly deep day dreams or lucid dreaming. It is a normal state that we experience from pre-sleep all the way into REM sleep. We therefore go into Theta state every day.

Source: <http://hypno4change.blogspot.co.uk/2011/10/brain-waves-and-entering-hypnotic.html>

6. Hypnosis is recognized medically. It has been recognized by the American Medical Association and used in the field of medicine since 1958. The United States Government defines it as:

“The bypass of the critical factor of the conscious mind and the establishment of acceptable selective thinking.”

Although hypnosis is not yet available free of charge on the UK's National Health Service, many GPs and specialists refer patients to clinical hypnotists. Reimbursement is available through BUPA if the hypnotist has a BUPA number.

7. Hypnosis can be quicker and more cost-effective than traditional therapy.

Comparison of Hypnotherapy Success Rates

Hypnotherapy 93% Success Rate

Only 4 sessions

Behaviour Therapy 72% Success Rate

Only 22 sessions

TX. PMID: 13686786 [PubMed - indexed for MEDLINE]. MeSH Terms. Hypnosis*.

Professor Spiegel, who works at the Department of Psychiatry and Behavioral Sciences at Stanford University in the US, also advised that the National Institute for Health and Clinical Excellence (NICE) should add hypnotherapy to its list of approved therapies for many more conditions. He reported that hypnotherapy is effective with allergies, high blood pressure and post-operative pain, as well as anaesthesia for liver biopsy. Hypnotherapy is already recognised by NICE for treatment of irritable bowel syndrome (IBS).

Professor Spiegel's call was for hypnosis to step out from the shadows and be recognised as a highly effective therapeutic procedure for appropriate condition, and that it slough off its old image as a strange mystical practice.

"It is time for hypnosis to work its way into the mainstream of British medicine," he said, before affirming that there is solid science behind hypnosis and adding: *"We need to get that message across to the bodies that influence this area. Hypnosis has no negative side-effects. It makes operations quicker, as the patient is able to talk to the surgeon as the operation proceeds, and it is cheaper than conventional pain relief. Since it does not interfere with the workings of the body, the patient recovers faster, too."*

"It is also extremely powerful as a means of pain relief. Hypnosis has been accepted and rejected because people are nervous of it. They think it's either too powerful or not powerful enough, but, although the public are sceptical, the hardest part of the procedure is getting other doctors to accept it."

Skin diseases. Some skin complaints have even baffled dermatologists when they do not respond to creams, cortisone or other treatments. This can be because the subconscious mind has created a skin problem for a reason which we are not consciously aware of. Or the problem can be

27. Hypnosis can help someone with chronic pain. *The management of chronic pain can be helped greatly by learning how to use hypnosis. Psychological approaches to pain relief are well documented, and hypnosis has been widely used for centuries in this area.*

Dr Milton Erickson, one of the world's leading lights in the use of clinical hypnosis, used his skills to manage his own chronic pain from the two bouts of polio he suffered during his lifetime.

One of the problems with chronic pain management is that the brain habituates to pain-killing drugs, requiring higher and higher doses. Hypnosis works in a different way, causing the brain to stop responding to pain signals.

Hypnotherapy has been used by many to manage numerous instances of pain, including irritable bowel syndrome, sciatica, spinal stenosis, burns, rheumatoid arthritis, joint pain, neck pain and a variety of other injuries and illnesses. The basic premise of hypnotherapy is to change the way individuals perceive pain messages in order to reduce the intensity of what they are feeling.

This can be achieved using a number of techniques which may either be used alone or in combination depending on your individual circumstances and the specialist areas of your practitioner. As well as using certain hypnotherapy techniques such as suggestion hypnotherapy, analytical hypnotherapy and visualisation, some practitioners may also use Neuro-Linguistic Programming (NLP) and Psychotherapy to enhance their treatment.

Many hypnotherapists will also include self-hypnosis as part of your treatment plan, meaning that they will teach you to practice techniques so that once your sessions have come to an end you will be able to continue using the skills you have learnt in daily life.

28. Hypnosis is used instead of anaesthesia. *Some people are allergic to chemical anaesthesia (ether). Many prefer not to use it as it can take up to a month for the body to rid itself of the effects. I know! Recovery time is faster with less pain and less bruising. I heard a woman talk of her foot bone operation using only hypnosis. The NHS was reluctant to allow this*

Perpetual State Theory

By Brian Stracner (HypnoSwami)

Brian is a professional individual of clinical, personal, and academic experience. He has a keen knack for relating with people, and building new friendships. This is a person who you can say "has been there." Brian feels this enables him to understand his students' and clients' needs.

www.NorthStateHypnosis.net

www.NationalSchoolofHypnosis.com

Perpetual State Theory

There is no doubt that personality and behavior development is a complex subject. Many professionals struggle to persuade that life is a simple scale relying heavily on simple, one sided views of reality. However, there are many grey areas between the spectrums of black in contrast to white. One common example is seen through the nature versus nurture debate. However, a possibly more important debate is the one between state versus non-state hypnotic theories. The author proposes that, just as in the nature versus nurture debate, both aspects are relevant. However the author also proposes that, everyone is already hypnotized to behave in the manners that they carry out. Thus Perpetual State theory is born.

Everyone is Hypnotized

Personality and behavior is not only learned through modeling others, it is also developed through examples, metaphors, direct, and indirect feedback from internal as well as external suggestion. A hypnotist could view life as one long series of hypnotic inductions and suggestions, and how the individual relates to the feedback develops into the personality and behavior.

techniques, they are told that they will benefit by so doing: they will become "better soldiers" or "find enlightenment."

Thought-Stopping Techniques

Marching

There are three primary techniques used for thought stopping. The first is marching: the thump, thump, thump beat literally generates self-hypnosis and thus great susceptibility to suggestion.

Meditation

The second thought stopping technique is meditation. If you spend an hour to an hour and a half a day in meditation, after a few weeks, there is a great probability that you will not return to full beta consciousness. You will remain in a fixed state of alpha for as long as you continue to meditate. I'm not saying this is bad--if you do it yourself. It may be very beneficial. But it is a fact that you are causing your mind to go flat. I've worked with meditators on an EEG machine and the results are conclusive: the more you meditate, the flatter your mind becomes until, eventually and especially if used in excess or in combination with decognition, all thought ceases. Some spiritual groups see this as nirvana--which is bullshit. It is simply a predictable physiological result. And if heaven on earth is non-thinking and non-involvement, I really question why we are here.

Chanting

The third thought-stopping technique is chanting, and often chanting in meditation. "Speaking in tongues" could also be included in this category. All three-stopping techniques produce an altered state of consciousness. This may be very good if you are controlling the process, for you also control the input. I personally use at least one selfhypnosis programming session every day and I know how beneficial it is for me. But you need to know if you use these techniques to the degree of remaining continually in alpha that, although you'll be very mellow, you'll also be more suggestible.

if necessary, by legislating laws forcing others to their view, as evidenced by the activities of the Moral Majority. This means enforcement by guns or punishment, for that is the bottomline in law enforcement.

A common hatred, enemy, or devil is essential to the success of a mass movement. The Born-Again Christians have Satan himself, but that isn't enough--they've added the occult, the New Age thinkers and, lately, all those who oppose their integration of church and politics, as evidenced in their political reelection campaigns against those who oppose their views. In revolutions, the devil is usually the ruling power or aristocracy. Some human-potential movements are far too clever to ask their graduates to join anything, thus labeling themselves as a cult--but, if you look closely, you'll find that their devil is anyone and everyone who hasn't taken their training.

There are mass movements without devils but they seldom attain major status. The True Believers are mentally unbalanced or insecure people, or those without hope or friends. People don't look for allies when they love, but they do when they hate or become obsessed with a cause. And those who desire a new life and a new order see the old ways must be eliminated before the new order can be built.

Persuasion Techniques

Persuasion isn't technically brainwashing but it is the manipulation of the human mind by another individual, without the manipulated party being aware what caused his opinion shift. I only have time to very basically introduce you to a few of the thousands of techniques in use today, but the basis of persuasion is always to access your right brain. The left half of our brain is analytical and rational. The right side is creative and imaginative. That is overly simplified but it makes my point. So, the idea is to distract the left brain and keep it busy. Ideally, the persuader generates an eyes-open altered state of consciousness, causing you to shift from beta awareness into alpha; this can be measured on an EEG machine.

"Yes Set"

Neurophone--an electronic instrument that can successfully program suggestions directly through contact with the skin. When he attempted to patent the device, the government demanded that he prove it worked. When he did, the National Security Agency confiscated the neurophone. It took Pat two years of legal battle to get his invention back.

In using the device, you don't hear or see a thing; it is applied to the skin, which Pat claims is the source of special senses. The skin contains more sensors for heat, touch, pain, vibration, and electrical fields than any other part of the human anatomy.

In one of his recent tests, Pat conducted two identical seminars for a military audience—one seminar one night and one the next night, because the size of the room was not large enough to accommodate all of them at one time. When the first group proved to be very cool and unwilling to respond, Patrick spent the next day making a special tape to play at the second seminar. The tape instructed the audience to be extremely warm and responsive and for their hands to become "tingly." The tape was played through the neurophone, which was connected to a wire he placed along the ceiling of the room. There were no speakers, so no sound could be heard, yet the message was successfully transmitted from that wire directly into the brains of the audience. They were warm and receptive, their hands tingled and they responded, according to programming, in other ways that I cannot mention here.

Technological Tools for Mass Manipulation

The more we find out about how human beings work through today's highly advanced technological research, the more we learn to control human beings. And what probably scares me the most is that the medium for takeover is already in place. The television set in your livingroom and bedroom is doing a lot more than just entertaining you.

Before I continue, let me point out something else about an altered state of consciousness. When you go into an altered state, you transfer into right

Rob Martin is also known as Robert Phoenix. With many years of experience & *Expert Training*, Rob has been taught amongst others by "*The Man that taught Paul McKenna*" Hypnotherapy - Mr Andrew Newton & Dr Jonathan Royle PhD.

"I wholeheartedly recommend Rob for Weight Loss, Smoking Cessation & Stress related issues..." says Dr Lisa Smith, General Practitioner – UK.

Rob qualified as a Hypnotherapist in 2004 & has trained in the USA as well as the UK. He has Diplomas & Certificates in many areas of Hypnotherapy & NLP including a Non Accredited Doctor of Philosophy in Hypnotherapy & Advanced Master Practitioner Certificate in NLP.

In 2011 Rob set up the International Academy of Advanced Clinical Hypnosis & the Institute of Advanced Clinical Hypnotherapy [UK] to help share best practice in the industry & is also a member of The Association of Complete Mind Therapists & The Royle Institute of Hypnotherapy and Psychotherapy & also a Certified Professional Hypnotherapist - issued by the Institute for the Advanced Study of Hypnotism, St. Charles, Illinois, USA .

Each year Rob successfully helps 100's of people one to one & online to Stop Smoking, Lose Weight, Eliminate Stress & Anxiety, Eradicate Phobias, Boost Confidence & Enhance their Sports Performance & his services have been approved for promotion in GP's Surgeries in London & South Wales, UK.

Rob is also a Trainer & teaches various courses at his training venue in Newport South Wales.

We look forward to receiving videos of your shows and details of your success with therapy clients and with your permission would like to make these examples available to your fellow colleagues and course students.

Now without further ado, I shall explain the concept of Complete Mind Therapy. As I do, please bear in mind that whilst the printed content of this course may seem to have been heavily dominated with Stage Hypnotism training, in fact, each and every method, ploy and technique you have learned throughout this course is of use both on stage and within a therapeutic context. So please remember this most important point at all times.

What follows is the structure of a one hour complete mind therapy session, which when followed in this order will produce excellent results at all times.

Use this format for all your one hour long Complete Mind Therapy sessions and due to it's unique structure you will be able to treat any and all problems presented to you with just one single one hour session and the audio tape which you give the client on completion of their session.

THE COMPLETE MIND THERAPY SESSION STRUCTURE

- 1 Advertise to obtain your clients
- 2 Client shows up for session
- 3 Get the relevant fee off them now
- 4 Obtain rapport over a cup of tea

and explain how to carry them out for greatest success.

ADVERTISE TO GET CLIENTS

Advertising has been touched on before but here is some further advice.

By far the most effective way to obtain clients is by word of mouth advertising, which will be generated for you at no charge by past clients which you have successfully treated, but of course you need some clients first for word of mouth advertising to start happening.

Upon passing the exam which leads to you receiving your diplomas for this course, you are advised to obtain a black and white matt finish photograph of yourself, apparently hypnotising someone in the usual cliched stage hypnotist manner. This is then sent along with a press release typed in double spaced format on single sided white A4 paper, explaining that after a comprehensive course of study, with the Mindcare Organisation UK, you have passed exams and have now been accepted as a member of both The Association of Professional Hypnotherapists and Psychotherapists and The Professional Organisation of Stage Hypnotists. Whilst now being the ONLY Complete Mind Therapist in your local area able to help people with all their habits, fears, phobias, emotional problems, pain control and other areas. This photograph and press release bearing your contact details are sent to the features editors and news editors of all your local and regional newspapers and magazines, often leading to a large write up promoting your business, which costs you nothing whilst generating lots of clients. This approach can also be used with local and regional radio and TV stations, leading to feature interviews on their news and entertainment shows, which costs you nothing and leads to more clients. Those who are ambitious can do this on a national level with TV radio and press, leading to stardom, appearance fees and more clients for your business. Talk shows such as Kilroy, Vanessa, This Morning and many others are always looking for interesting guests and subjects to feature and this may as well be you.

The general rule of thumb, is that on a local/regional level you do all TV, radio and media interviews for free. Whilst those on a national level will always involve all your out of pocket and travel expenses being paid, along with an appearance and/or interview fee being paid to you also.

The next best way to get clients at NO cost, is to offer FREE lecture demonstrations of your hypnotic skills to local women's groups, lions clubs, Masonic lodges and other special social clubs of these kinds. Doing these FREE lecture demonstrations costs you nothing and will usually lead to many sales of your audio hypnotherapy tapes on the night and also to bookings for your sessions in person.

Another excellent way to get started at NO cost, is to offer some local venues a FREE stage hypnotism show, which both gives you a chance to rehearse your new stage show and the show itself will lead to paid bookings for other shows, sales of your hypnotherapy tapes on the night and of course, bookings for personal one to one sessions.

Handing your business card to each and every person you meet by way of introduction will rapidly get your name circulated around the community and ultimately lead to many bookings. With business cards available as cheaply as £25 for 1000, from companies advertising in Exchange and Mart, this also is a practically no cost way to get your business kicked off.

Other low cost and effective ways to obtain clients, include having some A5 size leaflets advertising your services printed, then visit all your local libraries and place a folded up leaflet into each and every book on the shelves of the self help, psychology and health sections. People borrowing these kinds of books tend to have problems and/or health complaints they wish to sort out and as such, are red hot leads for you to target, very often leading to bookings.

A classified advert in your local and regional papers, whilst being very cheap to run, can generate 100's of clients, especially if the advert is

cure their fear and so will want to go on a holiday which involves flying, which means the holiday will cost more and so as the travel agent, they will get more commission on the deal which means by being your unpaid salesman they are increasing their own profits.

These are just a few examples of ways to get clients at little or no cost to yourself. But with a little imagination and common sense, 100's of other ways of obtaining clients at little, or no cost to yourself will present themselves to you, if you think along the lines I've already illustrated.

To sum up on advertising, in the rare event of potential clients replying to your adverts and then not booking there and then on the phone, I would suggest you take their name and address and send them your advertising leaflet, by first class post, as quite often, when they receive this, it's enough to spur them into action, so that they do call back and book a session rather than never hearing from them again. One last point is, that by contacting you in the first place, the client has admitted to themselves they have a problem and so are now making a commitment to change things for the better and so they are already 95% of the way to a solution and just need a trigger to success and that is where we therapists come in. We give the client permission to heal themselves and through the therapy, motivate them to a successful outcome. This combined with the large element of the placebo effect coming into play, as quite simply if they book a session with you, they obviously believe you can help them and expect it to work, or why else would they contact you? Upon taking the booking off the client, take their name, address and telephone number and inform them that if they have to cancel, for any reason, they must give you at least 24 hours notice, or else the full fee will be payable anyway, just like going to the dentist. This stops timewasters and compounds the belief in the clients mind that you're a busy and successful professional. Should they not show up for the session, send them an invoice on a letterhead, headed "Litigation Department", demanding the £39.95 fee and without doubt, you'll get payment by return of post.

CLIENT SHOWS UP FOR SESSION

how upsetting it would be to this named person they love so much if they were to have continued smoking and killing themselves. Until they saw each other no more or indeed if the habit/problem had continued making them so stressed and anxious that the person they loved so much feels driven away from them and grows to hate them. As the client loves this person so much there will be strong emotional connection with any thoughts about this person and needless to say the client will wish to avoid upsetting them at all costs and because of the scenario just given to them, the only way to avoid upsetting them as far as their subconscious mind is concerned is by ending their habit/problem etc. once and for all.

13) Are you on any medication for this problem?

Here, a copy of the medical reference book PIMMS is useful, as you can look up the drugs name, revealing exactly what the drug is prescribed for, what its side effects are and indeed, by having prescribed it, what the clients medical GP seems to think the real problem is, which may not always be the same as that being presented to us by the client and so we can ensure our therapy targets the correct problem as well as the clients perceived problem if necessary.

14) Is there a history of this problem within your direct family?

This really just gives us more of an idea why this client has got this particular problem in the first place

15) Have you tried any other alternative therapies to cure this problem before?

If they answer yes, ask which and then make it clear to the client that the treatment you will give them is the most powerful and effective of its kind. Hence it's called Complete Mind Therapy. This is done to remove any doubts they may have instilled in them due to past failures and helps to concrete their belief and expectancy levels in the treatment working 100%

16) Have you got any questions for me before we begin?

Should the client have any questions, it's just a matter of using your

Here, instead of using direct suggestions twice, the first time you get the client to imagine what they used to be scared of and then you have them make it an object of ridicule. So that the thought of what once scared them now makes them think humorous thoughts making them laugh and as laughter leads to relaxation, they will then feel relaxed when presented with what once scared them. The more ridiculous and bizarre the mental image is that you get them to imagine in order to make the original fear trigger an object of ridicule, by far the more powerful it will be. For example, a person once scared of spiders is told to dress them in wellies, put a silly party hat on it, a big clown's red nose, a bright silly coat and so on, until the image which was once the trigger to their fear becomes so ridiculous, that all that image can now trigger is laughter and/or relaxation. The rest of the session remains the same.

***Sports psychology/peak performance**

Where the first set of direct suggestions normally go, we instead have the client run through a successful mental rehearsal of the increased success they wish to achieve in their sport and/or work. For example, mentally we would take a football player through the full match in a matter of a few minutes and as we do, we would have him imagine as reality scoring more goals than ever before. We would have him feel how it feels to be an achiever and we would make him believe in his mind that he had already successfully achieved his aim and so to do it again would be easy. This works and to illustrate, think of Roger Bannister, who first ran the four minute mile, until then no one had got close, but Roger believed he could do it and so he made it his reality and guess what? Once other athletes had seen Roger achieve something they once believed to be impossible, they knew it could be done and within days of Roger having done it athletes the world over found themselves able to run the four minute mile. Such is the power of belief and mental rehearsals.

***Pain control**

Again the only change is that instead of direct suggestion, you instead run through instilling the saliva leads to no pain trigger as detailed in the

Please also observe the recommended reading list.

Unless otherwise stated, all books on the following recommended reading list are available mail order from:

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Norfolk

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Via most specialist bookstores.

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remember that one time in your life when you felt more Happy, more confident, more proud and on top of the world than you have ever done before. It could have been a time when you won an award or just a time on Holiday when you felt you could achieve anything, it matters not just so long as YOU NOW FEEL Happy, Healthy, Relaxed, Calm, Confident & Loving to yourself and to others in everyday life enabling you to live a 100% fulfilling and stress free lifestyle. Now I just want to notice how good it feels to experience these positive and beneficial states of mind and body and as you do realize now that whenever you need to enter this special place in your every day life, whenever you are confronted with the unexpected or those things which once would have bothered or concerned you then now as an automatic reflex action all you need do is push together the tip of your forefinger of the right hand together with the tip of your thumb and instantly this will make your ring of confidence, your ring of willpower, your ring of self-esteem and your ring of patience that will instantly enable you to remain as the Calm, Confident, Happy, Healthy, Relaxed and Loving individual that you have now become and will continue to be from this moment forward. Remembering that your subconscious will remind you as an automatic reflex action to make this ring of confidence with your finger and thumb as and when you need that little extra help in every day life. As you relax deeper and deeper with each second that passes by and every word that I say.

10) RULERS OF CONFIDENCE, WILLPOWER, SELF-IMAGE/ESTEEM, PATIENCE & TRUST.

Realizing now that the personal attributes of self-confidence, Willpower, Positive Self-esteem, Patience and Trust are the only attributes that any individual needs in every day life to remain as a Confident, Happy, Healthy, Relaxed and Loving person, Just as you have now become and continue to be as you live your stress free lifestyle every day in every way getting better and better. So I'd Like you to imagine a thermometer in your minds eye with the numbers from 0 to 100% on it and within this thermometer the level at which the mercury is indicates the level at which your personal levels of self-confidence, Will Power, self-esteem, Patience and Trust are currently at. As you relax more completely with each second that passes by I want you to notice the level that the mercury is currently at

- 1 To change people's lives for the better and make a real difference;
- 2 To build your own business and make money for yourself, rather than working for 'the man'.

Would you agree?

Well, there is one fundamental 'flaw' with this business model which is limiting you from achieving both of those things to their fullest potential.

There is only ONE of you and only 24 hours in each day so, even with the best will in the world, there are only so many clients that you can consult with per day.

Unless you're charging many thousands of dollars and treating high-end celebrities or business people, chances are you're probably not seeing the kind of dream income that you desired.

Your income will always be obstructed by:

- 1 The amount of money you can charge per session;
- 2 The number of sessions/clients you can fit into a day;
- 3 The number of clients you can actually get per day;
- 4 The local radius from which you can realistically find clients.

So, without the capital and the business experience to open up a chain of top-notch hypnotherapy practices around the world, chances are your dreams of million dollar mansions are going to remain a far-flung hope.

Wouldn't it be great if there was a way that you could find, attract and treat literally hundreds of clients per day for dozens of different issues or problems, without taking up any of your time.

Imagine if you could be at the beach, in your local coffee shop, browsing the designer high street stores or on a 5* vacation and STILL be able to treat more clients than you ever dreamt possible.

Sounds too good to be true?

Well, it used to be... but it isn't anymore, thanks to an incredible tool.

I am, of course, referring to the INTERNET.

We now live in a world of digital publishing and internet marketing, where literally anything you need is available at the push of a button.

Some of the world's biggest companies are exploding into bankruptcy, whilst regular people are building solid 7-figure businesses from the comfort of their home Internet connection.

As hypnotists, we are in the perfect position to do exactly the same. Whether you'd be happy to make an extra few hundred bucks per month, or whether you're looking to build a multi-million dollar online empire, I urge you to read on - and consider what I'm about to share with you, very seriously.

A couple of years ago, I made the decision that I wanted to raise my fees, work less and make more money. So I set about learning, designing and perfecting a system to generate passive income online, which would allow me to work as much or as little as I wanted.

I soon stumbled across something golden. I realized that you can actually package, market and sell your hypnotherapy skills online for HUGE profit margins as 'downloadable information products'.

That was easy!

If you wanted to take this a step further, you could also create a manual or video course to accompany the hypnosis MP3, detailing further tips, tricks and tools to help them beat their issue.

Your product could be as simple as a 60-minute audio file or as complicated as an entire multimedia program consisting of books, worksheets, videos, audios, etc.

With the product created, simply give it a snazzy name and it's ready for sale.

Never thought you could make a hit-selling product? You just learned how to do it in as little as an hour. Now what's your excuse? Go make your product, otherwise you're missing out!

Step #3: Build an automated sales process

Once your product is complete, the next step is to build a simple online sales presence to enable you to convert visitors into customers.

Your online sales system will consist of a few different parts:

- 1 Sales page - this is a simple web page, which consists of some simple graphics and either a long, scrolling sales letter or a sharp, snappy sales video to sell the visitor on the benefits of your product. It would also have an 'Add To Cart' button, so that your customers can buy the product.

Affiliates are other internet marketers or information publishers who already have a business in your niche area. For example, if you have created a 'stop smoking' product, then you could search for blogs, product creators, mailing list owners and experts to promote your product to their followers and fans.

They could add a banner to their website or e-mail their subscriber list about your product. If anyone buys it, they receive a commission from the sale.

There are literally thousands of successful affiliates around the world who are hungry for quality products to promote, in every niche or topic you could possibly think of.

It's like having an army of sales people working for you all day, every day, and you only have to pay them when they make you money first. Cool, right?

If you use ClickBank or JVZoo to run your payments (see above) then you already have a built-in and ready-to-go affiliate program to handle all of the sales tracking and commission payouts, too.

Once your system is ready to go, your entire job becomes simply finding and recruiting new affiliates who can promote your product on a daily basis.

I'd recommend spending 20-30 minutes per day just looking for (and contacting) new potential affiliates. Even if you only bring 1 new affiliate on-board each day, that can be enough to generate thousands of sales per month.

Step #5: Rinse and repeat