

StreetHypnosis™

For The Next Generation Of Hypnosis Masters



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The Stunning Secret Of Covert Trances That Will Have You Changing People's Minds More Often Than You Change Your Socks!

Street Hypnosis Masterclass

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Session 1: The Nature Of Covert Trances

Ethical Influence

Covert Trances happen naturally all the time. Sometimes they create wonderful situations spontaneously, other times they are the mechanism through which people imprison themselves with stuck thinking and limit their choices to bland, ineffective and sometimes harmful options.

Ethical Influence is the process of helping someone to “unstick” their thinking and expand their choices to include better alternatives – including of course the one you would recommend.

As Covert/Conversational Hypnotists we ask the question: how does the problem create a context for trance? And what is in the nature of the problem that presupposes a hypnotic ability on the part of the person?

ABS – A Simplified Trance Formula

Since James Braid published started publishing on hypnosis topics in 1842¹, it has been pretty much accepted that we require 3 things for a hypnotic process to take effect. Expressed as the simple ABS formula, it gives us a unique key to using covert trances for ethical influence:

1. **(A)** Attention
2. **(B)** By-passing of the Conscious Mind
3. **(S)** Stimulation of the Unconscious Mind

A - Attention

The first thing we need in order to allow a trance to occur is Attention. Traditionally it is fixated on a point (e.g. a hypnodisc a spot on the wall or the infamous “pocketwatch”). In covert trances this is actually taken care for us by the problem – it already rivets people’s attention in a thought loop!

¹ Contrary to popular belief, the word “Hypnosis” was NOT coined in James Braid’s seminal work “Neurypnology” in 1843, but in a letter entitled “Satanic Agency And Mesmerism Reviewed”, published in 1842 in response to an attack on hypnosis by a cleric. *Neurypnology* was merely the book that popularised the term hypnosis.

For people using the telephone (e.g. for telesales or telephone coaching), there is an added advantage that the telephone tends to promote a hypnotic condition (Fixation of Attention, Inhibition Of Motor Movements, Ignoring Irrelevant Stimuli).

The Problem With Problems

A problem can be seen as a thought loop. People get stuck searching for solutions in a confined mental space, which does not offer an adequate solution. They then stubbornly loop through the limited options they have allowed themselves hoping that the next loop will bring a resolution to the problem.

It is much like the following puzzle:

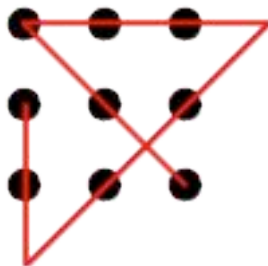
With no more than 4 lines you must join up all the dots in this 9 dot matrix. Once you start, may not lift the pen from the paper and you cannot retrace your steps:

Ex. 1-A



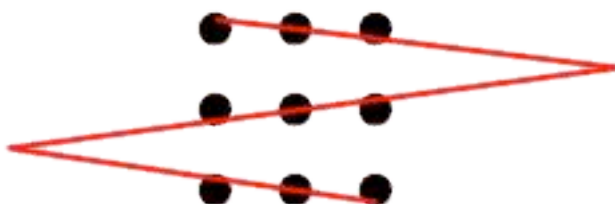
As people try to solve this puzzle, they typically confine themselves to a mentally imposed box around the dots. But the solution is not there. You need to get them to think "outside the box". That's what trance does.

Ex. 1-B



Conversational Trances are quicker and more elegant "in the moment" solutions (notice how we get the job done with fewer lines!)

Ex. 1-C



The object of Covert Hypnosis is to move someone into the “Trance Of Infinite Possibilities” (TIP) and recover choices that they had been cut off from before.

B – By-pass The Conscious Mind

This is the primary purpose of inducing trance. Any trance induction method will do: Direct, Conversational Hypnosis, the Non-Awareness Set...

This Street Hypnosis Masterclass will focus on two covert methods:

1. Internal Fractionation
2. Agreement Reversal Sets

S – Stimulate The Unconscious Mind

The simplest way to think of this is to tip them into a TIP (Trance of Infinite Possibilities).

Many hypnotists are fixated (yes – just like in Example 1-A above!) on better trance induction techniques. But the real work only gets done AFTER the trance is induced. Its what happens next that counts!

How To (S) Stimulate The Unconscious Mind

There are many methods available to you. Some of these have been covered elsewhere²:

- Conversational Hypnosis
- Storytelling
- Hypnotic Power Loops
- General Process Language
- Revivification
- Direct Suggestion
- Specific Therapeutic Techniques

In this Street Hypnosis Masterclass we will introduce you to (and thoroughly examine) the SPiRITS formula for covert trances.

How To (B) By-pass The Conscious Mind – The Internal Fractionation Method

Fractionation occurs when you hypnotise someone, awaken them and then rehypnotise them. The more you do this the faster they go back into hypnosis and the deeper they tend to go. There is no set time sequence for fractionation – you can do it in an hour, a week or a year!

² Check out: The Conversational Hypnosis Home Study Programme, and the following Street Hypnosis Masterclasses for more details: “How To Exploit The Unconscious So That People Forget How To Resist You And Easily Go Into Hypnosis Every Time Instead”; “How To Tell Spellbinding Stories So That People Hang On Every Word You Say As They Slip Easily Into Hypnosis”; and “How To Unleash Hypnotic Power Loops So To Ensure You Get Amazing Results With Hypnosis”.

Fractionation fits the covert “conversational” setting because social conventions demand that people make a show of being present and paying attention. Rather than fight this drive we’ll use it³!

When people go into hypnosis their focus tends to internalise⁴. So for the Internal Fractionation Method:

1. When their focus is outside we use Voice 1 – our normal speaking voice
2. When we shift their focus inside, we change to Voice 2 – our covert hypnotic voice
3. We return to external focus and Voice 1
4. We refocus them inside and switch to voice 2

Meanwhile the problem is associated to Voice 3 (more on this later!)

In this way we have triggers to move them through the basic states AND we are fractionating their experience so they focus more and more inside (and experience trance!)

To do this semi-overtly, use Presuppositions of Awareness:

- Notice
- Become Aware Of
- Concentrate On
- Focus On

To do this covertly, use Revivification:

1. Talk about a holiday, really get into it (R 1 and switch to Voice 2)
2. Take a break and chat casually
3. Talk about a favourite film (R 2 and switch to Voice 2)
4. Take a break and chat casually
5. Talk about an emotional experience (R 3 and switch to Voice 2)

How To Smoothly Introduce Revivification Questions For Internal Fractionation

The secret of being covert is to NOT be weird! Too many people launch into inappropriate questions or make strange comments hoping to zap them into hypnosis. Unless you have a lot of trust and rapport, it won’t!

Being weird, using strange language patterns and an abnormal communication style is fine for semi-overt hypnosis (like Erickson used) but that requires a context in which hypnosis is all right. For covert trances, avoid these!

³ By the way, to do **Ericksonian** hypnosis, you START conversationally but you are quite overt about the trance process. Everyone will know that something unusual is happening. In covert and conversational hypnosis nobody except a trained expert will know that its happening!

⁴ You can actually hypnotise someone with all their attention externally focused, but this is the exception rather than the norm.

When you use these covert methods remember to keep your ethics firmly in place. Seek a win-win solution. Remember that what “goes around comes around”. If you abuse a trust you will have wrecked the relationship – all the more so if you are working at the unconscious level!

Enter each situation with the highest intention in mind and seeking to get the best outcome for all in question and your covert hypnosis magic will take you to new heights!

Here is an example of how a stalled negotiation might be rescued with an elegant introduction of Revivification Questions for Internal Fractionation:

1. **Context:** Negotiations start off fine
2. **Problem:** You hit some kind of wall, regular approaches can't shake it loose (you now have Fixation of Attention – so step 1 of ABS is satisfied)
3. **Pattern Interrupt:** Suggest you “take a break”
4. **Self Disclosure:** Tell some appropriate stories about yourself that have a hypnotic theme (holidays, books & films you've seen, hobbies etc.)
5. **Reciprocation:** Usually people will respond in kind by sharing similar stories. If they do not consider building more rapport (i.e. comfort & trust). You could also force the issue by asking things like “did that ever happen to you?”
6. **Revivification Questions:** As they talk slowly become more absorbed yourself (GO FIRST!), switch voice and ask more in depth questions.
7. **Release Tension:** After digging a little go back to casual talk to fractionate. Don't let the mood drift entirely back to normal. Think of it as just coming up for air!
8. **Cycle Through Steps 4-7:** Keep gathering resources (R1, R2, R3 etc.)
9. **Integrate:** Start to talk about the problem in Voice 2 (NOT Voice 3)!
10. **Move On:** Smoothly pass into regular negotiations in Voice 1. Drop into Voice 2 to maintain the resource states or add a TIP if necessary!

Session 2: Agreement Reversal Sets

How To Master Covert Trances

The problem with learning covert trances is we need to pass through the “awkward/mechanical” stage of learning. But Covert hypnosis requires a spontaneous, natural quality so that it can seamlessly fit into the social context and adapt to the live conversation (without killing it off – as many novices end up doing!!)

The solution to this is simple: start using covert trances semi-overtly. The easiest way to create an appropriate context for semi-overt trance inductions is to coach or mentor your friends, colleagues *etc.*

There are many organisations that will put you together with underprivileged children or unemployed people as a success mentor/role model – so you can develop your skill and help people all at the same time!

CABS & TABS

We’re going to refine the ABS model to make it more useful in changing minds:

(C) Context	(T) Trigger
(A) Attention	(A) Attention
(B) By-pass Conscious Mind	(B) By-pass Conscious Mind
(S) Stimulate Unconscious Mind	(S) Stimulate Unconscious Mind

The Meta-Pattern Of Confusion Techniques

All confusion techniques aim to split the conscious mind from the unconscious mind. They are in essence a form of Conscious Unconscious Dissociation. There are many techniques that bring this principle to life:

- The Conscious/Unconscious Double Bind
- The Non-Awareness Set
- The Agreement reversal Sets

Agreement Reversal Sets

The essence of the Agreement Reversal Sets is to:

1. Lead the mind down one path (set of expectations)
2. Steal the path (change the result drastically from the one anticipated)

It's that simple. All the verbal (and non-verbal) trickery is designed to do just that. Once the path has been stolen the Hypnotic Target is left in a kind of mental no-mans-land, which you can then use as the jumping off point for a TIP.

There are 3 Proven Agreement Reversal Sets that we will focus on here:

1. The Doubt/Certainty Pattern
2. The STOP/Reversal Pattern
3. The Amplification/Reversal Pattern

Doubt/Certainty

- You may *think* X... but really its Y...
- You may *think* X... and you'd be right... in realising that it's not... exactly what you think... because
- You may *suppose* X... and you'd be right... in knowing that it's not... quite what you suppose... because

You can elaborate on the basic pattern with the following language adjustments:

Doubt

Think
Feel
Expect
Imagine
Believe

Certainty

Realise
Know
Discover
Recognise
Uncover

STOP/Reversal

- Not only do you need X... but you also need Y
- Not only do you need X... but you also need to STOP... and realise you need other things too
- Not only do you need X... but you also need to STOP... and take the opportunity to do something important
- Not only do you need think about X... but you also need to STOP... thinking... you need to have all the answers... right now... you can...

Amplification/Reversal

Not only do you need to X {e.g. *think about X*}... but you need to X [general example of X {e.g. *think*}] even more... until...

Notice how you **thought** X... and now that you **have done** Z you may as well realise... you can think of something very important...

How To Use Agreement Reversal Sets

The following sequence moves from "Overt" Language to totally "Covert Language" for using with the Agreement Reversal Sets. Substitute the "X" and "Y" in the verbal formulae above for the following:

Semi-Overt

X = Conscious Mind, Y = Unconscious Mind

Mostly Covert

X = "the obvious", Y = "something much deeper/more important than that"

Totally Covert

X = Topic of Conversation (i.e. Problem), Y = Unconscious search for meaning/resources

Now use the following conversational sequence:

1. **"Light Up The Box"** this is where you stimulate the problem so that you have the correct neural network active for your solution to work on.
2. **"Find The Switch"** find the context and/or the trigger that gets the problem going
3. **Introduce the Agreement Reversal Set** use this as a mild pattern interrupt
4. **Tip them into a TIP** use general hypnotic language to create an integrative TIP experience.

Session 3: The SPIRITS Formula For Covert Changes

As covert hypnotists we must ask:

- How Do We Create Elegant Changes In People?
- How Do We Do This Covertly/Con conversationally?

There are two golden rules:

1. **Rule 1:** Don't Change Their Minds... Change their Moods!
2. **Rule 2:** All Behaviour Is State Dependant.

The Basic Pattern For All Change

Given the two golden rules, we will focus our interventions at the level of STATE. There are other points that we can attack, but this is the simplest and for now the most elegant!

- (S) **State** – the state that drives the problem.
- (R) **Resource** – positive state(s) that can overpower (S)
- (I) **Integrate** – mix (S) & (R) together

This is at the heart of all change techniques, overt or covert. It is also at the heart of the SPIRITS formula we will examine here.

The Problem With Problems

People get themselves into trouble because of an *unconscious* limitation. If the problem were conscious, then they'd have solved it just by thinking about it – as we do with countless problems every day without realising it.

The Solution that people try to apply to their problems are often a bigger problem in that they create a context that allows the problem to be maintained, when otherwise it would just naturally fade away. Ironically the more they try to “solve” the problem, the more stuck they get (as in the 9 Dot Matrix brain teaser in Session 1).

The reason that the solution can maintain a problem is that solutions are often Ego-driven⁵, which means that we try to compensate for an unmet need (*i.e.* a state!) It causes us to make faulty conclusions like:

“I'll be happy when I have a new house”

The formula “I need X to be Y” or “I'll be Y when I have X” is the wrong way around. The truth is that “You'll get X when you are Y”. You'll find it a lot easier to creatively solve the problem of

⁵ By Ego I mean the way we used it in the Street Hypnosis Masterclass entitled: “Discover How Hypnosis Masters Create “Hypnotic Realities” In Others With Their Magnetic Personal Power”. Essentially the Ego is a mask that we wear to protect us after our natural self-esteem is wounded. The mask, in time, exerts its own tyranny over the individual: neuroses, anxiety and personal limitations are a few examples of this.

getting a new house when you are happy – because **positive states generate infinitely better decisions than negative ones!**

How To Create A Context For “Natural” Change

There are 3 elements that go into building a “Context”

- Environment
- Relationship
- Action/Behaviours

Of these, **Relationships** are the ultimate context for covert hypnosis. A good relationship will transport you beyond the need for artificial techniques into a fluid and natural interaction that goes as you intend it to.

Consider techniques to be “training wheels” for your unconscious mind to understand how to turn your intention (for influence) into an actual result.

The Instant Success Myth

Beware the Instant Success Myth. Free yourself from the need to get the result after one cycle through a hypnotic process. After all nobody will know you’ve “failed” as its all covert anyway – so you have all the time in the world to succeed!

If the first cycle does not get the result, it will provide **some other** result. Use that as your starting point to get the next change: Wash, Rinse, Repeat!

The Only 3 things You Need To Do Consciously

Consciously you don’t have to do all that much. You simply:

1. Keep track of the conversation (*i.e. Be Aware*)
2. Spot the **STATES** as they naturally arise (*i.e. Use Your Signal Recognition System*)
3. Apply the states as you need to (*i.e. Integrate*)

That is it! The rest is up to your unconscious mind. Now whilst you’re using the “training wheels” you might want to use one or another technique (like Revivification or the Agreement Reversal Sets) in order to **stimulate** your target’s unconscious mind and show your own unconscious mind how a different behaviour (*that’s all that a hypnotic technique essentially is!*) will stimulate different responses.

Teaching Trances

All Relationships, All Hypnosis and All Change involve a process of training someone to be a certain way. You cannot get away from this no matter how “non-directioning” your approach is. So you may as well train the unconscious mind to help the covert hypnosis process. This is called **Formatting The Unconscious Mind**.

You can Format The Unconscious through:

- Stories
- Examples & Hypnotic Sets
- Revivification & Directionalised Questions
- Role Models (GO FIRST!)
- Preframes and Presuppositions

The Ultimate Preframe

The easiest way to preframe any purposeful interaction (*i.e.* anything that is more than a casual chat) is by getting a **Big Picture** before you begin. The content of the Big Picture (e.g. owning a house in the South of France, with a driveway and vineyards nearby) is completely irrelevant. What matters is the state that the person goes into whilst they talk about what they want.

If their neural networks don't light up in an obvious positive way... ***it's the wrong Big Picture!***

Whilst they describe their Big Picture listen out for the Personal Trance Words (special words/phrases that they lean on which, when you repeat them back to them, light up the positive states all over again).

In ordinary conversations, you don't need a Big Picture because these conversations will wander about aimlessly anyway. To get Personal Trance Words simply GO FIRST and share stories about meaningful experiences and/or dreams & ambitions. When they reciprocate you can listen out for and capture their Personal Trance Words (see the end of Session 1 for an example.)

SPIRITS

- (S) Set-Up
- (Pi) Pattern Interrupt
- (R) Resources
- (I) Integrate
- (T) Test
- (S) Small Step

(S) Set-Up

To set up the covert trance always begin with two things – ***in the following order!***

1. **The Ultimate Preframe** (what's the Big Picture)
2. **The Problem Construct** (get a handle on the problem)

There are 4 Keys To Mastering The Problem Construct:

1. Context (get one *and only one* specific event – date, time, location... everything)
2. Trigger (what is it that they see, hear or feel that switches on the problem state)
3. State (you cannot have a problem without a state to drive it)
4. Behaviour (what are they doing)

(Pi) Pattern Interrupt

Review sessions 1 & 2 on the 2 strategies we focused on there:

1. Take A Break
2. Agreement Reversal Sets

Of course any standard hypnotic trance, or special confusion or overload technique will achieve this. Just remember to **change your voice from Voice 3** (the “problem voice”) into Voice 2 (the trance voice).

(R) Resources

Review sessions 1, 2 & 3 for the strategies we focused on there:

1. Revivification
2. Agreement Reversal Sets
3. Trance Of Infinite Possibilities (TIP)
4. Personal Trance Words

(I) Integrate

If you're being overt/semi-overt just say *“As you're feeling R, go to the problem context and see what happens... NOW!”*

If you are being covert then:

- Change your voice to Voice 2 (trance/resource voice)
- Talk about the problem in Voice 2
- Mix in the positive PTWs (Personal Trance Words) you picked up during the Big Picture Set-Up or the Resource stage
- Mix in the negative PTWs that are associated to the problem, only now confuse and reframe the meaning of these PTWs

(T) Test

To test simply take them back to the context or trigger and see what happens. If you're doing this covertly, simply resume negotiations/a normal chat (*i.e.* use Voice 1 – your normal conversational voice) and notice what happens.

If something is missing: Wash, Rinse, Repeat... go back to the Pattern Interrupt stage and cycle through again.

If all is well, the “shake the tree”. Try to make the problem come back. The more they fail the surer it all is.

(S) Next Small Step

You must get them to commit to the change behaviourally, that will help them to identify with it. Do NOT go for something extravagant or big. Remember we're being **covert** here. So go for whatever the smallest next step in the sequence would have to be.

Think of it as the pebble that launches the avalanche.

For bonus points associate the next small step with the PTWs for the Big Picture you got during the Set-Up. This makes the Next Small Step virtually irresistible because they get an instant payoff (the desired state) when they engage!