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[Mastering the Art of Communication](#)

[8 Habits of Highly *Ineffective* Communicators](#)

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[Covert Hypnosis](#)**New!**

[Deep Trance Research Project](#)**New!**

[Making Hypnosis Understandable Pt. 1](#)

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[Hypnosis & Self Hypnosis](#)

[Pain Relief with Hypnosis](#)

[Hypnosis and Healing, Part One](#)

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[Hypnosis and Healing, Part Three](#)

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[Hypnosis and Healing, Part Five](#)

[Understanding the Mind from Hypnotic Experience](#)

[Neurolinguistic Programming: Playing Those NLP Mind Games, Forever](#)

[Advanced Patterns of NLP](#)

[Eye Accessing Cues Research Project](#)**New!**

[Miracles of Hypnosis](#)

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[Hypnotherapy, The Placebo and The Nocebo:](#)
Part Two "Deepening Our Understanding of The Human Mind"

[Tinnitus and Chronic Illness](#)

[How to Know What Protocol to Utilize First](#)

RELATIONSHIPS

[Irresistible Attraction](#)

[Love Relationships](#)

SALES, NLP AND THE ART OF PERSUASION

[Tough Customers: Customers From Hell \(and how to sell them!\)New!](#)

[Use Your Body to Get the Job! \(It's not what you think!\)New!](#)

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[The Psychology of Persuasion: #160;How to Influence Others to Your Way of Thinking](#)

[The Nine Laws of Persuasion: How to Influence Others to Your Way of Thinking](#)

[The Quantum Nature of Reality](#)

[Can You Hear Your Body Talking?](#)

SUCCESS AND PATTERNS OF THINKING

[Millionaire Mind](#)

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YOUR HEALTH: CHRONIC ILLNESS, TINNITUS, WELLNESS

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KEVIN HOGAN PERSONAL APPEARANCES

Come out and see Kevin Hogan in person!

Check back on this page often for the latest news. It is updated frequently.

UP COMING EVENTS

March 1, 2003: 9:45 AM-12:30 PM \$39

Igniting Their Inner Desires with Kevin Hogan, Psy.D. (Open U), Minneapolis, MN. There are 16 fundamental drivers of human behavior. These are in-born genetic tendencies that are then modified as we grow and interact with life. Once you know how to tap into these core desires you can literally get anyone to do anything you want them to. Whether you want to motivate others or yourself you can now utilize this simple system to achieve outcomes you once thought out of reach.

You will learn the 16 internal motivators that generate all of our beliefs, attitudes and values. You will then discover how to tap into these most fundamental foot holds of human behavior. You will literally be able to understand what makes people tick without giving them pencil and paper tests. Finally you get to take home a sense of clarity about what people do and why.

This special class is based on the consulting work that Kevin does for corporations around the world. His daily fee? \$5,000. Don't miss out on a once in a lifetime opportunity. [Register for this Course](#)

March 1 , 2003: 1:15-3:45 \$39

Story: Mastering the Secret Skill of Great Communicators with Kevin Hogan, Psy.D. (Open U), Minneapolis, MN. Have you ever been bored to tears listening to someone tell you story after story? Now is your chance to learn how to tell magical stories that captivate any listener or audience. There are six essential elements to enchanting the minds of someone you are sitting across from and you will learn them all today! You will discover how to tell the same story over different periods of time. 30 seconds. 3 minutes. 30 minutes. You will get hands on experience to learn how to tell stories that will enhance your charisma and credibility. Developing trust is one of the key goals of stories. Generating excitement is another. You will have the skills to do all of this by the day's end.

Come and learn from one of the world's better known speakers and trainers. This class will not be taught again this year! [Register for this Course](#)

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May 2-7, 2003:

Hypnotherapy Certification Training with Kevin Hogan, Psy.D. (Open U), Minneapolis, MN. [Brochure](#) Register on-line [Here](#)

May 16-21, 2003:

Hypnotherapy Certification Training with Kevin Hogan, Psy.D. (Discover U), Seattle, WA. [Brochure](#) Register on-line [Here](#)

Kevin Hogan, Ph.D. is the founder of kevinhogan.com, the ultimate human behavior resource website. Kevin has written ten books including [The Psychology of Persuasion](#), [Selling Yourself to Others](#) and [Body Language: The Secret Code of Communication](#).

For more information, or to request an application form, just [E-mail Kevin@kevinhogan.com](mailto:Kevin@kevinhogan.com)

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Kevin Hogan: A Brief Biography and Resume



Kevin Hogan has a doctorate in psychology and is the author of eight books including [The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking](#) and [Talk Your Way to the Top: Communication Secrets that Will Change Your Life](#). He is the BBC's and The New York Post's expert body language resource for analyzing key White House figures. Hogan teaches Persuasion and Influence at the University of St. Thomas Management Center and is a frequent media guest. Articles by and about him have appeared in Mademoiselle, Success!, Office Pro, and Selling Power magazines among others. He was recently featured in a half dozen magazines (including wProst) in Poland after teaching persuasion and influence skills to that country's 350 leading sales managers.

Kevin is a dynamic well-known international public speaker, consultant and corporate trainer. He has trained persuasion, sales and marketing skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbucks, Cargill,

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Pillsbury, Carlson Companies, Fortis Insurance, Great Clips, The State of Minnesota, 3M, The United States Postal Service and numerous other Fortune 500 companies. His keynotes, seminars and workshops help companies sell, market and communicate more effectively. His cutting edge research into the mind and keen understanding of consumer behavior create a unique distillation of information never before released to the public. Each customized program he leads is fit specifically to the needs of the group or organization. Kevin will give your people new and easy to implement ideas to achieve excellence.

Books Authored

- [The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking](#) (3rd ed.)
- [Talk Your Way to the Top: Communication Secrets that Will Change Your Life](#)
- [Selling Yourself to Others](#)
- Life By Design: Your Handbook for Transformational Living
- [The Gift: A Discovery of Love Happiness and Fulfillment](#)
- [Irresistible Attraction: Secrets of Personal Magnetism](#)
- [The New Hypnotherapy Handbook: Hypnosis and Mindbody Healing](#)
- [Tinnitus: Turning the Volume Down](#)
- [Through The Open Door: Secrets of Self Hypnosis](#)

For more information about having Kevin Hogan speak for your organization, please click [HERE](#).

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Join Now! FREE Weekly E-zine: Coffee with Kevin Hogan. Free One Year Subscription! Packed with articles and information you can use today. Have Coffee with Kevin Hogan every Monday morning and read about the latest in influence, selling, hypnosis, nlp and relationships. Each week subscribers receive one special offer on books, CDs and Videos that aren't available anywhere else on the web! Sign up below to be included!

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TODAY'S QUOTE:

"To change one's life, start immediately, do it flamboyantly, no exceptions." **William James**

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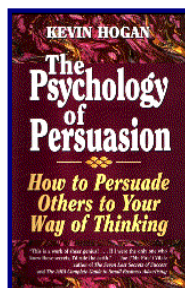
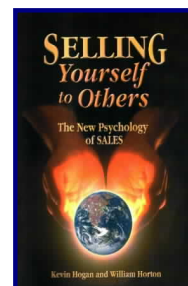
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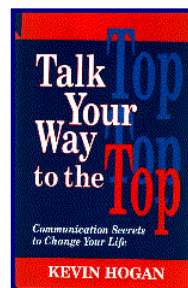
Kevin Hogan, Speaker



The following are the most frequently asked-for programs that Kevin Hogan offers. *These programs are custom designed* to your group's needs and are available in one hour, two hour, four hour, and full day formats. Weekend workshops are also available. Other programs are available upon request. You may e-mail or speak with Kevin Hogan if you would like to request a different program.



Click the image to view a description of the book, and/or order a copy!



- [Selling Yourself to Others: The New Psychology of Sales](#)
- [The 10 Laws of Selling](#)
- [21st Century Selling Model](#)
- [MotivAction: Lighting the Desire Within](#)
- [Emotional Intelligence: Mastering Moods for Success](#)
- [How to Persuade Others to Your Way of Thinking](#)
- [Communication and Presentation Secrets of the Masters](#)
- [Body Language: What Your Body is Saying Speaks So Loudly It's a Wonder Anyone can Hear YOU!](#)
- [Viral Marketing: Unleashing Your Total E-Potential](#)

PATTERNS OF THINKING

[Millionaire Mind](#)

[Journey to Success](#)

[Self-Esteem](#)

RELATIONSHIPS

[New! Irresistible Attraction](#)

[Love Relationships](#)

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~
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Learn what others are saying about Kevin Hogan [HERE](#).

Find out the best way to REALLY select your next speaker [HERE](#).

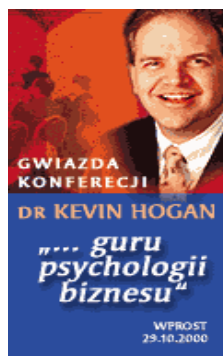
Click [HERE](#) for Kevin Hogan's mini-biography.

PUBLICITY

Kevin Hogan contributed to an article on body language which appears in the January 2002 issue of WOMANS OWN magazine. Get [Body Language: Get the Edge!](#)



Cosmo picked Kevin's brain this month to show women how they can level the playing field in business without changing who they are. Next month, look for Kevin in **First for Women**. Get [Science of Influence Vol. 1 Universal Principles](#)



International Sales Training Guru Kevin Hogan teaches Poland's 350 leading sales managers cutting edge techniques to motivate their sales forces (February 2001).

Poland's number one newsmagazine, WPROST, interviewed Kevin Hogan in the November 2000 issue, after having presented his highly acclaimed weekend seminar based on the book, [Psychology Of Persuasion](#) to a large group of sales professionals and medical doctors in Warsaw. The full content of the interview will be available in English here on this website soon.

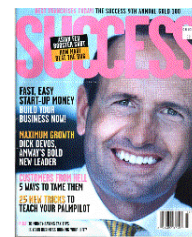


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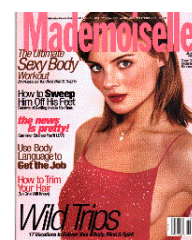


Seminar trainer, Andrzej Batko, joins Kevin Hogan in an invitation-only training for Poland's most esteemed professionals (September 2000).

HANDEL, a Polish monthly newsmagazine, interviewed Kevin Hogan about the emergence of capitalism and commerce in the formerly Communist Poland. To read the interview, please click [HERE](#).



Kevin Hogan contributed to an article which appeared in the November 1998 issue of SUCCESS magazine. Click [HERE](#) to read the article.



Kevin Hogan contributed to an article which appeared in the June 1998 issue of MADEMOISELLE magazine. Click [HERE](#) to read the article.

Selling Yourself to Others: The New

Psychology of Sales

Audience: Salespeople and Customer Service Representatives.
All Skill Levels

Formats: 1, 2, 4 hour formats

Content: The customer decides whether she likes your rep in the first four seconds. Whether that's on the telephone or in person, the first four seconds are going to largely determine the outcome of the call. Kevin shares all the latest research on how to optimize those four seconds. Your people will learn every nuance of making a perfect first impression, every time.

Do you want your people to learn...

- Optimize sales calls by improving impression management.
- 8 specific gestures that build rapport between salesperson and prospect.
- How the colors you wear influence the minds of customers.
- What specific words persuade others to your way of thinking.
- Specific ways to communicate that build rapport fast!
- The 9 most common ways salespeople lose sales in the first 10 seconds.
- Specific strategies to generate loyal long term customers.

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

The 10 Laws of Selling

Audience: Salespeople, Marketing Teams and Customer Service Reps. This is not for beginners.

Formats: 1,2, 4 hour formats **Content:** There are 10 core principles that every salesperson must eventually master if he wants to be in the top 10%.

The Law of Reciprocity, for example, dictates the foundation of long term relationships. The Law of Power determines whether your salesperson will be great or a has been. The Law of Expectancy will increase most salespeople's bottom line by almost 13%...or it will reduce their bottom line as time goes on by the same figure. How they use this law will determine those results.

The seven other laws of selling will contribute positively or negatively to each sales call and ultimately to the success and failure of the individual and the company. As the sales manager confirms appropriate use of each law the long term sales go up. It's simple science and a matter of implementation after the specifics are detailed for you!

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call

you personally.

The 21st Century Sales Model

Audience: Salespeople of all kinds and skill levels. **Formats:** 1,2,4,7 hour formats **Content:** This extraordinary program details point by point the NEW selling model that is completely determined by how customers buy! Advanced psychological strategies are synthesized with older selling models to optimize the success of salespeople.

Depending on the length of the presentation, your people will learn the following in different degrees of depth:

- 5 steps to build rapport quickly and effectively using language, voice and physiology.
- How to put your best foot forward.
- The formula for making the first four seconds a winner every time.
- What specific words to say and what NOT to say to each customer.
- How to quickly identify what your customer REALLY wants.
- 6 ways to have the client sell themselves on your products and services!
- Stay motivated even during “slumps.”
- Specific strategies for selling during tough business cycles.
- How to generate self motivation that lasts all year long!
- Overcome procrastination.
- Increase personal self confidence.
- 4 Specific steps to developing a positive mental attitude.
- The 8 ways to close a sale that work most often.
- The three ways to close a sale that offend most customers.
- Getting the referral.
- So much more it would take a book to list...

This presentation in the 7 hour format is the ultimate day of sales training and one that will change the way your people think about the sale and make a lot more of them. Scientifically validated and results based selling strategies are the only way to sell in the 21st century.

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

MotivAction: Lighting the Desire Within

You can turbo charge your group to new peaks with a dynamic and entertaining presentation by Kevin Hogan. What makes Kevin special is that he is one of America's most exciting high-content speakers. Like Tony Robbins, he can create passion in an audience, then give them tools to go out and produce. Motivational speeches that are custom fit to your group are one of Kevin's specialties. If you want your people to rise to the top, bring in the

speaker who wrote the book! Dr. Hogan is the author of the hot selling, [*Talk Your Way to the Top*](#). He will inspire your people to renew their enthusiasm for their work!

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

Emotional Intelligence: Mastering Moods for Success

Your audience will learn to take charge of their own lives with simple yet powerful tools that allow them to respond to life's challenges by choice, not emotional reactions. Learn how to recognize emotional triggers and defuse them using cutting edge psychological techniques including NLP! Gain mastery over your emotions even in the face of criticism from a co-worker. Living with emotional intention and destiny choice creates the foundation of emotional intelligence. Enhance your career and your business relationships.

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

How to Persuade Others to Your Way of Thinking

The difference between the impotent conversationalist and the motivating communicator is the ability to persuade people to participate in win-win relationships. You will learn cutting edge skills in this presentation that will change the way you communicate forever. Kevin Hogan is recognized as America's leading expert in the field of persuasion. His best selling book, [*The Psychology of Persuasion*](#) is manifest before your eyes when you bring Dr. Hogan to your program.

- Read the body language of others in a split second
- Create rapport instantly with almost anyone
- Learn how to predict the behavior of other people with accuracy
- Help others see you as the answer to their problems
- Close sales at three times your current ratio
- Develop charismatic power, making you a magnet for wonderful people

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

Communication and Presentation

Secrets of the Masters

What makes a great communicator? It's a lot more than talking. Kevin Hogan ignites in your group the desire and passion to communicate effectively. Overcome the eight tragic communication mistakes that people make daily.

- Build rapport quickly with almost anyone
- Learn to communicate with others at an unconscious level with body language
- Be at ease in any situation
- Be perceived as credible and the authority by any group
- Experience success
- Communicate persuasively
- Learn the critical differences between presenting to large and small groups

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

Body Language: What Your Body is Saying Speaks So Loudly It's a Wonder Anyone can Hear YOU!

Did you know that your body language makes up over 77% of your communication with other people? Have you ever found instant rapport with others? Did you know that what side of a person you stand on can determine whether they will say "yes" or "no?" If you are looking to increase the skills of your group then this fun and information packed presentation is right for you!

Your group will learn how to:

- Read facial expressions in others
- Make specific gestures to persuade individuals and groups
- Tell if someone likes them just by looking at them.
- Sit and stand depending on where you are to get people to like you
- Know how body postures reveal different internal messages
- Make small changes in appearance to powerfully influence others

Kevin Hogan has been the world's media go-to-guy when it comes to body language. He read the body language of Al Gore and George Bush precisely for the *BBC*. He was the first to let the cat out of the bag that Bill Clinton really "did" for the New York Post. Everyone from *Mademoiselle* to *Success!* and *Selling Power* has utilized the amazing insights Dr. Hogan offers in an exciting and enticing fashion. To read Kevin Hogan's article entitled **Can You Hear Your Body Talk?**, click [HERE](#). To read

Kevin Hogan's **NEW** article entitled **Body Language: Strategic Movement - Your Covert Advantage** click [HERE](#).

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

Viral Marketing: Unleash Your Total E-Potential

Viral marketing is about spreading profitable ideas quickly and effectively. Information and ideas are driving the new economy. Ideas are making people rich and changing the world. The people and companies that are succeeding in the e-world are those who have their customers spread ideas to other customers. Creating and spreading ideas is what will make or break most companies in the 21st century. This powerful class will show you how to do just that. The ideal learner for this class is anyone in business who needs to understand how to promote and market your company or yourself using the internet and the web. Every business that wants to leverage their customers to rapidly build more customers for continuing growth will benefit.

You will learn:

- How to create BIG ideas that spread FAST
- Generating your customer's enthusiasm so they promote you
- How to spread your virus!
- Who to spread your virus to first
- How to become THE brand in your field
- Maximize the number of people who will catch your virus

Put these practical new skills to work immediately:

- You will leave with a complete plan of unleashing your virus into the market
- You will have specific actions that you can do tomorrow that will spread your virus quickly
- You will know by the end of class whether your idea virus is likely to catch fire or be left in a cloud of dust

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

How will you choose your speaker for your next event?

Most planners acquire an 8-minute demo video that will show lots

of smiling faces in the audience and an electrifying moment being delivered by the speaker. That's a given.

Isn't the best way to choose a speaker to talk with the speaker by telephone? (Anyone can look good on a demo and in their printed material.) There is one way to find out whether a speaker is going to be right for you and your audience. Talk with them! Interview your speaker. What makes them tick? How do they fit into YOUR plans? Can they help you create a blockbuster event?

Do you want a speaker who delivers a canned presentation or someone who creates a program especially for your group?

Do you want a speaker who can motivate, inspire and deliver high quality content or do you just want a pep talk?

Do you want a speaker who has both real life experience and an academic background or someone who has just one of these?

Finally, do you want a speaker who is serious or humorous...or do you want someone who has both qualities?

Ready to speak with Kevin Hogan personally and have your next event a smashing success?

Click [HERE](#) to leave the appropriate information about your company or organization and your next event and have Kevin call you personally.

What are they saying about Kevin Hogan?

*"Kevin Hogan has information that is so powerful it will change your perception of the way you think about yourself, and the way you think about others. It is simple to understand, but is life-changing when implemented. Hire Kevin Hogan!" Jeffrey Gitomer, Author of **The Sales Bible** and **Customer Satisfaction is Worthless, Customer Loyalty is Priceless***

Kevin Hogan has been called, "...the next Tony Robbins" by Andrzej Batko, Poland's leading self-development seminar coordinator.

"I've hired Kevin every year for the last six years. His ability to motivate and deliver practical and useful information is virtually unparalleled. He is literally electrifying...delivers in one hour and one day formats." Elsom Eldridge, Ed.M., President of the International Guild of Professional Consultants.

"On behalf of the 3M Work/Family Program, we would like to thank you for presenting the entertaining and information-packed seminar 'Can You Hear Your Body Talking'. The evaluations have been pouring in from your presentation and the feedback has been

nothing short of wonderful! As people were leaving your seminar that day, many stopped me to say they thought it was the best one we've ever had! That says alot considering we do just over 90 programs each year! Just to whet your appetite, I have included several examples of the great comments we received:

- *"He got his point across with humor and made you want to see and hear what he would illustrate, through his humor."*
- *"Excellent examples and stories to validate philosophies."*
- *"Energetic and entertaining speaker!"*
- *"Excellent! I'd love to listen to him more!"*

"The information you provided was invaluable! Thank you for sharing with us your wonderful stories and great insights! Your enthusiasm and passion for what you do is very evident in your presentations. Thank you for energizing all of us." Jamie Langlois, Work/Family Coordinator 3M

Kevin Hogan's Mini-Biography

Kevin Hogan, Ph.D. is the author of nine books including his newest, *Selling Yourself to Others*, *The Psychology of Persuasion*, *Talk Your Way to the Top*, *Life By Design*, and *Through the Open Door*. He is an internationally recognized expert in selling strategies, body language and influential communication. He is a regular media guest and internationally known speaker and workshop leader. He has been featured in Success!, Selling Power, The New York Post, The BBC, Mademoiselle, Wprost newsmagazine of Poland, and dozens of other publications and television shows. Kevin has spoken before packed auditoriums at 3M, Cargill, Great Clips, Fortis Insurance, Twin City Life & Claim Association, US Bancorp, Lukasbank and more! His mastery in the fields of non-verbal communication and influence make him one of the most knowledgeable, exciting, and effective presenters in the United States.

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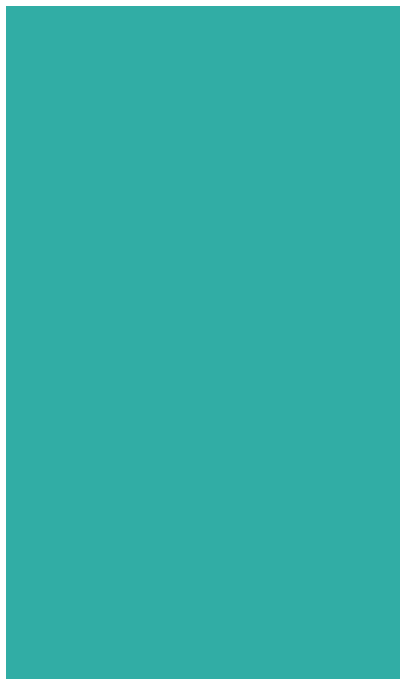
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- [The Noise Can Go Away](#)
- [Reduction of Tinnitus by Hypnotherapy](#)
- [Waiting For The Noise Reduction](#)
- [Tinnitus: My Story](#)

(This is the December 1995 installment of a series of articles I wrote exclusively for Hearing Health Magazine.)

by Kevin Hogan Ph.D., D.C.H.

Listening to the noises of tinnitus in the head, for many, is the curse of a lifetime. Many of us have often wondered what great evil we did to bring this upon ourselves. Of course, we know there was nothing that we did, but knowing that seldom helps. What does help? Can anything truly reduce the noise in our heads? The answer is yes. This is the first in a series of three articles that will discuss how tinnitus is most likely heard and how we can quiet the noise.

Tinnitus is noise that often begins in the middle or inner ear at onset. Later the noise becomes thoroughly enmeshed in our nervous system, and long after the stimulus for the noise has gone or healed, the noise remains.

Why?

Remember the veterans of wars that once felt great pain in their limbs and due to irreversible infection, had to have those limbs amputated? Many still felt pain in a foot or knee or hand, long after the limb had been removed. The phenomenon is known as phantom limb pain and is very common. The brain was never "told" that the limb had

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been removed and a persisting loop of information told the brain that the limb still hurt and that something needed to be done!

Long after Van Gogh cut off his ear, the noise continued. Long after many thousands had surgeons cut the VIII nerve (the auditory nerve), the noise of tinnitus persisted. In fact HALF of all patients having the VIII nerve cut still have tinnitus. How could that possibly be if tinnitus is in the ear? The answer of course is that it is only in the ear in about half of patients. In the other half the noise is persisting in the brain.

The brain is also well known as a chemical producing factory. The improper mix of chemicals can cause stress and depression in the individual. The inverse is also true. Coupling the notion of brain chemistry with the fact that approximately 75% of tinnitus sufferers had depression or anxiety before the onset of tinnitus has fascinating ramifications. In theory, if we can successfully treat stress, anxiety, and depression then we should be able to reduce the volume of tinnitus as well if these three things actually pre-dispose tinnitus. In fact, this is the case.

A simple example is that of stress and anxiety directly causing temporomandibular joint disorder (TMJD). TMJD quite often is the direct cause of tinnitus for numerous reasons. Once the TMJD is properly treated the tinnitus often reduces or is eliminated. In similar fashion, stress, anxiety and depression often cause an alteration in the brain chemistry, that when ignited with a physical stimulus (ototoxic drugs, a loud noise, TMJ, craniomandibular disorder and so on...), tinnitus onsets.

Stress, depression, panic disorder, and anxiety are like fertilized soil. The farmer planting the crops can be likened to the physical stimulus that causes the tinnitus and makes it stay (grow) when in most people, without the fertile soil, it only lasts a short period of time.

Once the tinnitus is "planted" in the brain of the emotionally hurting individual, it grows and soon plateaus in volume. The brain initially becomes aware of this noise and initially does not like the noise. Later, as the brain becomes accustomed to having the noise around, it feels it is necessary for survival and goes looking for it immediately when the conscious mind notices it is not

there. (Have you ever awoken from a nap only to have your tinnitus volume sky rocket? That is your reticular activating system trying to keep you alive!) The brain does not think the tinnitus is "good", it simply becomes a survival issue and a "sound loop" is created in the neural pathways that keeps the tinnitus there.

Long after the physical causes of tinnitus have healed in your ear, the brain will continue to find the noise. This is what is meant when it is said that tinnitus is psychosomatic in nature. The onset was physical in nature, very real. However, the continuation of the noise is often not necessary. Much like hearing voices and other auditory hallucinations, tinnitus is simply a "replaying" of "tapes" the brain feels are necessary for survival.

The brain is an incredible piece of creation and tends to work remarkably well. Like all sounds, tinnitus is processed and "heard" in the brain. The ear, incredible as it is in it's own right is a sensory organ that collects information and keeps our balance along with a few other nice benefits. The ear does not hear though. The brain hears. Sound is stored in the brain and can easily be remembered.

Recall the voice of someone you love very much. (If you have been deaf for your entire life follow along anyway as this pertains to everyone!) You were easily able to do that weren't you? Even if you are profoundly deaf today, you are still able to remember the voice of a relative or friend. The memory of sound is the brain stored. Long after a person becomes deaf, they continue to hear sounds in their dreams. The memory of sound is stored in the brain. When you feel a certain way or have certain important decisions to make you may hear the voice of a parent or friend who is long dead in your head. Some people hear these voices all day long. The brain is working perfectly well. It simply needs a bit of reprogramming!

The implications for those people who listen to tinnitus are profound. The sound is another memory in the brain. Like anything else in the brain, it can be altered through pharmacology or altering states of conscious in natural ways including but not limited to meditation, yoga, hypnosis, biofeedback, visualization and various other mental "technologies" like neurolinguistic programming. When considering tinnitus as a problem we must subdivide the problem into two areas. First there is the level of the

volume of the tinnitus. Second, there is the level of suffering the tinnitus causes. Therefore, we are looking for two solutions. One is to reduce the volume as much possible. The other is to reduce the negative emotional impact we have toward the noises in the head. They are very different things aren't they? The sound of a baby crying to some is the sound of a child trying to communicate and is looked upon as a sound of joy. To others, the sound of crying is hyperacoustic in nature. It can be the most annoying and frustrating of sounds!

Because tinnitus is a noise that is "heard" in the conscious portion of our brain, we can always alter at least one of the two problems. We can always change our interpretation of the sound we here. In most cases we can reduce the volume of the tinnitus and in some cases eliminate it completely. We can, through various means, which will be discussed in an upcoming issue, move from, "This noise is driving me insane," to, "This noise is annoying." That is a **VERY** big step to make and it is not as simple as saying, "you'll have to learn to live with it."

Let us begin with a worst case scenario. An individual has tinnitus which is in no way related to psychosomatic cause. The person was standing next to a fog horn when it went off, had no protection and has had tinnitus from that exact moment on. Another situation along these lines would be someone with a cholesteotoma that is causing the tinnitus. (This cause by the way, is the best reason to get an MRI one needs. Though fairly rare, early treatment is absolutely critical.) This person's tinnitus is NOT caused by anything that had to do with emotional state of mind.

In situations where a specific physical cause is diagnosable and certain, reducing the volume is a greater challenge, but reducing the emotional impact is far easier **BECAUSE** the individual was emotionally happy before onset. These people tend to be annoyed by tinnitus but do not tend to "suffer" with tinnitus. They would prefer it be gone, but generally feel no major negative emotions.

For people who have tinnitus that is exacerbated by TMJD, stress, poor posture, and so on, the opposite is normally true. Here it is easier to reduce the volume but more challenging to reduce the emotional impact of the tinnitus! The reason for the inverse relationship is that stress is the root cause of TMJD. Other negative emotions

have a direct impact on our immune system and our body in general. By correcting the emotional aspect of ourselves, we will gradually reduce the volume of the tinnitus. Unfortunately, once that negative emotional belief system has interpreted the tinnitus as a curse or a cause for suicide, even reducing the depression and stress often doesn't alter the interpretation even though volume reduces dramatically.

The positive aspect is that for a person whose tinnitus was born in depression or anxiety, with the physical stimulus, this person is also likely to have significant improvement given time, a good medical plan with an M.D. and many lifestyle changes that will be discussed in the next issue of Hearing Health.

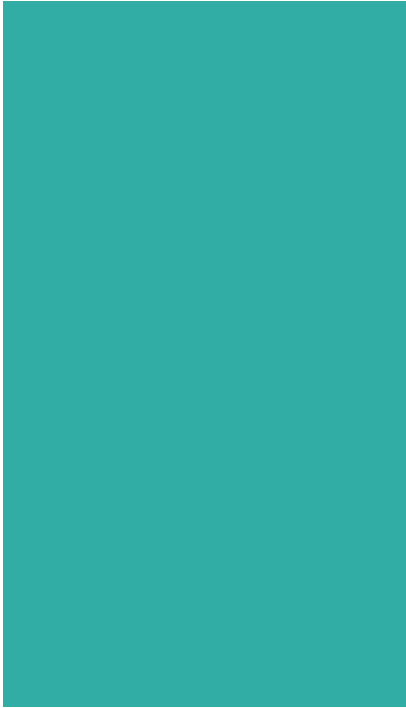
Kevin Hogan received his doctorate in clinical hypnotherapy from the American Institute of Hypnotherapy in Irvine, Ca. Dr. Hogan once had tinnitus that varied from the 50-80 dB level persistently. Through various medications and lifestyle alterations Dr. Hogan normally does not hear any tinnitus and when he does it is in the 10-20 dB level. Dr. Hogan is the author of The Tinnitus Reduction Program. You can [order the program](#), or for free information contact the author.

Feel free to write or [email](#) Dr. Hogan.

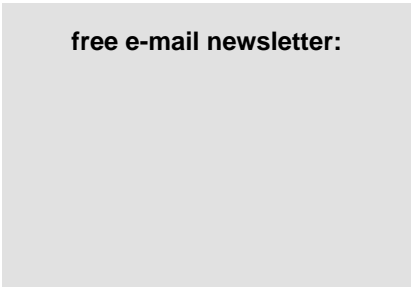
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Communication

MASTERING THE ART OF COMMUNICATION

Kevin Hogan

Communication is your door to financial wealth, loving relationships, and all that is good in life. Communication is the most talked about and least understood area of human behavior. Our ability to communicate in so many modes is unique to humans on earth. People who do not have the ability to speak can be wonderful communicators. The loss of one or two senses certainly can impair communication, but it does not have to stop communication. Effective communication is rarely taught and even more rarely learned in our society. What follows is an outline of a few of the many keys to mastering the art of communication. Superior communication skills are unquestionably vital to living a life by design.

BASIC COMPONENTS OF COMMUNICATION

Interpersonal communication includes at least the following elements:

1. A transmitter. Someone who wants to "send" a message verbally or non-verbally to someone else.
2. A receiver. Someone who will "receive" a message from another person.
3. A message. Information in some form.
4. Noise. Anything that interferes or causes the

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- deletion, distortion or generalization of the exact replication of information being transmitted from the mind of the transmitter to the mind of the receiver.
5. Feedback. Both the sender and receiver constantly elicit verbal and nonverbal feedback to the other person.
 6. Replication. The duplication of understanding in one person that is in the mind of another person. Replication is an approximate goal and philosophically not perfectly possible, though desired.
 7. Understanding. An approximation of what the message means to the sender by the receiver.

Excellent communication is the ability to transmit a message by the sender to a receiver and have that message replicated in the receiver's mind. Excellent communication is the ability to receive a transmitted message by the sender and have the receiver be able to replicate the form and intent of the message in the receiver's mind. If the receiver is uncertain about some aspect of a communication, it is the responsibility of the receiver to clarify the communication through the artful use of questions. The transmitting communicator also accepts the responsibility for the result of a communication. This means the transmitter must be certain to code a communication so it is received in a manner that is understandable to the receiver.

All of this is of no consequence if a person is uncomfortable in the communication process to begin with.

Do you ever feel uncomfortable communicating with people in "one on one" setting? If so, you will benefit from the following exercises which are designed to help ease discomfort in one on one situations. Please ask a friend to help you.

INTRODUCTORY INTERPERSONAL COMMUNICATION EXERCISES

Silence-

Sit across from your partner at a distance of 18-48 inches.

No less, no more. For two minutes you must both sit in silence. You must look at your partner for the entire two minute period. You succeed in this exercise if you are able to keep your eyes on your partner for the entire two minutes. It is not important if your partner maintains eye contact with you. It is only important that you look the entire two minutes at the other person's face or eyes without moving your glance to anything else.

When you have your partner's approval for completing this exercise you may move to the closure exercise below.

Closure-

Sit across from your partner at a distance of 18-48 inches. No less. No more. You will ask your partner to look at various objects or locations in the room until you have asked your partner to look at a total of 20 objects. After your partner looks at each of these objects, you will say, "thank you." Once your partner has looked at twenty objects, your partner will tell you that you have successfully accomplished this exercise designed to teach you to close cycles of communication.

With your partner's approval you may move to the next exercise.

Instigation Deflection-

Sit across from your partner at a distance of 18-48 inches. No less. No more. In this exercise, you will sit and listen to your partner attempt to harm you emotionally with his words. He has two minutes to go on a verbal rampage against you. He can say anything he wants, using any tone of voice he wants. His objective is to get you to argue or disagree with him. You successfully accomplish this exercise if you remain silent during the entire two minute time period and maintain eye or face contact without looking away. If you laugh or talk, you must start over.

At the end of the two minutes, thank your partner and make sure he knows that this was your exercise and that you know what he said was designed by you, to help you. He meant no harm. You asked him to do this exercise to help you deflect the verbal abuses of others. With your partner's approval you may move on to the final exercise to help you in confrontational communications.

Answer my question-

Sit between 18 and 48 inches across from your partner.
Ask them a specific question.

- "Do dogs meow?"

You are going to say, "thank you," when your partner answers you with "no." However the partner can choose not to respond, change the subject or ask you the question back instead of answering your question with a no. Your partner may do this four times for each of these four questions. He must give you a straight "no" answer on or before the fifth time you ask, "do dogs meow."

You succeed if you only say, "Do dogs meow?" after each non-responsive answer and when you say "thank you" to the correct answer to the question.

The other three questions are these:

- "Are mailmen all women?"
- "Do birds eat sharks?"
- "Can you walk on water?"

The correct answer to all the questions is "no," and you must eventually elicit a no response from your partner. You may only use the words in the original question. This is how you succeed. No time limit is necessary, but each question should take no more than two minutes.

The purpose of this exercise is to teach you to remain focused on the goal of your communication and your ability to ask the same question after it has been ignored or a new direction has been taken by your partner.

When these exercises are completed, have your partner express his or her true feelings about you, to you. If anything he said still has you upset, make certain you discuss this now with your partner.

These exercises teach you to communicate and maintain your composure easily and effectively in difficult situations. Having mastered these difficult exercises you will be ready to move toward the macro level of interpersonal communication.

OUTCOME BASED THINKING

When effectively participating in interpersonal communication, a key element on your part is that of outcome based thinking. Outcome based thinking entails knowing what your objective is before entering into a task, communication or project. It is not always necessary to consciously use outcome based thinking in interpersonal communication. There are many times that it is simply nice to 'be' with someone. In these cases it is often far more enjoyable to remain non-directive.

When do you use outcome based thinking (OBT)? You will use OBT when you are negotiating anything. You will normally use OBT when you are in problem solving and/or task oriented communication. Whenever you want or need something you will use OBT. You will almost always use OBT when you are at work or in your business setting.

How do you use OBT for effective thinking and effective communicating? By providing yourself with a road map that allows you to know where you are going is the first step. I've often said that, "once you know where you are and where you are going, it's relatively easy to get there."

KNOW WHAT YOU WANT WHEN COMMUNICATING.

It is difficult to effectively communicate if you do not know what you want in the communication. Living life by design means that you are empowering your life with true purpose and mission.

OBT starts at the macro level, then works its way to the micro level. As you live a designer's life, you begin to notice how most of what you do is within the larger context of your mission and purpose in life. The process of OBT is detailed below. Think of an upcoming event, appointment or situation where you will hope to effectively communicate with someone. Once you have something specific in mind, integrate that situation into the model below.

OUTCOME BASED THINKING

MODEL

1. What precisely do I want out of the process?
2. What does the other person want? If I don't know, what are they likely to want?
3. What is the least I will accept out of the process?
4. What problems could come up in the process?
5. How will I deal with each one, and if possible, use the problem as a BENEFIT for the other person?
6. How will I bring the process to a conclusion?

You can use this model when you are negotiating the purchase of a new home. It's also simple enough to integrate into daily life communications with your life partner, children and friends. Excellence in communication often follows the discovery of your fellow communicator's values. This model allows you to more thoughtfully structure whatever message you are preparing to "give." By actually taking the time to think through this process in a step by step fashion, you become more comfortable in expressing your feelings, thoughts, and emotions with others. Similarly, it makes you very aware of what others needs and wants, or more simply, values are.

Everyone has values but values differ from person to person. Even when people have the same values, they can differ greatly in their hierarchy. Two people may each have health and love as extremely important values. One of the people may have love as the most important value, the other could have health. This seemingly small differentiation can in and of itself mold different personalities. Learning the key values of other people is therefore tantamount to being an effective communicator.

Discovering the values of others can be accomplished by using the values determination model below. A few simple questions of your fellow communicator will help you learn what is truly important to them. It is interesting to note that values are context-dependent. In other words, what is important to someone in a love relationship may have a different value in a business relationship. These differences are accounted for in the model below as you will notice.

VALUES DETERMINATION

MODEL

1. "What is most important thing to you about X?"
(Buying a house, choosing a restaurant to eat at, your job, etc.)
2. How do you know when you have gotten X? (How do you know when you are happy? How do you know that you have the right house? How do you know that you have gotten a good deal on buying a car? etc.)
3. What's the next most important thing to you about X?
4. What else is important to you about X?

(For more communication patterns and techniques for persuasion, order my books, [Life By Design](#) and [The Psychology of Persuasion](#).

Until then, here are a few more distinctions that can make a difference for you now!

RAPPORT

It is probably fair to say that most people enjoy talking about themselves. This is one reason the values determination model is so effective. You are asking people about their most highly valued feelings and thoughts. This is an excellent way to augment the development of rapport in communication. Rapport is the perceived affinity between two or more people.

Rapport is the perceived affinity between two or more people.

The ability to build and maintain rapport in communication is one of the key skills of a master communicator. One of the greatest examples of rapport building is found in the New Testament. Notice how the apostle Paul uses rapport to prepare his listeners for what he wants to communicate to them.

The setting is this: Paul is in Athens, Greece. Athens has a largely pagan culture. The city is filled with idols and temples to mythological gods. As a Jew, this is repugnant to Paul. Some of the local philosophers have challenged

Paul to a debate. They bring him to the infamous Mars Hill. It is here that we pick up Paul's communication mastery...

"Men of Athens, I perceive that in all things you are very religious." (This immediately breaks their skeptical pattern of thinking and creates an instant bridge for Paul to metaphorically walk on.)

"...for as I was passing through and considering the objects of your worship, I even found an altar with this inscription: TO THE UNKNOWN GOD. Therefore, the One whom you worship without knowing, Him I proclaim to you."

(Paul uses his persuasive communication skills brilliantly. The altar is one of THEIR objects of worship. The God he wants to discuss is one of THEIR gods. He is not going to talk about some new god!)

"God, who made the world and everything in it, since He is the Lord of heaven and earth, does not dwell in temples made with hands." (God **MADE** the world, he tells them. He's **OBVIOUSLY** much too **BIG** to live in a human temple!)

Paul continues his discourse, explaining that God gives us life, our breath, and a place to live. He explain that God needs nothing from us.

"...for in Him we live and move and have our being, as also some of **YOUR OWN POETS HAVE SAID**, 'For we are also his offspring.'"

"Therefore, since we are the offspring of God, we ought not to think that the Divine Nature is like gold or silver or stone, something shaped by art and man's devising."

Paul once again maintains rapport by returning to citing the Greeks authorities. Building rapport is one step. Maintaining rapport and bridging into the message you wish to tell is another.

"Truly, these times of **IGNORANCE** God

overlooked, but **NOW** commands all men everywhere to repent, because He has appointed a day on which he will judge the world in righteousness by the man he has ordained. He has given assurance of this to all by raising Him from the dead."

Paul has reached the crux of his message and has held the attention of his audience. It was the rapport that Paul built with the antagonistic philosophers that is the key to his successful communication here.

Rapport is much more than verbal compliments of course. It is the non-verbal behavior that is involved as well. (Non-verbal behavior that enhances the building of rapport can be found in my book, [The Psychology of Persuasion](#).)

CLOSURE IN COMMUNICATION

The ability to politely and effectively close a cycle of communication is a skill that more people need to become adept at. Closure is the ability to acknowledge the other person, say "thank you" to the other person or confirm that what was said was understood. Closure is the final step in any segment or cycle of communication. You have experienced communication that did not "end." Someone walked out of a room, hung up the phone, switched subjects in mid-conversation without explaining why, etc.

When complete cycles of communication are not accomplished, it leaves the person with tremendous frustration and often anger. You can always be certain to have closure in communication by acknowledging that you have heard and understood what a person has said to you. It is not necessary to agree with someone if you are not prepared to. It is necessary to close each cycle of communication.

Tape record the following Image-Creation to experience a presentation or speech you will make, in advance. Listen to the Image-Creation before making your presentation.

Image-Creation # 6 An Award Winning Speech

Find a quiet and calm environment. Sit or lay down in a comfortable position.

Close your eyes and take a deep breath and release it. Go out into the future and imagine a time when someone asks you to come and give a speech on the secrets of success as you know them and have applied them in your life to get where you are at this future stage of your life. As you give this speech, listen to the applause. Notice the smiling faces in the audience. Carefully observe what the members of your audience are wearing. What does the room smell like? What is the temperature like in the room? Listen to the sound of your voice as you speak.

Be certain that you are looking through your eyes as the speaker as you give this speech.

As you close your speech, observe the audience give you a standing ovation. Meet the people in the front row.

Shake their hands and thank them for caring so much about you and what you had to say.

Confirm for the people you talk to after the speech that they too can be successful if they will simply design their own life. As you feel the most enthusiastic and exhilarated you may return to now.

Take a few deep breaths and open your eyes when you are ready.

Once your eyes are open, remember the most exciting and exhilarating moment of the speech and squeeze your middle finger. You are anchoring these feelings and this accomplishment to your middle finger.

BECOME FASCINATED BY WHAT OTHERS CAN SHARE WITH YOU.

Most people seem to try to be interesting when they should be interested. The truly successful communicator is a curious person. He wants to know more about other people. She is truly fascinated by what other people can share with them. You may sincerely wonder how you could be interested in some people. If what interests them doesn't interest you, then discover how they became interested in what they are interested in. In other words, if you don't like fishing and someone you're communicating with does, find out how they became so excited about fishing. What experiences do they have that started this fascination.

By making others feel special, they will feel that you are special.

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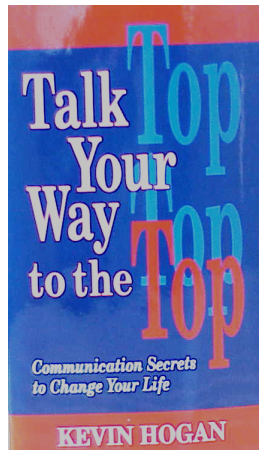


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8 Habits of Highly Ineffective Communicators

Excerpted from **Talk Your Way to the Top!** by Kevin Hogan

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Why do people often find themselves losing concentration, daydreaming, and drifting off during conversations? Certain words and phrases can cause persons on the receiving end of a conversation to shut down, preventing them from listening carefully to what's said. The person communicating may be injecting so many negative words and ideas that the listener begins to feel depressed and heavy inside. Or, perhaps the communicator is boring, speaking all about himself or people the listener has never met.

What if that poor communicator is you? How would you know if you're the one inserting negative associations, bringing up insignificant details, and droning on about you, you, you? How do you know if someone is really interested in what you have to say and is really engaged in the conversation? How do you observe whether the person or group is interested and intrigued or looking for the door?

Top-notch communicators learn from everyone they talk with. Subtle cues reveal whether you've established rapport, are speaking in a way the audience understands, and are using words that create desire and interest. Be willing to identify in yourself those things that push others away and prevent them from listening as well as you would like. It's a potent aspect of self awareness that allows you to stay fascinating to everyone



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around you.

Following are eight habits that make for highly ineffective communication. As you read these scenarios, decide if you see yourself in them. Take time to be honest about your style of communication and the effect you have on those around you.

Argumentative Communicator

Do you enjoy playing the devil's advocate? Do you constantly offer your opposing opinion when no one asks for it? Do you find yourself saying the word "but" in your conversation with others? If the answer is yes, you may be an argumentative talker. There is an effective way to take an opposing view, but it may destroy rapport. There is a way to give your opinion, but it may be received as unwanted advice. When you continue to oppose the comments of your listener, you run the risk of making him feel wrong, stupid, or uninformed.

Comparison Maker

Comparison happens when you share a thought or a feeling with a friend. It might be something that is very personal or something for which you're looking for understanding. The friend will offer a response that tells you she doesn't really care about what you have to say.

It might go like this: "I have been talking with my boss about how to handle this negotiation with Sally. I tried to get in to see him yesterday, and he acted like he didn't want to talk to me about it."

Friend responds: "I know just what you mean! I had a boss once who was always finding time for everyone else, and every time I tried to ask a question, she would brush me off. Once when George was talking to her, he...blah, blah, blah."

If you find yourself always looking to compare an event in your life with one in your friend's life, change that nasty habit and develop the skills of great communicators.

Better-Than Talker

The difference between a liar and a communicator is clear. The communicator is making an effort at understanding. A talker rambles endlessly without intending for both people to benefit from the conversation. The Better-Than Talker is similar to the Comparison Maker, but with a more condescending tone. The Better-Than Talker is not comparing for purposes of being compassionate, but for the purpose of creating superiority. He is interested in feeling superior to the person he is speaking to, and that requires the listener become inferior. If the listener feels inferior, the talker is not in rapport, and any hope for a connection is lost.

Hear-My-Old-Baggage Communicator

Some people beg for sympathy. It may come out of a need to be rescued, or it may be a real cry for help. If you recognize this in yourself, take a look at why you need sympathy from others and why it is important for others to feel pity for you. Maybe you've led a sad life and really feel you deserve a little sympathy. That certainly isn't unreasonable. Maybe you've gotten the short end of the stick and have been the victim of some terribly unfortunate events. That's OK, too. People do have these experiences. But take this challenge to a qualified therapist and work through your difficulties with him or her. With the exception of recent events that demand sharing sympathy (losing a job, or the death of a loved one, for example), old baggage doesn't belong in conversations. Old baggage places an obligation on your listener to feel something he may not want to feel. It also connects being near you with feelings of sadness, need and despair. The more you dredge up old baggage, the more others associate those feelings with being near you.

If you want to help others feel bad around you, try to get as much pity from them as possible. If you want others to seek you out and feel good around you, then save the truly difficult experiences of your life for your trained therapist. He can listen with a degree of empathy and objectivity that friends and business associates simply cannot.

Judgmental Communicator

When Jason says, "Jim is really getting stressed. He must have some difficult clients right now.", it's not a judgment. It's an observation, which is good. When Cathy responds and says, "I know what you mean. He has never handled stress well. When he blew up at Ken the other day, he was so rude. He can't control himself, and I'm really tired of his attitude," that is a judgment. Cathy makes a statement of opinion as to what kind of person he is and how he is wrong for being that way.

If you judge others, you may think you're doing it to gain rapport or take a side. But you may alienate yourself by showing lack of self respect. If you aren't internally well aligned, you may find you have a need to judge others in order to feel better than they are.

Being judgmental is a dead giveaway that you have issues of incompetence and insecurity. Don't play in to that trap. Respond in a way that strengthens your position of self respect and self esteem.

In the example, Jason should have responded with, "Jim has always been helpful to me. I've learned a lot from him. He has his challenges, like we all do. Maybe he just needs a hand right

now."

Interrupting Communicator

The single, most powerful message you can send your listeners is to use the amazingly simple technique of repeatedly interrupting them. When someone interrupts you, you know they believe what they have to say is more important than what you have to say. When someone interrupts you, you know they think they're better than you.

When you communicate with others, take a breath after your partner has finished before you speak. In that breath, you are saying, "I heard what you said, I am taking it in, and am appreciating your communication. This one technique is golden.

Complaining Communicator

Complainers face the same trouble as the baggage communicators. You feel bad when you're around the complainers. When you complain, the state that you put your listener in is the state that he will associate with being around you. If you're a chronic complainer, you create negative feelings in others and push people away, rather than draw them near. Complaining is something best left for customer service and avoided in communication with those you love or with whom you do business.

Gossiping Communicator

Gossip is probably the most evil, deadly, miserable way to communicate. Don't use it, don't participate in it, and don't respond to it. You give away so much of who you are when you spread or even listen to gossip. A gossip is someone who is very insecure, whose self esteem is dependent on finding fault in others, and whose world honors the small, weak, and petty. Anything shared with the gossip is likely will become public knowledge and will be used against the person who shared the information.

If you're around someone who gossips, share your thoughts on gossip. When you say, "I really don't want to hear that. It is none of my business. And, anyway, I really like George," you encourage your listener to stop gossiping.

Excerpted and reprinted with permission from *Talk Your Way to the Top: Communication Secrets to Change Your Life* by Kevin Hogan, Pelican Publishing Co., Gretna, LA.

To see a complete description of the book, **Talk Your Way to the Top**, please go to our [Catalogue](#)

Please direct your comments or questions to the author at:
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Insightful comments and questions will be published if space is available and you note in your questions that you would like it published!

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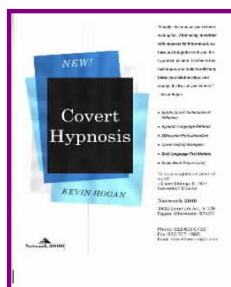
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Covert Hypnosis

**Adapted from: The Covert Hypnosis Operations Manual, Kevin Hogan,
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By Kevin Hogan



**NOW AVAILABLE! Covert Hypnosis: An Operator's Manual
for Influential Unconscious Communication in Sales,
Business, Relationships and Hypnosis!**

Covert hypnosis has been used for millennia but only in the last 60 years has it been refined. During these last six decades covert hypnosis has been used to help athletes run faster, hit more home-runs and catch more touchdown passes. Covert hypnosis has been utilized to create conformity-thinking in everyone from military personnel to corporate employees to church-goers. Covert hypnosis is a powerful skill in the therapist's office as well. This article is adapted from my latest work called The Covert Hypnosis Operations Manual. You will read non-directive and non-suggestive examples of covert hypnosis in the Journal of Hypnotism.

(25 minutes after my client first walked in the door, it became apparent that a little covert hypnosis should precede our case analysis and trance-work. This conversation recently took place in a slightly more expanded form.)

KH: What will happen if you continue to yell at your husband?

Client: I suppose he will leave me.

KH: What would that be like?

Client: It wouldn't be any fun.

KH: What would that look like?

Client: Well, I suppose I would be alone with the kids and there would be no one there to help out.

KH: What else would it look like?

Client: I think I'd be pretty depressed.

KH: What do you feel like?

Client: I think... I feel sad...I cry a lot...I'm really very sad.

As you can see, the client has gone into trance as she talks with me. Her eyes were wide open...in apparent every day conversation. Notice that I suggested almost nothing to the client. The client suggests to me what it will look and feel like. (My predictions of what her life will be like are not important at this time.) What she visualizes as the continuation of this particular target behavior is very important. By the way, the client was seeing me for anxiety and depression. The anger she was experiencing with her husband was significant and probably relevant to her long-term improvement. Notice what we do next.

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KH: I understand. (Pause) And if you stopped yelling at your husband, what would that look like?

Client: (She looks away.) I think that he would want to spend more time with me.

KH: And what does that look like?

Client: We'd have more time to talk and be with the kids...more cuddle time.

KH: And are those all things you want to see in your life?

Client: Yeah.

KH: And how do you feel?

Client: I feel good.

KH: Do you see any bad things about not yelling at your husband anymore?

Client: (Pause) No. I don't think so.

KH: Are you certain?

Client: Yes. I really have to stop screaming at him.

KH: OK. So the next time you feel like you are going to scream at your husband are you going to go inside and say to yourself, "STOP! Do something else?"

Client: Yes, I can do that.

KH: What will you do instead of screaming at your husband?

Client: I can just shut up.

KH: What else can you do instead of screaming at your husband?

Client: I could just go do something else.

KH: What else can you see yourself doing instead of screaming at your husband?

Client: (she looks away) Take a breath and tell him what I feel instead of yelling at him.

KH: Are you sure that is a good thing?

Client: Yes. (she looks back at me) I can take a breath and quietly tell him what I'm feeling and what I need him to do.

KH: Let's just pause for a minute here. See what that looks like. Pause, take a breath and quietly tell him what you need him to do.

Client: (Long pause as she looks away) OK

KH: How does that look?

Client: He listens.

KH: Do you like that?

Client: (grins) Yes. I like that.

KH: And how do you feel as you say to yourself, "STOP! Do something else?"

Client: (smile) I feel good.

As you can see, several things happen here covertly. First we find the target behavior (screaming at her husband) and we have the client ultimately identify what they would prefer to do instead of the behavior we are targeting to extinguish. We do this before regression hypnosis and before parts therapy. A critical element is to have the client tell you in this light trance state what they want to experience instead of the target behavior. They must see this behavior not just verbalize it. They must see the consequences of this new behavior just like they did of the actual target behavior.

Covert techniques of hypnosis are among the most useful in trance if you utilize them correctly.

Here is what we have learned so far:

1. Identify a target behavior. This is a behavior they no longer want to

- experience. It could be anxiety, hair pulling, swearing, anything.
2. Have the client see what the continuation of the behavior will ultimately mean.
 3. Have the client identify a preferred behavior.
 4. Have the client identify the consequences of this new behavior.
 5. Be certain that the behavior is REALLY the behavior they want to experience. (Sometimes a client will tell you what they think you want to hear instead of what they want to do.)
 6. You as the therapist need to be certain the behavior is ecological. (That means that it is going to be good for the client and others in the environment.)
 7. Do not judge what you perceive to be inappropriate responses by the client.
 8. Never tell a client they are wrong.

Covert Conversational Hypnosis

Everyone knows you are a hypnotherapist. They know you get paid to help people change their frame of mind! Therefore you can assume that people are going to be more sensitive and aware of your communications than that of the average person. This means that to create change in apparently resistant clients you will need to utilize this awareness in effective ways. What is the difference between covert hypnosis and covert conversational hypnosis then? The distinction is a fine but specific one. Covert hypnosis is the act of directing a person's mind to outcomes when they are seeing you as a professional. Covert conversational hypnosis is utilizing hypnosis covertly in everyday conversation. In other words, with covert conversational hypnosis, you are not acting in a professional capacity.

Immediately a flag should be raised.
Is this ethical?

My answer: Absolutely. Millions of communication messages are wittingly or unwittingly exchanged every single day. These messages often contain trance inductions and persuade people to take some action, or not. The difference between covert conversational hypnosis and conversation is that of intention. In everyday conversation we tend to communicate without conscious awareness of our unconscious intentions. In covert conversational hypnosis we tend to operate with full awareness of our intention and that of the person we are communicating with.

Imagine (note the hypnotic word induction) that you are a parent and you don't know how the unconscious mind acts and reacts.

"Don't put your fingers into the outlet son!"

The son immediately moves to the outlet and places his fingers in the outlet. Why? The parent clearly ordered the child NOT to do that behavior. The reason is multi-fold. First, the child (in all probability) didn't know it was an outlet. It is a child's (people's) innate programming to be curious and explore that which is novel. Second, there is no unconscious or conscious representation of the word "don't." In fact, the word "don't" is what I call a "directive." This word is useful because we tend to have a polarity response to this word. In fact, in most people, the polarity response is quite strong.

The unwitting child was put into trance and told to place his fingers in the

outlet. That was not the intention of the loving parent, of course. This was a trance inducing conversation where the result was negative...and examples of these conversational hypnosis are endless.

Covert hypnosis is not only powerful it is very real. We accomplished getting the son to put his fingers into the outlet with hypnosis. Now that we know what we are doing we can use covert conversational hypnosis appropriately and make sure his fingers stay occupied with more appropriate behaviors!

Covert Hypnosis for Sports Enhancement

Specific types of self talk and imagery have been scientifically shown to improve sports performance. Other strategies fail to help individuals perform optimally. Covert hypnosis can be used in many effective ways. What follows is an abridged and edited dialogue of a client I saw this summer. The dialogue takes place in the first of three meeting we had together.

Client: ...it just always seems that I blow it. I shoot five holes perfectly then I go to pieces on one hole. Then I shoot perfectly for awhile. Then blow it again.

KH: What would you like to see happen?

Client: I'd like to shoot like Tiger Woods.

KH: What would have to happen for that to occur?

Whenever someone wants to have the same results as the one professional at the top of their profession a bit of re-direction is critical. People like Michael Jordan, Tiger Woods, Mark McGuire, Sammy Sosa, Chris Carter, etc. spent their entire lives on developing a set of very specific skills which they practiced for tens of thousands of hours. Therefore the client must see that while possible to replicate such a set of skills, it is unlikely to occur if the same recipe of success is not followed. In other words, if the client is willing to quit their job, leave their family and friends, yes it is possible that if they are young enough and in the proper physical shape, that they possibly could accomplish the success of Tiger Woods. They will have about the same chances as winning a lottery. It is never ecological for a therapist to assist the client in the decision making process of making such a move.

Client: I'd have to play a lot.

KH: And how many years did Tiger play before he achieved his results?

Client: 20 or so I guess.

KH: And are you willing to dedicate 5-7 hours every day for the next 20 years to achieve the same results?

Client: Well of course not.

(Had the client answered this question with a "yes" response, we would have had some problems!)

KH: So what would you like to see happen in your golf game?

Client: I'd like to shoot my best on all the holes on any given day, not just 15 of them.

KH: If you shot that well on every hole would you be a par golfer?

Client: Just about.

KH: What does that look like?

Client: (Laughs) That looks good.

KH: Tell me, what does it look like to you?

Client: Well, I see myself finishing a round happy for a change and not all pissed off because I blew it again.

KH: And what does it feel like to be happy?

Client: It feels good. It just never happens.

KH: Does Tiger Woods know that visualizing his shots before he makes them helps him be a superstar?

Client: No question.

KH: He still occasionally shoots a bad hole.

Client: Of course. Everyone does.

KH: So you would be happy about what?

Client: Shooting my best on each hole.

KH: And what if you blow the 4th hole at Valley Wood. You shoot the next six well. Do you need to blow the 11th as well?

Client: (Looks at me) Of course.

KH: What usually happens when you blow a hole?

Client: I get too excited that I'm doing good. I say to myself that "this can't last" and I'm always right. It doesn't. (laughs)

KH: (laughs) I understand. Now, when you hear yourself say, "this can't last" can you say to yourself, "STOP! It can last...and it will this time because it can last."

Client: (looking a bit confused) I suppose.

KH: OK, let's look at that. Hear that. Walk up to a familiar tee thinking that "this can't last" and then say to yourself, "STOP! It can last...and it will this time because it can last."

Client: (Pause) OK. I did it.

KH: How does that feel?

Client: Good I guess.

(Good I guess, is not a response I settle for.)

KH: Great, now in your mind, tee off and tell me what happens.

Client: (Looks away) OK, I'm on the fairway.

KH: Is that good?

Client: Yeah, absolutely.

KH: Great, now what happens next?

Client: (pause) I walk up to the ball and I hit it perfectly. Right onto the green.

KH: Excellent. Now what happens.

Client: (pause) I sink a long putt.

KH: Fantastic. How do you feel inside?

Client: I feel great. (Big smile)

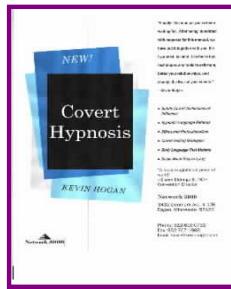
The client has no idea he has been in trance for five minutes. He is totally unaware consciously that he perfectly visualized the experience and had a very positive emotional response. That sets us up perfectly for the balance of our work. There will be no resistance because he now has a wonderful goal in mind. He feels good inside! The client is ready to begin more formal trancework.

Kevin Hogan is the author of The Covert Hypnosis Operations Manual, [The Hypnotherapy Handbook](#) and [Through the Open Door: Secrets of Self-Hypnosis](#).

For Covert Hypnosis Part 1, click [HERE](#).

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Coma/Esdaile State: New research reveals possibilities for our Profession

By Kevin Hogan

Background: Dr. James Esdaile in India

James Esdaile was a surgeon and a "hypnotist" who worked in India in the mid-1800's. Up until anesthesia was discovered, he induced trance in his patients with mesmeric type hand and arm motions to perform surgeries when possible. The experience his clients had while in trance is what we as hypnotherapists have tried to duplicate and now call the Esdaile State.

The hypnotic state is induced very differently than Esdaile's method of course, but the results may be similar. In the 1800's about half of all people died during surgery. Esdaile's success rate for mortality was almost 8 out of 10. Esdaile was doing something right. When Esdaile arrived back in England, Esdaile's colleagues were unable to replicate Esdaile's work. Esdaile was branded a charlatan and his career was destroyed.

One hundred years later Dave Elman was a stage hypnotist who eventually came across "the hypnotic coma state", which he later found seemed to be very close if not identical to the Esdaile state. As Elman taught doctors how to use this state there was great excitement about the possible uses of such deep trance among his hypnosis seminar participants." As more doctors learned how to induce this trance state (and similar other "states"), the number of childbirth's with reduced pain and dental surgeries with no anesthesia rose greatly in those practices. There was definitely reason to be excited about this Esdaile/Coma state.

The Research Project

Setting the Design and Parameters

Here in Minnesota at the Minnesota Institute of Hypnosis and Hypnotherapy we wanted to safely replicate the so called Esdaile state and also explore another proposed state of trance that we will call "Deep Trance." This state has been purported to have special phenomenon related to it. It's believed for example that Edgar Cayce may have experienced his so called readings of the Akashic Records in this or a similar state. Others claim that healing energy can be conducted from the person in the deep trance state to another person who is in physical contact with the person in deep trance. Our goal in exploring these states was to gain insights into these claims and see if any or all held promise for further study.

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We used nine volunteers in our research - eight men and one woman. All were over 18 years old and all were students in an advanced hypnosis training.

The first state after somnambulism we would attempt to test for would be the Esdaile State which is all but synonymous with the Coma State. There are four tests that we used and that Elman used to determine if someone was in the Esdaile/Coma state:

- The client passes a test for anesthesia without being informed that he is about to be tested. (He feels no pain.)
- Client is commanded to move a group of muscles. (Raise a leg or arm.) If this command is neglected the client passes.
- The client is asked to open his eyes. If he does so he fails the test.
- Catatonia. An arm or leg is raised or shifted. It should stay where it is without suggestion or further prompting.

The "script" our hypnotist used is remarkably simple and is really quite long in duration. First, the hypnotist achieves somnambulism with the subjects, then take them to levels A, B and C below "ground level", or in other words, to the basement of relaxation. Then, the four tests described above are implemented. If they pass the four tests in order, then we say that they have achieved what is called the Esdaile/Coma state.

Now, 50 and 150 years later again, we bring back the work of Elman and Esdaile for your consideration.

Research into Coma, Esdaile and Sichort States offers New and Surprising Insights for our Profession.

The decision to research this area was made in early 1999. Chris McAtee, CMH, and myself decided to research the "coma states" of hypnosis as mentioned in the title. Several people train the various coma states across the country and I wanted to know how often they can be achieved and to what benefit, especially for the possibility of surgery with hypnosis.

This research was done at our April Master Certification training in Minneapolis. Only 50% of the people in our training were allowed to participate. We screened people out of the research based upon the likelihood that they would negatively influence accurate and reliable results. Therefore our trainers were not allowed to participate (myself, Elizabeth Nahum and Wendi Friesen). Women, with one exception, were not allowed to be in the room, with one exception, because there is a lot of touching and body manipulation that could have been inappropriate and misinterpreted in some other manner than research.

You can imagine that we all wanted to be in the room when the research was being done but it was obvious that my presence and that of other trainers would influence the results through the "Expectation Effect." ("Kevin is here therefore, I will make this work", or "Kevin is skeptical and I don't think this will work either".) Chris and I decided to test the coma states in a scientific manner to see what results could be obtained and what we could learn about hypnosis that we didn't already know. My contribution was to make sure the work was done scientifically and then disappear to see what an excellent but little known hypnotherapist could do with the coma states. That was Chris's

job.

Chris's work was objective and thorough as you will soon see.

The following individuals were all participants in the experiment. Those with an * sign by their name were familiar through their certification studies with what might be possible or not with the various states, before we began:

Bijan Hararian
Monica Piechowski *
Albrik Avanesian
Ray Grizzell
Uri Blumenthal *
Kim Johnson *
Craig Lang
David Behr
John Hilder *

Introduction and Stage Setting

Chris asks the group of nine participants, "How many people here are familiar with Sichort, Coma or Esdaile states of hypnosis?" The four people noted above raised their hands.

"You will keep silent about what you know, as this is a scientific study and the study needs to be as unbiased as possible. We will be doing tests throughout the night. At some point you will emerge from trance and when you do, simply read the instructions on the board: (They would later find this message: 'Take 5 minutes for a break. Relax, come back, observe and enjoy'.)"

One Hour Induction begins at 4:40 PM

The induction begins at 4:40 and continues until 5:47 and that induction was a modified group Elman induction and a progressive relaxation followed by a gradual deepening with a few 10-1 counts. Once everyone was past somnambulism Chris didn't know if some may be in coma or a deep trance at this point.

Chris now installs ideomotor signals, yes and no, on the left hand. Coma deepening begins to the A, B, C levels, to the basement of trance. Chris now hopes to observe the following in participants:

- No response to suggestion
- Expects limbs that are moved from a position of rest to an awkward position to stay in place.
- Anesthesia without suggestion.

Once at level C, Chris takes to Esdaile state with a 10-1. There appears to be no phenomenal difference between Esdaile state and coma state.

Test One:

Once in the Esdaile state, Chris offers the suggestion to raise one arm then the other, one leg then the other. Those who followed the suggestions fail the test. Only four passed and did not respond. David, John, Kim, and Ray. Those who follow the suggestions are not eliminated from this part of the research but stay in the hypnotic state they are in.

Test Two:

Suggestion given "Now open your eyes".

Five followed the suggestion in one minute, some immediately, some slowly. Then they read the board and realize that they had just gotten door number three, so to speak. They were now allowed to observe the balance of the evening.

Four people now remain in trance.

Test Three:

Of the four, remaining in trance, Chris proceeds to test for unsuggested catalepsy of both arms and both legs. Kim and David are seated in chairs, John and Ray on the floor. Kim fails this test as his limbs drop to their original positions. Kim remains in trance but is not likely to be in coma state.

Test Four:

Test for anesthesia unsuggested, one pinch on back of hand behind the thumb. Chris decided to test his own hand in this location and it hurt more to him than other places on the hand. Then he would do one test on a forearm for each person. Deliberate use of fingernails and extra effort to elicit response. All four pass. No one apparently feels pain of the four. Shortly after this, Kim opens eyes when testing for unsuggested catalepsy. (Anesthesia can proceed catalepsy.) Three of Nine "Succeed". David, John, and Ray achieve Esdaile state: defining Esdaile as unsuggested catalepsy and unsuggested anesthesia in trance. Everyone in the room is amazed. Arms are staying there, tests for anesthesia are passed without and challenge. At this point, everyone not in trance has the opportunity to examine the muscles in John's arms. Biceps are loose and flaccid. No tightness or tension is noted. Bijan and Uri both checked temp and pulses, noting the pulses as steady, relaxed and even. Temperatures are warm but not hot. Those watching test for anesthesia again Again there is no reaction. Same as before.

Each of the three are given instruction to enter Sichort state. We decided to explore this state as well. Essentially, it is an even deeper level than what you the three in trance are now experiencing. We suggested that the participants be safe in state, totally aware of surroundings, then Chris said, "I must ask you for the assistance of the unconscious mind". Chris said, "Now I speak as if I am speaking to the subconscious as an individual entity". He says, "Subconscious mind, please help David,...to benefit David..." . Each individual is given these custom designed suggestions then are given one group 1-10 count at the end of the individual suggestions. At this point Chris checks for REM. All had REM. David's eyes were up and down, still seated in a chair. Slumped to his left, the body supported in chair. Chris speculates that some self preservation is involved. Ray and John both have REM to the left and right.

Installing a Post Hypnotic Re-induction Word

Installed word for re-induction: Fringshunk

End of induction 5:47.

This is the end of the first hour of the experimental research at the Minnesota Institute of Hypnosis and Hypnotherapy's Master Certification Training.

The Study

We wanted to know what experiences could occur within the Sichort State. We wanted to experiment with Person to Person Healing. The most important

key was that we did not want any of the participants to know what to expect in the deeper states. We set up the experiment so that it would be as representative as possible of what a full time professional hypnotherapist would experience but not a "Kevin Hogan or a Jerry Kein." Results obtained by someone perceived to be an authority figure in a field are largely irrelevant as we all know. Those results obtained by a skilled and relatively unknown clinician are what the population of hypnotherapists need to know.

Many therapists claim virtually universal successes in accessing phenomenon with deep trance states and part of our goal was to find out what you, the hypnotherapist can really expect from deep trance states and what their practical application might be in your practice.

The states we specifically are interested in are those of the Esdaile state, the coma state, the Sichort state and the Deep Trance State. What are they? What is experienced and are they clearly distinct from each other in a research setting. What phenomenon can we as hypnotherapists expect to have our clients experience in these states? What are the possible client benefits from these states? Finally, is it possible that Deep Trance can be utilized for "Person to Person Healing"?

I left off in the previous section with the end of the one hour formal induction and installation of a re-induction word with the three subjects that made it to the stage we will pick up with.

To begin this section, I'd like to bring in the experiences of two participants who experienced deep trance and then later opened their eyes when commanded to do so even though the trance depth they were to experience should have precluded.

Kim Johnson Reports His Experiences in the Esdaile State

First, Kim Johnson reports on his experience then bridges into his work with others after he emerges from deep trance.

KJ: The initial trance induction was done by Chris McAtee and was effective. During the induction his voice inflected a slow motion pattern at times that was remarkably calming. This speech pattern seemed to go lower and much slower than I recall. (Kim experienced 3:1 time distortion)

During the first phase of the induction I must have gone to a very deep state of trance, due to conscious recall only when Chris McAtee (the facilitator) had started the procedure for Esdaile state induction, explain levels A, B and C. Then I seemed to snap back to more conscious awareness to be able to experience level A, then to level B and that was the last I recall of level progression. my next recall was in being asked to lift my arm and leg which I had been able to react to. The next conscious recall was when Chris pinched my arm, I was aware of the pinch but had no sensitivity to it. I had awareness after that of other voices in the room other than Chris's and shortly thereafter opened my eyes. Whether I had instructions to do so or not, I was not aware. (Kim was instructed to open his eyes by Chris but we speculated that all of the participants would have ignored the commands for opening eyes based upon our reading about these states. As stated in the previous section, three of the nine participants did NOT respond to the command to open their eyes.)

Johnson Works with Those Who Go Deeper Yet

KJ: I was then interested in participating in the active pursuit of testing those subjects that appeared to have reached the Esdaile State. I proceeded to test for catalepsy without suggestion on all of the remaining three subjects including David Behr, John Hilder, and Ray Grizzell. I found John to have profound catalepsy. Any position I moved his arm to, it would stay without any additional tapping or reinforcing of the stiffness directive. In lifting his leg to see if larger muscle groups would respond without tapping the leg or reinforcing for stiffness (non-verbally) the right leg did not stay in position and dropped to the floor without any apparent agitation to John. (Previous reports on deep trance states would suggest that John's leg should have stayed cataleptic, but in fact, it did not.) Ray and David did not exhibit catalepsy without tapping arm indicating reinforcement which is how I perceived Chris's methodology to be, though non-verbal.

Attempting Deep Trance.

KJ continues: Chris then attempted the induction of Deep Trance with Dave, John and Ray. After induction I looked from REM activity. John had strong REM, Ray had minor eye movement and Dave's head was tilted down and it was difficult initially to determine the degree of REM. After this, Chris gave specific healing instructions to Dave and induced somnambulism with Craig Lang for work in the healing stage, coming up. Next, Chris induced somnambulism with Uri Blumenthal who laid side by side next to John Hilder with the intention of beginning of healing work. I (KJ) turned on a light to be able to see reactions better and notice again REM in all three subjects clearly. Next was the joining of Chris and I (KJ) to actively "add energy" to facilitate the adding of additional energy to the "mix." Chris joined with Dave and Craig. I (KJ) joined with John and Uri. My experience was immediate depth of trance and movement of eyes under closed eyelids. Perceptible tingling of hand where joined with John as though some energy flow was occurring. What seemed like five minutes I was tapped on the shoulder indicating completion of this phase of testing had actually been 15 minutes. After we emerged from trance we proceeded to emerge the others from their states. Dave emerged looking somewhat disoriented and took a minute before getting out of the chair. he explained some interesting experience that he was not able to elaborate on during that initial minute. When John emerged, Chris immediately assisted him to his feet from the floor. He was obviously disoriented but was able to maintain his equilibrium. Both John and Dave seemed to take some time to reorient for introspection of the experience. We were then told that Ray had emerged and re-entered the trance state through the key word given to him by Monica Piechowski, the only woman in the room. John had been in trance for two hours. Dave and Ray for 1:45. Three days later I (KJ) inquired of Uri Blumenthal his experience of the healing trance called "Person to Person Healing." Kim asked Uri, "So how are your sinuses? Did any healing occur?" Uri replied, "The sinuses are a bit better but still give me noticeable grief." Not sure how effective the physical plane healing was. On the other hand, I (UB) did notice spiritual manifestations in both myself and those guys who 'who went all the way'. For example I now can see auras. (It might be well noted here that Uri Blumenthal is a computer scientist with IBM with an understanding of scientific procedure and protocol.)

KJ continues: There were other interesting stories of the experience in this trance state but I will let those who experienced them share them with the readers of this fascinating research piece.

Conclusions of a Scientist

Uri Blumenthal is a computer scientist with IBM and he offers the following results based on our research experiment.

There is no conclusive evidence at this point that Deep Trance is significantly different from Esdaile State, except that some suggestions "worked". (See below) At least one motor suggestion worked (Chris brought the catatonic arm down using "relax the arm" suggestion, therefore, some motor suggestions are obeyed in U.D. Upon my (UB) request, John being the UD state, increased the skin temperature of his right hand by approximately one degree C. After a few minutes the skin temperature returned to normal. This demonstrates that non-motor suggestion are followed in Deep Trance!

Instant re-hypnosis key was installed on all three subjects who made it "past" Esdaile suggestions and performed successfully, bringing them all back to Deep Trance state after they were brought all the way up to the waking state. This conclusively proves that posthypnotic suggestions work in the Deep Trance State. It appears that the subjects are fully aware of their environment, there is no amnesia, therefore it is assumed that the Executive Ego, is in charge. However, spontaneous anesthesia holds- the subject is aware of the action but remains undisturbed. I (UB) observed 10% heart rate increase on John (76-84) All subjects exhibited REM. Breathing was rhythmic, normal and somewhat more shallow in Deep Trance. An attempt to perform Person to Person Healing was made. I (UB) was the patient to be "healed by John". I didn't notice or feel anything outside of the ordinary while in light trance in physical contact with John. The results are inconclusive: my sinuses became a touch better, but by no means "healed". Spiritual and psychological effects were noticed in all subjects by me (UB), starting immediately after emerging. They appear calmer, gentler, "wiser" if you wish. Not dissimilar to the astronauts returning from the moon. After being in the healing trance and in physical contact with one of the Deep Trance subjects, I noticed similar changes in myself, but to a smaller degree. My ability to see auras is small but there.

Conclusions and Hypotheses from the Author

My (KH) interest in this area began as that of a complete skeptic. Now I am certain that there is real reason for additional research in this area and we will continue to do so here in Minnesota at the Minnesota Institute of Hypnosis and Hypnotherapy.

The most significant conclusion from our research was that the three people who succeeded at achieving Deep Trance were clearly different from the other six students in a few critical ways. First, these three students all saw McAtee do some specific powerful piece of work during their training. For example, McAtee helped Grizzell experience glove anesthesia which he was unable to initially experience. McAtee induced deep trance on Hilder on the first day of our certification class. There was clearly a priming effect. Watching Chris do something incredible earlier in the training seemed to enhance Chris's authority, which is why none of the actual course trainers were allowed to participate for fear of authority bias. It is interesting to note that none of the three individuals achieving deep trance states knew McAtee before the training. Johnson, Piechowski, and Blumenthal all did know Chris.

We believe that "knowing" the therapist as a friend or colleague may work

against the success of the experience as it takes away from the "authority" of the person doing the work. "Wanting to achieve the states" was not enough as the three listed under point two were all aware of the phenomenon and wanted to experience all of the depths but all failed to do so. Prior knowledge of these states did not bias the results as much as we thought. Grizzell and David Behr didn't know what to expect so they should have been tripped up in our tests if these deep states were "bogus". Hilder did have previous knowledge of Esdaile state work. Not everyone responds to the trance inductions, suggestions and commands that were given. Chris McAtee and I predicted that a few would respond as we historically read about and in fact that was the experience. The nine people who experienced the deep trance states were all profoundly moved by the experience.

Tests we intend to run in the future will be a longitudinal study of those who experience mind-mind healing. We want to know if this experience can predictably produce long term health improvement. We believe that in at least some people these deep trance states may be useful as a form of hypnoanesthesia though we do not know specifically how effective it would be, nor can we predict the duration of such anesthesia. We believe that blood cell counts may be able to be altered by this experience and would like to test for this in the future.

We know that skin temperature and heart rate are changed through this experience and will continue to find what benefits, if any, this will bring clients. (Could increasing or decreasing blood flow change the intensity of headaches, etc.)

We believe that an "in trance" MRI would offer great insights into the deep trance phenomenon.

We believe that is necessary to see if the Hidden Observer (Hilgard) feels pain in the deeper states of trance. There is reason to believe that the Hidden Observer will continue to experience pain but this must be tested in real time to be certain.

Finally, it is important to understand that this research was done with a group of 8 men and one woman. We believe that mixing genders in group work like this may reduce the positive experiences for many reasons.

We believe that the results that we obtained with an excellent though largely unknown hypnotherapist (Chris McAtee) offer optimism for results with the coma state and the other deep states of trance however little they may differ from each other.

There is much to learn about how deep trance may, or may not, help our clients heal. Ongoing research will help us answer this question with more clout in the future.

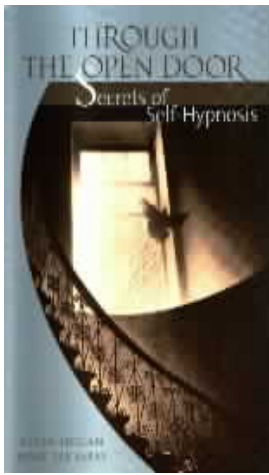
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Adapted from **Through the Open Door** by **Kevin Hogan** and **Mary Lee LaBay**, available now through this website and major book retailers.

Do You Remember When You Forgot This? **By Kevin Hogan**

You're driving your car to the office or work. Somehow you arrive safely even though you are a bit surprised that you don't remember much of anything that happened from the time you left your driveway to the time you pulled into your parking space. How is that possible?

You got in the car and you drove. You should be able to remember the turns you made, the signs along the way, and the exits you took to get to work, but you don't. The reason? You were in trance. You may have always wanted to ask a hypnotist if he could make you forget what happened while you were in trance. Now you don't have to wonder because you do it every day on your own!

There are several kinds of trance (what some people mistakenly call hypnosis). One kind of trance is what we call the dissociated trance. This means you have two very distinct "tracks" going on in your mind at the same time. In the case of driving your car to work and not remembering the commute, you don't remember it because you were partially dissociated from the driving experience. The unconscious part of your mind was pretty much driving the car and the conscious part of your mind was "sitting in the passenger seat," maybe having an imaginary conversation with your boss, your spouse, a customer or your kids. Whatever the conscious part of your mind was doing, it wasn't driving the car or you would remember the signs, the roads, the commute and the other cars, but you don't. The reason you don't remember is because your conscious mind was distracted by thinking about other things it considered more important than driving.

When someone asks you what a hypnotic trance is like you can tell them, "it's like when you are driving a car and you can't remember how you got where you were going to." The unconscious mind drove the car to work and your conscious mind sat in the passenger seat having conversations with others or maybe watching movies of what the day

would be like. The conscious mind was in deep thought. The unconscious mind was driving the car. We call this experience “dissociation” or “divided consciousness.” This is a common everyday trance experience that nearly everyone is familiar with. It’s that simple! What is very interesting is that if someone had pricked you (once) with a pin, or pinched you, while you were driving, you almost certainly wouldn’t have consciously felt a thing! Most people experience these dissociated states of mind each and every day. We’ll talk about using dissociation for some kinds of pain control and the temporary relief of other symptoms, later in this book.

What are some other examples of the dissociated trance state?

Have you ever read a book or an article and at some point you realized that you didn’t remember what you had just read and had to go back and read it again...and again? (Your conscious mind was focused on something other than the book and your unconscious mind was trying to read the book!)

Can you recall a time when you were listening to someone talk to you but you were really involved inside with your own thoughts and weren’t able to keep up with the person talking to you? (Your conscious mind was busy at work and your unconscious mind was nodding your head but your attention wasn’t really “all there.”)

Have you ever cut the lawn or made dinner, only to barely remember the experience as you were busy “inside” thinking or talking to yourself? (This is like driving to work and not remembering how you got there. Two very distinct tracks going at the same time and you did a good job at both.)

It is worth noting, by the way, that in some cases the unconscious mind does a good job when the conscious mind is busy doing something else. When does this happen? When the unconscious mind is guiding an activity that is primarily physical in nature or an activity that has been done many times, the conscious mind can attend to other more thoughtful projects on the “inside.” Unfortunately when most people try to do two different “thinking” activities at the same time, the results are usually not as good. It is very difficult to keep track of two conversations at the same time. It’s also difficult to be “inside” talking to yourself while listening to someone talk with you and then attempt to process both

sets of communication. In fact, it just doesn't work.

The Power Trance and Other Everyday Trances

The Everyday Trance of divided consciousness is the ideal trance for managing pain and reducing the effects of symptoms. It's necessary to experience divided consciousness if you are going to ride a bike and think about other things at the same time. There is another kind of trance that is experienced by many people everyday and it is called the "flow state" of mind or the associated trance. You might also call it the Power Trance because of the amazing things that people can do while in this state of mind.

This kind of trance happens when you are thoroughly engrossed in some activity that you obviously are challenged by or simply love to partake in. You may have found yourself reading a book and being oblivious to the world around you. Maybe you remember a time when you were watching your favorite TV show and found yourself crying because of the reality of the fictional drama. Perhaps you have played a game and lost track of everything outside of the game to the point where the rest of the world just "disappeared."

During these kind of experiences you become completely wrapped up in whatever you are doing. What's going on in the outside world just becomes unimportant. You lose track of anything outside of your desired experience. These periods of everyday trance remind us how easy it is to associate to, or step into, a different reality other than our own. Remember this as you read on!

Have you ever played a game or done some activity where everything else around you just seemed to disappear?

An excellent chess player will play an entire game of chess and not think of anything but that game of chess. We call this being associated. The chess player has no other thoughts, no other distractions. The chess player's mind is only in the chess game.

A great tennis player is completely "in the zone" when playing the game. There are no thoughts of what to make for dinner, the trip home or paying taxes. Her thoughts are completely involved in the game and when the tennis player is really good the thoughts almost seem to

disappear and she is simply playing the game as if she is a part of the game.

Two things happen when you are completely in the moment in this kind of everyday trance. The first is that the world dissolves around you and you become part of the experience. You don't experience the game, you are the game. The other thing that happens is that you are completely focused. You don't worry about what other people think of you, you don't think anything that isn't relevant to your actions, you simply experience the moment as you are.

This "flow state" is the optimal state for peak performance and one we will return to over and over again throughout this book. When you are in flow, everything you experience in flow is like making love. It could go on forever and you would be happy and successful, never wanting to leave.

Your Real Biorhythms

Many years ago the idea of biorhythms became popular. There were supposedly three cycles of time that everyone experienced, beginning at birth. These cycles would give you various high and low points, say emotionally and intellectually every few weeks. Over time it became obvious that these specific biorhythms simply didn't exist.

However there are biorhythms that do exist. Most women, for example, have a periodic menstrual cycle though it is by no means predictable from month to month. There are also daily rhythms that almost everyone experiences called Ultradian Rhythms. These cycles begin about every 90-120 minutes and they vary from person to person in both when they begin and how long they last. These periods of "spacing out" happen to just about everyone, every day, several times per day. Almost everyone experiences these cycles. Using these cycles can benefit your health, happiness and can completely change your life! The Ultradian Rhythm phenomenon will be discussed in some detail midway through this chapter.

So What is Hypnosis?

Hypnosis comes from the root word “hypnos” which means sleep. Sleep, however, has nothing to do with what hypnosis is. (“Psychology,” by analogy, literally means study of the soul, and of course, psychology is nothing of the kind. Similarly the word “hypnosis” is a misnomer, meaning nothing like what it’s literal origin is!)

Hypnosis is the ability to access specific every day trance states of mind at will, both dissociated (divided) and associated (possible flow state). Hypnosis is also the umbrella field of study of altering states of mind and consciousness to create change in your mind which will ultimately create change in your body and your life. Hypnosis will help you heal, create change and help you pursue your life’s dream. Come join us on the journey to the deepest parts of your mind and change your life forever.

Hypnosis: An Everyday Experience

What is a trance? A trance is a narrowing state of attention. Trance experiences include a simple every day daydream, “spacing out,” being completely “into” an erotic experience, or being worried about something that might happen. In each of these cases, your attention is focused in a specific area and you are not consciously thinking about everything else that is going on around you.

Each and every day you experience many trances. On any given day you may live through trances of frustration, annoyance, depression, anxiety, and a host of other unwanted experiences. All of these trance states can be changed through self hypnosis. Self hypnosis is a process whereby you take control of the trances you experience on an hour by hour, and, day by day basis.


In the book *Through the Open Door*, you can learn how to de-hypnotize yourself from the trances (states of mind) you no longer wish to experience. You will also learn how to hypnotize yourself so you can experience those states of mind you do want to enjoy. Your mind is for you to take control of and this book shows you how.

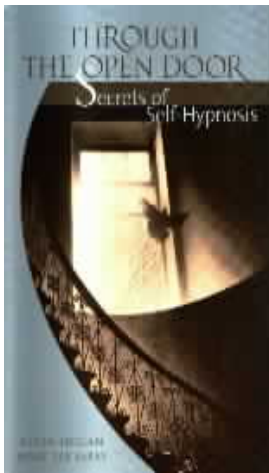
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Adapted from **Through the Open Door: Secrets of Self-Hypnosis** by Kevin Hogan and Mary Lee LaBay, available through this website and at major book retailers.

Create Your Future By Kevin Hogan

Allow yourself to relax in a quiet environment, if possible. Clear your mind. You can imagine all of the worries and

problems of the day getting smaller and eventually becoming granules of sand that slip from your hands as you try and hold them...ever tighter...with less success...

Go out into the future... 10 years...and imagine a specific day that you will be living...living a life that makes a difference...and experiencing the rewards of that living.

Imagine clearly who is with you and how they look. Notice what others in this vision are wearing and how they see you. Look around in this vision and in your mind's eye see how positively people respond to you. Notice what you hear. Notice what you feel...the air temperature. Relish these moments.

Notice how you feel inside.

Now, bring these feelings back with you, to, today...and realize that this is your future and that your future is now in part, in your present. How does this make you feel inside?

When you are ready, take a deep breath in...and then out...and then focus on the words that come next on this page.

This experience uses a hypnosis technique called “pseudo-orientation in time.” Pseudo-orientation in time is a common trance experience that includes clearly seeing a future scene or event. You may see yourself getting married or divorced. You may see yourself getting audited by the IRS or making a big sale. Whatever you are seeing, you are not experiencing something in this moment or from the past. You are in the future. If you were going to direct your mind to focus on a desirable future event you would be using this experience on purpose and then you would experience one kind of self hypnosis.

Each day you can go out into your future and bring back to the present,

the pleasant feelings and experiences that you expect to happen there. The more rich and real they become, the more your unconscious mind will seek out specific life patterns to achieve your desired future. The unconscious mind, though childlike is very much the goal seeking part of you. Therefore when you regularly experience sensory rich (everything you can see, feel, hear, touch and taste) experiences in your imagination, your mind will become directed toward making those creations a reality. The unconscious mind has a tendency of finding ways to make the pictures and images it experiences real, for better or for worse. This is the first lesson of self hypnosis.

The simple images of going 10 years into the future can help you make dramatic changes in your life. The reason is simple. The unconscious mind accepts these images as virtually-real. The unconscious mind then begins to seek out paths that will ultimately lead to the experiences you set forth in your mind. It isn't quite magic but it comes very close! Imagine what would happen if you could learn the power of hypnosis and use it in your everyday life. What would you do? How would you act? Would you change yourself in some way? Would you think about changing others around you?

In the remainder of this article you will learn how to use the power of hypnosis and you will learn how to create the life you desire. You will find that you can improve your health, your happiness, your intelligence and even your income...all through the power of hypnosis.

What is Self Hypnosis?

Self hypnosis includes a variety of experiences that involve shifting your state of mind from one state to another. Self hypnosis encompasses the creation of inner reality and fantasy using the power of the imagination for purposes as wide ranging as simple relaxation to killing cancer cells. Self hypnosis can include experiencing one, two or all of the "senses" in the mind's eye. Self hypnosis can be experienced with your eyes open or closed. There is no single definition of self hypnosis because the varieties of methods of altering states of consciousness, the depths of the changes in conscious experience and the intention of the changing of states make the simple term "self hypnosis" too limiting to describe all

that can be done with the power of your mind.

Self hypnosis by implication is directed by the self and therefore we say that a part of the self is always in consciousness even when a large part of the self is active at the unconscious level.

The Power of the Mind

Your mind can do some pretty remarkable things. It can calculate some answers to problems at speeds only exceeded by the guy in the car behind you hitting his horn when the light turns green for you. (The brain cranks out rapid-fire answers to questions like these: Should you hit the brakes? Should you pick up the stranded motorist? Should you donate to the person collecting at the front door? Do you buy Dove or Ivory?) The unconscious mind decides all of the answers to these questions so you don't have to think about it at the conscious level.

If you had to consciously decide what to do in every single situation in life you would be completely overwhelmed and never get anything done. The wonderful thing about the unconscious mind is that once it understands something it will take care of it for you without asking for further advice from the conscious mind. Your unconscious mind automatically brakes when necessary and drives by the motorist as you call 911 on your cell phone to call for police help for the person. The unconscious mind has learned over the years what to do and it continues to do those same things over and over again until intentionally taught to do something differently.

Using the power of your mind, you can learn how to lengthen your life, perform better at work, lose weight, stop procrastinating, learn faster, physically look better, be happier and create virtually any kind of lifestyle you can imagine for yourself. Your mind is the control panel of your life and it is also completely in charge of altering the overall health and function of your body.

Take Care of Your Mind for the Sake of Your Health!

This article is for you, a person who really wants to maximize all of your physical, mental, emotional, and spiritual strengths. In the Part I of this

article, you learned about two kinds of trance (associated and dissociated). Now we can go to the next level and learn the basics of hypnosis. First we will learn how to create new states of mind. Then we will learn how to access states of mind that have created health, happiness and reward for you in the past and use these states of mind once again for even better experiences!

Everything that we experience, including our health and behavior, is in part some effect to our genetic and evolutionary history. Your physical size, your height, your eye color, your intelligence, whether you are balding or not, all are predisposed to some degree by genetics. It is very difficult to fight genetic predispositions but we can make headway with self hypnosis. In some cases, we can win battles that we never thought possible.

Most of the experiences we have, our character, our habits, our choices can all be improved or changed with self hypnosis. Your character is partially predisposed by genetics. There are genes that predispose some people to being a criminal or getting divorced. However, we can take control of these aspects of our life with hypnosis. We can also take charge of our health with self hypnosis even though many of the diseases and disorders people experience are genetically predisposed. Our genes definitely bring us the gift of life and they bring us many of the challenges that we must overcome as well!

Self hypnosis has been shown to improve the longevity of some people with breast cancer. Self hypnosis can improve health in people with both chronic and psychosomatic illnesses. That said, be certain it is clear that just because hypnosis can help improve the health of the chronically ill individual, it doesn't follow that psychosomatic or chronic illnesses aren't "real." Psychosomatic illnesses are very real and often deadly. There is good news though! Hypnosis can often completely "unplug" psychosomatic illnesses and can sometimes give new life to the sick or dying people who suffer from these terrible illnesses.

People who suffer from tinnitus, environmental illness, fibromyalgia, chronic fatigue syndrome, multiple chemical sensitivity and numerous other disorders can make great long term gains with hypnosis. Many of these illnesses are not just physical or psychosomatic but they are indeed both of organic and emotional origin.

In situations of great stress and distress, a hormone called cortisol is released into the body. Cortisol release is directly related to reduced effectiveness in the immune system. Even though an immune system that is too strong can be dangerous, most people can use a bit of an immune boost.

When Should You Do Self Hypnosis?

One interesting recent discovery in the field of hypnosis is that almost every human needs about a 20 minute break every 90 minutes or so. After working or being active for about 90 minutes, research reveals that people should take a break and mentally rest. These cycles appear to happen across all cultures and are evident in men, women and children. Recognizing just when we need to take a break can help us use that time most effectively. The best way to utilize that time appears to be with hypnosis.

If we work through these break times we are actually creating stress that is completely un-necessary for our lives. In the remainder of this book you learn how to take 15-20 minute breaks that will help you heal and excel in your personal life. Certain activities are good for you during these break times while others are not. One of the world's greatest hypnotherapists (Milton Erickson) used to wait until the beginning of his client's mental break times before putting his clients into trance. He knew something at an intuitive level that we now know to be a fact: There is a best time to do hypnosis and that is at the beginning of this important break called the common every day trance.

If you are reading a book, you will know when you come to this part of your cycle because your eyes will get "fuzzy" and "gloss over." If you have ever read a paragraph or a sentence and then re-read it several times and didn't understand what you read, then you have read into a break time that your body is demanding. The left brain essentially is shutting down and is not interested in taking in any more information until it has taken a mental rest. You will learn more about effective ways to relax in short periods of time later in this book!

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Rossi, Ph.D., author of *The Twenty Minute Break*, has championed the optimizing of the natural experience of these ultradian rhythms in every day life. When people go into these short periods of being “spaced out” they could maximize these moments by listening to self hypnosis tapes or just taking a 15-20 minute break.

So, how do you know when to put in that self hypnosis tape? The signals are easy to identify. When you yawn, or go back and re-read that sentence for the third time or you start to get up from what you are doing unconsciously, you are ready for an ultradian break. Now it is time to put the tape in the cassette player, sit back and enjoy a self hypnosis tape that encourages calm, quiet, and restfulness. (This is probably not the time for self hypnosis that is goal directed or something that requires a change in life. The 20 minute break has nothing to do with goals. It is the 20 minutes of healing and meditation that you need for optimizing your physical, emotional, and spiritual wellness.)

What are some of the Advantages of Self Hypnosis?

Self hypnosis is not a synonym for relaxation although relaxation is one benefit of self hypnosis. Self hypnosis is relatively easy to learn. Once you know how to use self hypnosis, you can literally change your life for the price of a few books and audio tapes in contrast to thousands of hours of therapy and counseling. There is a time for therapy and counseling but the one drawback to therapy is that you can't take your therapist with you everywhere you go. You can take the power of your mind with you everywhere and always. This book teaches you how to tap into that power!

Self hypnosis is something you can do on your own time. You don't have to have an appointment. You can do self hypnosis in the car or in the office! While someone else is smoking a cigarette on a break at work you can be quietly programming your life for success, happiness and fulfillment.

A Thumbnail Sketch of the Mind and Brain

One simple (over) generalization we want to make about the brain is

that it is divided into two parts. The thinking part of the brain we will refer to as the cortex. The emotional part of the brain, we will refer to as the limbic system. The cortex is the part of the brain that helps us act rationally in the face of emotionally charged circumstances. The thinking part of the brain keeps us out of trouble by stopping us from doing harm to others when we get angry. It is also the part of the brain that helps us make good decisions for ourselves when the emotional part of our brain would have us do otherwise!

The emotional part of the brain is called the limbic system. The emotional part of our brain plays an important role in psychosomatic illnesses. The negative emotions are important to experience but also equally as important to discharge when the time is right. Hypnosis helps us do this as well.

The limbic system is where the emotional/irrational part of us lies. It is where the flight/fight response is generated from. We want this part of our brain to make only the decisions that are absolutely necessary. The limbic system, for example, is the part of us that makes us run faster than we normally can when a dog is chasing us. It is the part of us that recognizes that “thing” crawling across the floor might be a snake. It doesn't know that it's a snake but it knows that it might be a snake and so it makes you act swiftly. The emotional part of our brain is very important to our survival but it can also cause us all kinds of problems. Phobias (often single trial and always fear-based learning) are created in the limbic system from incorrectly associating a trigger to a fear response. For example: Claustrophobia (a fear of being in tight quarters or closed in places) might start when someone is physically punished in their bedroom and then told to stay there for the rest of the night. The person then unconsciously associates being in the room with feelings of sadness, pain and hurt. A phobia has been created.

When we talk about the conscious mind we are talking about everything that you are completely aware of at this moment. When we talk about the unconscious mind we are talking about everything that you are not aware of at this moment. All of your memories, experiences, and emotions that you are not experiencing now, make up your unconscious mind.

For example: You are reading the words on this page. You see the black and the white on the page. You are sitting or lying down and know that. You are aware of any sounds around you and these are all conscious thoughts. Whatever you are focusing on right now, is in consciousness. Your conscious mind is where you put your attention. As we change what we pay attention to, we change what is in our conscious awareness. As we focus more intently on what we are paying attention to, we automatically reduce our awareness of other things that are happening around us.

Our conscious mind generally can hold about seven bits of information at any given moment in time. A phone number is usually about the maximum that most people can hold in consciousness at any given time. Everything else that is going on out there is not going to be coded into our conscious awareness without our forgetting the phone number we were thinking about. Try this experiment. My phone number is 612-616-0732. Got it? Now listen to all the other sounds that are going on around you. Feel how you feel inside. Look up at the environment around you.

It is very hard to remember new information without “coding” it into your brain. Coding means that some kind of association or rehearsal of information takes place. Some people code phone numbers by saying them over and over again. Other people use mnemonic devices to remember them. Most people write them down and put them in a phone book! The reason this is so is that it’s hard to remember new information without having something to associate it to. That phone number that you read really is my phone number but you probably won’t remember it because numbers are very difficult to remember. People don’t have much to associate numbers to.

Now, what was my phone number?

Later, we will show you how to learn new information rapidly and remember it so that it is always easy to access that information! Now you have an idea of what the conscious mind is and what we mean when we say those words. The conscious mind changes from moment to moment and it is what you are aware of, now.

The unconscious mind is very different from the conscious mind. The unconscious mind is the repository for every piece of information you have ever learned and experienced. Some information that you have learned or experienced is very difficult to recall. We call these kinds of memories, repressed memories. Repressed memories are very common.

Did you go to college? Can you quickly name four of your professors that you had in college? Most people over 30 cannot even name two of their professors from college. Most people over 25 cannot remember the names of all of their teachers from elementary school. Can you? Who was your first grade teacher? Can you remember your second grade teacher? What was the name of your third grade teacher? Fourth grade? Fifth grade? Sixth grade?

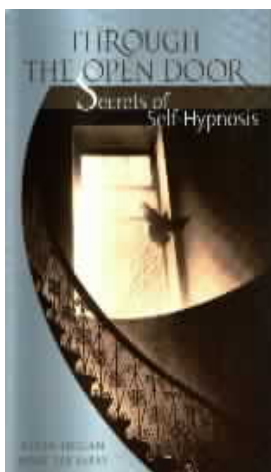
If you can't remember, don't worry about it. Most people don't recall all of their teachers. In the book *Through the Open Door*, you can learn how to use self hypnosis for memory you will learn how to remember all of your teachers and information that is eminently more practical!

To order *Through the Open Door*, please go to our [Catalogue](#).

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Adapted from Through the Open Door by Kevin Hogan, available now through this website and all booksellers.

Making Hypnosis Understandable for Your Clients

By Kevin Hogan

This article is written by special request. Hundreds of people have written over the past few years asking for a simple but detailed understanding of trance and trance experiences. You are welcome to share this article with your clients who want to know just a little bit more about hypnosis and the unconscious mind.

Do You Remember When You Forgot This?

You're driving your car to the office or work. Somehow you arrive safely even though you are a bit surprised that you don't remember much of anything that happened from the time you left your driveway to the time you pulled into your parking space. How is that possible?

You got in the car and you drove. You should be able to remember the turns you made, the signs along the way, and the exits you took to get to work, but you don't. The reason? You were in trance. You may have always wanted to ask a fellow hypnotist if she could make you forget what happened while you were in trance. Now you don't have to wonder because you do it every day on your own!

There are several kinds of trance (what some people mistakenly call hypnosis). One kind of trance is what we call the dissociated trance. This means you have two very distinct "tracks" going on in your mind at the same time. In the case of driving your car to work and not remembering the commute, you don't remember it because you were partially dissociated from the driving experience. The unconscious part of your mind was pretty much driving the car and the conscious part of

your mind was “sitting in the passenger seat,” maybe having an imaginary conversation with your boss, your spouse, a customer or your kids. Whatever the conscious part of your mind was doing, it wasn't driving the car or you would remember the signs, the roads, the commute and the other cars, but you don't. The reason you don't remember is because your conscious mind was distracted by thinking about other things it considered more important than driving.

When someone asks you what a hypnotic trance is like you can tell them, “it's like when you are driving a car and you can't remember how you got where you were going to.” The unconscious mind drove the car to work and your conscious mind sat in the passenger seat having conversations with others or maybe watching movies of what the day would be like. The conscious mind was in deep thought. The unconscious mind was driving the car. We call this experience “dissociation” or “divided consciousness.” This is a common everyday trance experience that nearly everyone is familiar with. It's that simple! What is very interesting is that if someone had pricked you (once) with a pin, or pinched you, while you were driving, you almost certainly wouldn't have consciously felt a thing! Most people experience these dissociated states of mind each and every day. We'll talk about using dissociation for some kinds of pain control and the temporary relief of other symptoms, later in this series of articles.

What are some other examples of the dissociated trance state?

Have you ever read a book or an article and at some point you realized that you didn't remember what you had just read and had to go back and read it again...and again? (Your conscious mind was focused on something other than the book and your unconscious mind was trying to read the book!)

Can you recall a time when you were listening to someone talk to you but you were really involved inside with your own thoughts and weren't able to keep up with the person talking to you? (Your conscious mind was busy at work and your unconscious mind was nodding your head but your attention wasn't really “all there.”)

Have you ever cut the lawn or made dinner, only to barely remember the experience as you were busy “inside” thinking or talking to yourself? (This is like driving to work and not remembering how you got there.

Two very distinct tracks going at the same time and you did a good job at both.)

It is worth noting, by the way, that in some cases the unconscious mind does a good job when the conscious mind is busy doing something else. When does this happen? When the unconscious mind is guiding an activity that is primarily physical in nature or an activity that has been done many times, the conscious mind can attend to other more thoughtful projects on the “inside.” Unfortunately when most people try to do two different “thinking” activities at the same time, the results are usually not as good. It is very difficult to keep track of two conversations at the same time. It’s also difficult to be “inside” talking to yourself while listening to someone talk with you and then attempt to process both sets of communication. In fact, it just doesn’t work.

The Power Trance and Other Everyday Trances

The Everyday Trance of divided consciousness is the ideal trance for managing pain and reducing the effects of symptoms. It’s necessary to experience divided consciousness if you are going to ride a bike and think about other things at the same time. There is another kind of trance that is experienced by many people everyday and it is called the “flow state” of mind or the associated trance. You might also call it the Power Trance because of the amazing things that people can do while in this state of mind.

This kind of trance happens when you are thoroughly engrossed in some activity that you obviously are challenged by or simply love to partake in. You may have found yourself reading a book and being oblivious to the world around you. Maybe you remember a time when you were watching your favorite TV show and found yourself crying because of the reality of the fictional drama. Perhaps you have played a game and lost track of everything outside of the game to the point where the rest of the world just “disappeared.”

During these kind of experiences you become completely wrapped up in whatever you are doing. What’s going on in the outside world just becomes unimportant. You lose track of anything outside of your

desired experience. These periods of everyday trance remind us how easy it is to associate to, or step into, a different reality other than our own. Remember this as you read on!

Have you ever played a game or done some activity where everything else around you just seemed to disappear?

An excellent chess player will play an entire game of chess and not think of anything but that game of chess. We call this being associated. The chess player has no other thoughts, no other distractions. The chess player's mind is only in the chess game.

A great tennis player is completely "in the zone" when playing the game. There are no thoughts of what to make for dinner, the trip home or paying taxes. Her thoughts are completely involved in the game and when the tennis player is really good the thoughts almost seem to disappear and she is simply playing the game as if she is a part of the game.

Two things happen when you are completely in the moment in this kind of everyday trance. The first is that the world dissolves around you and you become part of the experience. You don't experience the game, you are the game. The other thing that happens is that you are completely focused. You don't worry about what other people think of you, you don't think anything that isn't relevant to your actions, you simply experience the moment as you are.

This "flow state" is the optimal state for peak performance and one we will return to over and over again throughout this article. When you are in flow, everything you experience in flow is like making love. It could go on forever and you would be happy and successful, never wanting to leave.

Your Real Biorhythms

Many years ago the idea of biorhythms became popular. There were supposedly three cycles of time that everyone experienced, beginning at birth. These cycles would give you various high and low points, say emotionally and intellectually every few weeks. Over time it became obvious that these specific biorhythms simply didn't exist.

However there are biorhythms that do exist. Most women, for example, have a periodic menstrual cycle though it is by no means predictable from month to month. There are also daily rhythms that almost everyone experiences called Ultradian Rhythms. These cycles begin about every 90-120 minutes and they vary from person to person in both when they begin and how long they last. These periods of “spacing out” happen to just about everyone, every day, several times per day. Almost everyone experiences these cycles. Using these cycles can benefit your health, happiness and can completely change your life! The Ultradian Rhythm phenomenon will be discussed in some detail midway through this article.

What is Hypnosis?

Hypnosis comes from the root word “hypnos” which means sleep. Sleep, however, has nothing to do with what hypnosis is. “Psychology,” by analogy, literally means study of the soul, and of course, psychology is nothing of the kind. Similarly the word “hypnosis” is a misnomer, meaning nothing like what its literal origin is.

Hypnosis is the ability to access specific every day trance states.

Hypnosis is the ability to access specific every day trance states of mind at will, both dissociated (divided) and associated (possible flow state). Hypnosis is also the umbrella field of study of altering states of mind and consciousness, to create change in your mind, which will ultimately create change in your body and your life. Hypnosis will help you heal, create change and help you pursue your life’s dream. Come join us on the journey to the deepest parts of your mind and change your life forever.

Hypnosis: An Everyday Experience

What is a trance? A trance is a narrowing state of attention. Trance experiences include a simple every day daydream, “spacing out,” being completely “into” an erotic experience, or being worried about something that might happen. In each of these cases, your attention is focused in a specific area and you are not consciously thinking about everything else that is going on around you.

A trance is a narrowing state of attention.

Each and every day you experience many trances. On any given day you may live through trances of frustration, annoyance, depression, anxiety, and a host of other unwanted experiences. All of these trance states can be changed through self hypnosis. Self hypnosis is a process whereby you take control of the trances you experience on an hour-by-hour and day-by-day basis.

In this series of articles you will learn how to de-hypnotize yourself from the trances (states of mind) you no longer wish to experience. You will also learn how to hypnotize yourself so you can experience those states of mind you do want to enjoy. Your mind is for you to take control of and this article shows you how.

In the remainder of this article you will learn a lot about your mind. You will also learn a lot of terms that we will use throughout this series of articles to help you understand how to run your own mind and create the life you desire. Before we go to work on meeting your mind, let's do a little bit of open eye trance work. Ready? Enjoy!

Create Your Future

*“Allow yourself to relax in a quiet environment, if possible.
Clear your mind. You can imagine all of the worries and problems of the*

day getting smaller and eventually becoming granules of sand that slip from your hands as you try and hold them...ever tighter...with less success...

Go out into the future... 10 years...and imagine a specific day that you will be living...living a life that makes a difference...and experiencing the rewards of that living.

Imagine clearly who is with you and how they look. Notice what others in this vision are wearing and how they see you. Look around in this vision and in your mind's eye see how positively people respond to you. Notice what you hear. Notice what you feel...the air temperature. Relish these moments.

Notice how you feel inside.

Now, bring these feelings back with you, to today...and realize that this is your future and that your future is now, in part, in your present. How does this make you feel inside?

When you are ready, take a deep breath in...and then out...and then focus on the words that come next on this page.”

This experience uses a hypnosis technique called “pseudo-orientation in time.” Pseudo-orientation in time is a common trance experience that includes clearly seeing a future scene or event. You may see yourself getting married or divorced. You may see yourself getting audited by the IRS or making a big sale. Whatever you are seeing, you are not experiencing something in this moment or from the past. You are in the future. If you were going to direct your mind to focus on a desirable future event you would be using this experience on purpose and then you would experience one kind of self hypnosis.

Each day you can go out into your future, and bring back to the present, the pleasant feelings and experiences that you expect to happen there. The more rich and real they become, the more your unconscious mind will seek out specific life patterns to achieve your desired future. The unconscious mind, though childlike, is very much the goal seeking part of you. Therefore when you regularly experience sensory rich (everything you can see, feel, hear, touch and taste) experiences in your imagination, your mind will become directed toward making those creations a reality. The unconscious mind has a tendency of finding

ways to make the pictures and images it experiences real, for better or for worse. This is the first lesson of self hypnosis.

The unconscious mind tends to find ways to manifest its imagery.

The simple images of going 10 years into the future can help you make dramatic changes in your life. The reason is simple. The unconscious mind accepts these images as virtually real. The unconscious mind then begins to seek out paths that will ultimately lead to the experiences you set forth in your mind. It isn't quite magic but it comes very close! Imagine what would happen if you could learn the power of hypnosis and use it in your everyday life. What would you do? How would you act? Would you change yourself in some way? Would you think about changing others around you?

In the remainder of this series of articles you will learn how to use the power of hypnosis and you will learn how to create the life you desire. You will find that you can improve your health, your happiness, your intelligence and even your income...all through the power of hypnosis.

What is Self Hypnosis?

Self hypnosis includes a variety of experiences that involve shifting your state of mind from one state to another. Self hypnosis encompasses the creation of inner reality and fantasy, using the power of the imagination, for purposes as ranging from simple relaxation to killing cancer cells. Self hypnosis can include experiencing one, two or all of the "senses" in the mind's eye. Self hypnosis can be experienced with your eyes open or closed. There is no single definition of self hypnosis. There are a various methods, depths and intentions involved in altering states of consciousness that we term self hypnosis. Self hypnosis by implication is directed by the self and, therefore, we say that a part of the self is

always in consciousness, even when a large part of the self is active at the unconscious level.

The Power of the Mind

Your mind can do some very remarkable things. It can calculate answers to problems at speeds only exceeded by the guy in the car behind you hitting his horn when the light turns green for you. (The brain cranks out rapid-fire answers to questions like these: Should you hit the brakes? Should you pick up the stranded motorist? Should you donate to the person collecting at the front door? Do you buy Dove or Ivory?) The unconscious mind decides all of the answers to these questions so you don't have to think about it at the conscious level.

If you had to consciously decide what to do in every single situation in life you would be completely overwhelmed and never get anything done. The wonderful thing about the unconscious mind is that once it understands something it will take care of it for you without asking for further advice from the conscious mind. Your unconscious mind automatically brakes when necessary and drives by the motorist as you call 911 on your cell phone. The unconscious mind has learned over the years what to do and it continues to do those same things over and over again until intentionally taught to do something differently.

Using the power of your mind, you can learn how to lengthen your life, perform better at work, lose weight, stop procrastinating, learn faster, physically look better, be happier and create virtually any kind of lifestyle you can imagine for yourself. Your mind is the control panel of your life and it is also completely in charge of altering the overall health and function of your body.

Take Care of Your Mind for the Sake of Your Health!

Everything that we experience, including our health and behavior has, in part, some effect on our genetic and evolutionary history. Your physical size, your height, your eye color, your intelligence, whether you are balding or not, all are predisposed to some degree by genetics. It is very

difficult to fight genetic predispositions but we can make headway with self hypnosis. In some cases, we can win battles that we never thought possible.

Most of the experiences we have, our character, our habits, our choices can all be improved or changed with self hypnosis. Your character is partially determined by genetics. There are genes that predispose some people to being a criminal or getting divorced. However, we can take control of these aspects of our life with hypnosis. We can also take charge of our health with self hypnosis even though many of the diseases and disorders people experience are influenced by our genetic makeup. Our genes definitely bring us the gift of life and they bring us many of the challenges that we must overcome as well!

Self hypnosis has been shown to improve the longevity of some people with breast cancer. Self hypnosis can improve health in people with both chronic and psychosomatic illnesses. That said, be certain it is clear that just because hypnosis can help improve the health of the chronically ill individual, it doesn't follow that psychosomatic or chronic illnesses aren't "real." Psychosomatic illnesses are very real and often deadly. There is good news though! Hypnosis can frequently "unplug" psychosomatic illnesses completely and can sometimes give new life to the sick or dying people who suffer from these terrible illnesses.

People who suffer from tinnitus, environmental illness, fibromyalgia, chronic fatigue syndrome, multiple chemical sensitivity and numerous other disorders can make great long term gains with hypnosis. Many of these illnesses are not just physical or psychosomatic but they are, indeed, both of organic and emotional origin.

In situations of great stress and distress, a hormone called cortisol is released into the body. Cortisol release is directly related to reduced effectiveness in the immune system. Even though an immune system that is too strong can be dangerous, most people can use a bit of an immune boost, and we show you how to do just this later in this series of articles.

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Your unconscious mind encompasses everything that is outside of your current state awareness.

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Later, we will show you how to learn new information rapidly and remember it so that it is always easy to access that information!

Now you have an idea of what the conscious mind is and what we mean when we say those words. The conscious mind changes from moment to moment and it is what you are aware of now.

The unconscious mind is very different from the conscious mind. The unconscious mind is the repository for every piece of information you have ever learned and experienced. Some information that you have learned or experienced is very difficult to recall. Memories such as these are called repressed memories. Repressed memories are very common.

Did you go to college? Can you quickly name four of your professors that you had in college? Most people over 30 cannot even name two of

their professors from college. Most people over 25 cannot remember the names of all of their teachers from elementary school. Can you? Who was your first grade teacher? Can you remember your second grade teacher? What was the name of your third grade teacher? Fourth grade? Fifth grade? Sixth grade?

If you can't remember, don't worry about it. Most people don't recall all of their teachers!

....OK go ahead, write as many of them down as you can...now!

Kevin Hogan is the author of 8 books including *The Hypnotherapy Handbook: Hypnosis and Mindbody Healing* and *Talk Your Way to the Top*.

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Relieving Pain with Hypnotherapy

Kevin Hogan

What is Pain?

Authors note: Before working with any client who suffers from pain the hypnotherapist must be certain the client has sought a medical diagnosis of the cause of the

pain. If you work with a client without a prior medical diagnosis, you are probably practicing medicine without a license. NEVER work with a client for ANY pain without your client having seen a medical doctor for the specific issue she is presenting to you, first.

Pain is any sensation that is magnified to an uncomfortable level that includes a component of suffering from a cluster of negative emotions.

This article will touch on several important ideas. Did you know that pain can be culturally influenced? (Where you live can determine whether something will cause you to suffer from pain or not!) You may also be surprised to learn that not all pain can be alleviated but that most people who suffer from pain can experience a reduction in their level of pain.

Understanding pain and why we experience it helps us to optimize our work with our clients in therapy. Over the years you have read in my articles here in the *Journal of Hypnotism* that an effective modality for helping those who suffer from pain is combining regression hypnosis with ego state therapy. Others who write for the Journal advocate a cognitive behavioral approach to therapy. Still others advocate the utilization of hypnotherapy scripts and guided imagery in relieving pain. This article will help you understand why all of these tools are effective to some degree or another.

Pain is to be understood in two continuums of experience. The first is whether the pain is chronic (long term vs. something that is a new experience) or not. The second is the suffering the individual experiences because of the pain.

Pain travels through the body on two general pathways, the central nervous system (brain and spine) and the peripheral nervous system (everything else). It would take a book to describe the numerous incomplete theories about how and why people experience pain. For this article we will simply consider this two facts: Pain is a process and that is good news because even if you can't stop a process you can probably alter it. Second, pain is always at least partially "in the mind" or "emotional" in nature. This too is good news for the client and the therapist.

Advanced Certification Research

At our most recent six-day intensive advanced hypnotherapy certification training we did a research project involving pain that reinforces current cutting edge medical research about pain and relieving it. Chris McAtee, C.I., led a research project where we first measured an individual's threshold and tolerance of pain. (The balance of the next three paragraphs will share with you the highlights of the experiment. We will publish all of the data gathered at a later date.) We wanted to compare pain levels experienced by participants in a "normal state" with their experience in trance.

We began by filling an ice chest with ice-cold water. The temperature was maintained at 34 degrees. The first time each subject (mostly advanced hypnotherapy students) placed their arm in the bucket of ice water it was found to be very cold and in a matter of about one half of a minute, found to be very painful by most everyone involved in the project. Each person reported their level of pain using a number scale of 1-10. The experimenter (McAtee) asked for reports of pain intensity every 9 seconds and the information was recorded.

Later, all the participants were put in trance and again reported their level of pain to the experimenter. What we found was that approximately 1/3 of the participants experienced anesthesia (no pain) for the excruciatingly cold water while in trance. In addition, all of the remaining students experienced analgesia (significant pain reduction) while in trance. The results are encouraging but inconclusive as to how hypnosis will help those who suffer from chronic pain. The results also need to be compared to future research that examines hypnosis

in the relief of pain to see if they might be replicated. (Other results were recorded that are not important to this discussion. They will be reported at a future date in this forum.)

Secondary Gain and Suffering from Pain

People's reaction to pain and even their level of suffering can be related to something as unusual as the culture they live in. Did you know that if you lived in Lithuania you probably would never suffer from whiplash? It's true! It just so happens that in Lithuania there are no laws allowing for financial compensation for something called whiplash. In a study of 200 people who survived serious car accidents in Lithuania, it was found that only 1/3 of these people reported headache or neck pain and most said they had the pain before the accident! There were no reported cases of whiplash. None.

The difference between Lithuania and the United States is that in the USA we compensate people for whiplash and therefore the secondary gain provided is often enough to culturally validate the extension and suffering of pain. When you work with your clients using ego state therapy you will ultimately discover what secondary gain is evident from the pain the person is experiencing. You should also be aware that the elimination of secondary gain (or any hypnotic experience or process) will not necessarily eliminate pain. You will likely find however that secondary gain does reduce pain.

It has recently been shown that emotions are inextricably linked to pain. If a person is suffering from depression and they are also in pain, they are far more likely to suffer from pain than someone who is not suffering from depression. Some scientists believe that depression has such a complex impact on the body that it suppresses the ability to tolerate pain.

Reducing the symptoms of depression, anxiety, stress, panic attacks and other emotional problems tends to raise tolerance to pain. This can be done through medication, psychotherapy, relaxation, increased or decreased interaction with people, or even hypnotherapy! (A combination of the above is normally the most effective overall therapeutic plan of attack.)

Back Pain

On my quest for discovering evidence to validate the mindbody connection I came across the work of Dr. John Sarno. Sarno specialized in working with people who suffered from back pain using conventional methodologies. Sarno now treats his patients with cognitive therapies and achieves better results for the vast majority of his clients than when he used conventional methods of treating back pain. Part of Sarno's message is that of having the client recognizing that stress and emotions play a significant role in the experience of back pain. They also play a significant role in the reduction of pain.

Phrases like "bulging disks" or "spine out of alignment" have become equated with the word "pain." This however is another example of cultural influence. Pain does not necessarily flow from a herniated disk, a bulging disk or a spine that is out of alignment. In fact, one recent study revealed that thousands of individuals with bulging disks suffer absolutely no pain.

These facts do not mean that bulging or herniated disks can't cause pain. A bulging disk can cause excruciating pain and it may need to be surgically repaired.

Relieving Chronic Pain

It is truly a miracle when someone experiences a remission from pain after decades of bitter suffering. The documented reports of complete remission from multi-decade chronic pain are few and far between. However, you can rest assured that miracles do sometimes happen and when they don't reducing chronic pain is often not only possible, it is likely.

You will likely find that people who suffer from disorders as diverse as fibromyalgia, headaches and foot pain can almost all can experience improvement with hypnotherapy.

Regression therapy allows a client a couple of key benefits. First, the client comes to understand why they suffer thereby taking the mystery out of the illness. Second, the client will become desensitized (in many cases) to the

disorder and therefore reduce their negative emotional response to the pain. This allows the persons emotional state of mind to lift and the pain to reduce. These improvements rarely happen quickly and they are rarely complete as far as remission, but the changes are normally significant enough that a client can return to work and lead a normal life.

The Power of Suggestion

In previous articles we have discussed the power of the placebo (and it's opposite, the nocebo) effect. A placebo is not just a sugar pill. A placebo is generally considered to be an inert substance given to someone presenting a specific symptom. All placebos are not the same however. The authority of the person administering the placebo changes the results of whether the person will improve or not. The medical doctor (or hypnotherapist) is assigned an unconscious mental value, so to speak. If the patient/client perceives the practitioner to be "excellent" or "best doctor in town" then the person is more likely to respond positively to the inert substance (placebo). If the practitioner has no credibility or very little prestige, the placebo effect is not as great.

In addition to these elements of the placebo effect is the practitioner's expectation about the client's improvement. A low prestige practitioner stating with certainty that a person is likely to be cured because of the use of a placebo or a bogus therapy will not likely get the results hoped for. On the other hand, a practitioner with high prestige will be more likely to get positive results if they are certain in their prognosis (Always remember that a prognosis is only to be given by a medical doctor, unless state law requires otherwise. If you are a hypnotherapist and you tell your client that they will get well because of your therapeutic intervention, you are practicing medicine without a license.)

People who suffer from chronic pain are not going to want to hear that, "your pain is all in your mind." You will need to articulate to the client that their pain is very real and what they experience is very real. If you validate the client's experience they are more likely to accept suggestions from you.

Your prestige in a local community or field is also important to helping someone work through the difficulties of chronic pain. The more prestige that

you develop (appearances on television and in media, additional trainings, competence and command of a niche market, etc.) the more powerful your suggestive therapeutics are likely to be.

Concluding Remarks

Working with client's who suffer from chronic pain is not for the person who is unwilling to work in conjunction with the medical community. Each client you see must see a medical practitioner for a complete diagnosis of what specifically the client is experiencing. You must never attempt to work with any client who has not first been to a medical practitioner for the same reason they are seeing you.

Hypnotherapy is certainly a useful modality in helping most clients reduce their intensity and suffering of pain. However, it certainly is not likely to be the only modality needed. Always recommend your client seek out treatment for related symptoms of depression, anxiety and other emotional problems.

Finally, remember that all pain is not psychosomatic in nature. Just because you can reduce a person's pain with hypnosis doesn't mean you addressed the physical and emotional causes of that pain. If their headache comes from brain tumor and you successfully mask the pain, the person will still die. Pain is a signal. Remember that a medical doctor is the person to decide what that signal is.

Our role as a hypnotherapist is an exciting one. The skills we learn to help others heal give us great reward and those we help, very often, a new life.

*Kevin Hogan is the author of eight books including **The Hypnotherapy Handbook and Talk Your Way to the Top**, and **Tinnitus: Turning the Volume Down**.*

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HEALING AND HYPNOSIS: A Series

Kevin Hogan

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Article Content Difficulty Rating:

Beginner
*Intermediate
Advanced
Master

You often hear of remarkable healings using hypnosis. How is this healing accomplished?

Definition of hypnosis: (1) A Field and Discipline that includes the study and understanding and artful manipulation of altered states of consciousness.

Hypnotic technique can be used to heal, improve general health, and reduce pain in most people. The model that seems to best effect healing is that of regression. In regression, the hypnotherapist returns a client, in a trance state (2), to the initial cause of an event at which time the client will re-experience, in a vivid fashion, the circumstances that caused an illness. (Learning how to know if you have an initial cause or a secondary cause will be the subject of the next months article.) The event is then examined in detail to bring into account as many seemingly insignificant elements as is humanly possible. The event is described by the client as it is happening, in a careful step by step method until the event is completed. The emotional and/or physical pain that was experienced is re-lived.

Definition of trance state: (2) A directed altered state of consciousness.

Upon the conclusion of the first re-running of the event, the client

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then is told to return to the beginning of the event again and take in all the additional details of the event that were left out on the first running.

The client is not given any suggestions as to what might be present or felt. The therapists job is to help the client re-create a complete and vivid account of the event causing the presenting symptoms. This complete revivification will allow the client to experience all of the possible triggers of the presenting symptoms. This can be something as seemingly insignificant as a child's toy, the color of a carpet, the intensity of light in a room, the sounds that are in the memory.

The first time an event is run through, there will normal be a great deal of emotional and often physical pain re-experienced by the individual. If you have the true initial cause of a present time symptom, you will have a great deal of emotional display on the part of the client. Each time a causal event is run through, you will notice changes in the client on a number of levels.

The first level is the actual representation of the event. The first time through an event is normally the least accurate description of the event. However, each additional re-experiencing of the event normally enhances the memory, simply by the new information being recalled through association. A smell recalled in the first memory can easily trigger other associated elements of the original event. This continues until the event includes a consistent description of the event on two continuous revivifications with at least four of the five senses represented.

The second level is the emotional "output" on the part of the client. If a client is truly re-living the experience, the original pain, both emotiona and physical will be experienced. This will be obvious by the tears and strained tone of voice of the client going through the event. The second time through an event is normally equally as emotionally and physically painful. As each re-running of the event is accomplished the emotions observed tend to change from deep sadness, grief, and tears of sadness toward a bored state. The continual re-running eventually becomes boring for the individual. This is an acceptable place to cease the revivifications.

The bored state is very important to the healing of the inividual for reasons you may have already guessed. The old stimuli and triggers of the current symptomology are no longer triggers of fear, anxiety and illness. Now, these triggers have either been eliminated or trigger a bored response. Triggers for many

illnesses, phobias, and pains now trigger only a bored response. The symptomology often completely disappears because the cause has been erased.

In a sense what we have done is taken our memory of the cause of illness or pain complete with the frame of anxiety, depression, frustration and other negative emotions, and we have re-framed the entire memory in a complete sense to one of neutrality, much like a memory of yesterday's breakfast. At this point the illness, pain, phobia; the effect is said to have been abreacted. Abreaction is the eliminations of the psychogenic cause of an undesirable symptomology. What was a stimulus for illness is now erased. All of the components of the stimulus have been cleared away so the client has an opportunity to enjoy the maximum health potential possible, both physical and mental.

A session to eliminate one psychosomatic response can take several hours. The returning to, and retelling of a single event seven or eight times can be very time consuming. The benefits of the releasement are obvious. When the person is returned to the present time, they feel tired, exhausted, but normally much, much better, if not completely healed from the abreaction.

Discovering the initial cause, however, is not as easy as might be expected. In future articles, we will discuss how to discover the original cause of any specific symptom. We will discuss how to determine whether you are re-running non-initial events. You will learn how to differentiate between an accurate representation of an actual event and that of an imaginary event. You will also know when NOT to use regression therapy with clients. There are many instances when regression can do more harm than good. Do you know when not to use regression? You will discover all this and much more right here, at this web site.

Please direct your comments or questions to the author at:
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Insightful comments and questions will be published if space is available and you note in your questions that you would like it published!

Kevin Hogan is a clinical hypnotherapist and the author of several books. See our [catalog of products](#) for his latest book related to hypnosis, **[The Hypnotherapy Handbook](#)**. See also the audiotape program **[Building Your Hypnotherapy Practice](#)** and **[Miracles of Hypnosis](#)**.

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Healing and Hypnosis II

Discovery of Cause

(and the avoidance of induced memories)

Difficulty Level: Intermediate

The notion of "regression to cause" is certainly not a new one.

My personal hypnotherapeutic theorem is "when you discover the cause of a problem (physical, mental, spiritual, emotional), you can then heal the problem."

The reason you want to get to the root cause of an illness or a problem is that they are like dandelions. If you don't pull the whole root up, the problem will re-appear at a later date. By extracting the entire dandelion from the earth, the weed will not return.

Unfortunately, many therapists attempt to guess or predict just what the cause of a presenting problem is. This is often seen in session when a therapist begins to vocalize his judgments during trance. For example:

"...and did your mother ever sexually abuse you?
fondle you? touch you in ways that made you feel
uncomfortable?"

This line of questioning during trance can easily create a "therapist induced memory." A useful distinction in definitions is best considered here:

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1. An Induced Memory, is one that is created by another person, group, or form of media in an individual.
2. A Therapist Induced Memory, is one that is created in a client by a therapist.
3. A False Memory, is a memory that an individual remembers but in reality is fallacious. Some false memories are induced memories. At an extreme we could argue that all memory is false memory in that all information that is perceived is distorted and generalized by our mental and physical faculties. A false memory is more often a mis-remembering on the part of the client, often in the form of a gestalt, ie., multiple memories collapsed into one memory.
4. A Memory, is a specific or general recall of events as it is encoded in the brain by an individual.

An irresponsible therapist will load questions, during trance, for his/her clients as noted above. By asking a client during trance, if he has been abused, you may begin to install the theme into the client even if it is not true. It certainly is possible for the unconscious to reject the idea, but it is equally as likely that the client will unconsciously search for when such an event may have occurred. Not finding precisely what has been requested, the client's unconscious mind may take a real memory that has the potential story line for the memory and combine it with the therapists suggestion creating a gestalt. In this case, the gestalt will be a therapist induced memory.

Corporate America takes full advantage of this phenomenon in it's advertising and marketing of products to people of all ages and ideologies. Induced memory is not a "mental health practitioner only" - phenomenon. Anyone who bypasses the judgmental portions of the brain will be capable of creating induced memory and suggestions for future activity. (This subject will be covered in depth at a future date.)

How then, does the therapist discover the cause of a problem or illness?

The therapist begins by having the client fully associate to his current problem or illness. The client experiences the problem that he wishes to have eradicated, in trance.

(If the client has migraine headaches and wishes healing, the therapist asks the client to experience the sensations of a migraine.)

Emotions and somatic sensations become very powerful. The therapist has the client return to an earlier time when these symptoms were very powerful.

("Now, return to an incident when you experienced these sensations.")

The client describes everything in a specific event where he has chosen to return to. The therapist wants to know what the client sees, hears, feels, smells and tastes. Temperature, ambiance, pressure, internal sensations and other sensory perceptions are all described to the therapist.

("Describe what you feel, see, hear, smell and taste in this event. Fully associate to the event. Be 'in yourself', re-experiencing the event as you describe it to me.")

It is unlikely that this specific event is the cause of a person's illness or problem. The client presented you with this incident, however, and therefore you are wise to listen to the event. Subsequent events on a chain of incidents, like this one, will not yield any significant benefits for the client. The client will normally be almost as emotionally "charged" after the fourth telling as he was after the first telling, in the case of subsequent events. After running through the event two or three times, the emotional "charge" of the event will begin to dissipate if it is the initial event. Sometimes the client will have a difficult time detailing the event after say, the third or so telling if it is the initial event. The client will most often become bored or amused by the entire event if it is the initial event. What was painful to face is now boring or amusing.

If it is indeed, a subsequent event, it will be necessary to continue your back-tracking to the causal event with this firm but polite command to the unconscious mind:

"Return to an earlier similar incident, now."

The procedure is repeated until the causal event has been uncovered. The causal event is normally indicated by the following criteria:

1. A drastic alteration in the emotional tone of the client with each re-telling of the event. The client should move from negative emotional displays toward neutral or positive emotions with each re-telling.

2. The client sometimes begins to blank out details with third, fourth and more re-tellings of the event.
3. The client is no longer attached to the event in a negative fashion.
4. The client feels better at the end of the session.

It is common that the session will come to a point that it seems to be stalled. There may be no earlier incidents yet the person is not feeling better. The client is not improving as far as his emotional tone as he relates what seems to be the initial cause. There are several excellent strategies for uncovering the cause in stalled sessions. These will be discussed in the next article here.

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Healing and Hypnosis III

How Hypnosis Heals

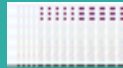
Article difficulty level: Intermediate If we postulate that we are both mind and body integrated into a living and breathing being, we are able to more readily understand how hypnotherapy can be effective in healing illness, emotional disturbances and bad habits.

The human being is constantly striving for an equilibrium in most all facets of life, conscious and unconscious. When a negative force interferes with the equilibrium of the being, a counter-force normally occurs, creating a ridge of pain or emotional upset within the individual. The upset may manifest itself as illness and the person will likely remain ill until the ridge has been "taken apart" or collapsed through abreaction.

Most of our life is "lived" at the unconscious level. It has been calculated by some psychologists that we can accept about 126 bits of information into our conscious mind per second. Meanwhile our unconscious mind is aware of over one million bits of information per second. Generally speaking, we do not regulate our breathing at the conscious level. We do not regulate our pulse and heartbeat at the conscious level. We do not normally regulate the action of our brain functions, seeing, hearing, smelling or tasting at the conscious level. Most of our living is done at the unconscious level.

Meanwhile, the conscious mind is attempting to deal with the internal and external forces in the environment that are out of equilibrium, in attempt to bring them to equilibrium. As the conscious and unconscious minds compensate to these stimuli, imbalances will and do occur. These imbalances cause illness with a wide variety of symptoms and manifestations.

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With some degree of regularity, these imbalances seem to manifest themselves at physical locations in the body where previous illness or injury has occurred. If someone had broken an arm many years ago and the person comes under great stress, there is a likelihood that the location of the previous injury will again become painful. Other times, there is no easily identifiable link to previous injuries and illness with the current symptoms.

Another key consideration in learning how we become ill is the fact that identical traumatic situations will effect different people in very different ways. The death of a parent may trigger depression in one child, anxiety in another and trigger no negative upsets in another child. It is normally not possible to discover why this specific stimulus triggered one set of symptoms in one person and not another without the use of hypnosis. Once the cause has been discovered, it is very possible to eliminate the illness using hypnotherapy.

We know that many illness are the result of bacteriological infections and viruses. We will leave these forms of illness for the medical doctor to diagnose and treat in most cases. Occasionally hypnotherapy will "clear" this kind of illness, but hypnotherapy is more likely to be beneficial in illness of a psychophysiological nature. Illness that are psychosomatic in nature most often are predictable with this formula:

$$\text{Predisposition} + \text{stress} = \text{psychosomatic illness.}$$

"Predisposition" can be understood to mean the individual's history of health, mental fitness, and environmental influences. "Stress" can be understood as a sum of fears, anxiety and worries, real or imagined. Environmental stresses include traumatic events immediately before the onset of illness. Death of a loved one, war, financial problems, relationship problems and the like, can all be stressors that ignite within the individual predisposed to illness.

Common psychosomatic illness seen at the dawn of the 21st century include panic attacks, anxiety disorders, depression, environmental illness and a host of symptoms with no apparent pathology. Using (some but not all) depression as an example of psychosomatic illness, we find some common roots. Many clients have repressed guilt and/or hostility as the key to their depressive illness. In these instances, hypnotherapy can be used to create an equilibrium within the individual and the depression often disappears.

Symptoms and illness are the manifestations of the "ridges" noted above. Many cases of headaches, stomach aches, tinnitus, environmental illness, panic, anxiety, depression, irritability, insomnia, and so on are caused by

these ridges. One side of this ridge you have the dynamics of the unconscious mind pushing toward the ridge. By eliminating the dynamics and pressures in the unconscious mind, the ridge collapses, and the illness disappears or becomes significantly less impairing.

One significant element in helping an individual heal is simply allowing the person to have the insights that are discussed here. When the client understands that his illness may be psychophysiological in nature, and acknowledges this fact, healing can begin. Without the acceptance of this fact, healing is far less likely. It is absolutely critical that the client pursues all possible physical pathologies to his illness for two reasons. First, if there is a physical pathology it should be medically treated. Second, when no pathology is found this will aid the client in being certain that his illness is psychophysiological in nature.

The next significant element in healing is for the client to understand the necessity of the therapist. It is very rare that an individual is healed through his own efforts. It is far more likely that heterohypnosis will be the most useful tool for healing. The reason is that it is difficult to self-regress and self-abreact. The individual's cause of illness is in the unconscious mind and not the conscious mind. Clients often believe that if something is psychophysiological in nature it should be easy to "get over it." This is simply not the case. People die every day from psychophysiological illness. Will power and intelligence are relatively insignificant in healing.

Doctor James Watkins, the eminent hypnotherapist of war victims stated this axiom,

"The more resistance he (the client) naturally feels towards accepting a concept or idea, the more likely it is that the idea is approaching close to the true heart of his illness."

As each layer of the cause of the illness is revealed, the person feels better and better. Each unconscious causal relationship is integrated into the conscious mind for the individual's cognitions. Insight of the specific cause of the client's illness becomes the largest piece of the healing puzzle. As the final layers of the cause are revealed, the individual reaches a significant level of healing.

Unfortunately, not everyone is completely healed with this degree of hypnotherapy. There are other factors at work. One of them is called "secondary gain." Another factor in healing is "the desire of the person to get well." These critical issues will be discussed in a future installment of Hypnosis and Healing.

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Healing and Hypnosis IV

Motivation and Secondary Gain

Difficulty level: Intermediate

Secondary gain was first noted by serious hypnotherapists in World War II. A soldier may have in large part wanted to get well, but to return to the shelling and the front lines with all of the blood and terror, that was too much for the unconscious mind to bear. The soldier knew he was letting his comrades down every moment he was away. Meanwhile, deep within himself he also wanted to go home, where there was no killing, where life was better and a loved one awaited. Whatever problem or injury the soldier might have, it may not get better, and indeed might get worse because of the blessing and curse of "secondary gain." If the soldier gets out of the war hospital healthy, it's back to the means going back to the same thing that put him in the hospital in the first place. That would be an insane thing to do in the conscious and unconscious minds of many young men.

If the soldier did not get well, he would be returned to the states and those he loved. There would often be a deep psychological price to pay in this case as well. The inner struggle of guilt could be agonizing and permanently debilitating in some respects. Returning to the front would be impossible for many.

Secondary gain is the gain an individual receives from being ill or injured. In fact, it may be true that in most, if not all illness, there is some benefit derived by the patient from the illness. Sympathy, love, caring, nurturing, safety, security, peace are all among the common secondary gains a person may receive when he is ill. In

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the case of a wounded soldier in a MASH unit, the secondary gain of not getting well would be the ticket home. Even if he never got better, and he may not, he would not face the trauma of killing again. Unfortunately, the ridge created by the gain pushes against the forces of the conscious and unconscious mind to go back to the fighting and help his comrades. This ridge often replays itself in the individuals future as a form of post traumatic stress disorder.

This mix of values and emotions is the stuff of great Hollywood movies and chronically ill people. We clearly see deep-seated loyalties powerfully divided in the mind. God, country, the soldier's unit and the loved ones back home may meet head to head with the desire to stop killing and go home to be with those loved ones. Values of such a powerful nature collide head to head in many life situations and create powerful ridges of emotion which manifest as chronic illness of a psychological and/or physical nature.

The secondary gain refers to the benefit the individual receives from being ill. For some individuals the benefit of being ill is greater than the price to be paid for good health. The body stays ill. It should be noted however, that this is normally not a conscious decision or choice that is made by someone. In fact, most people who are ill don't give much thought at all to the benefits of being ill whether physically or emotionally. Most people simply want to feel better and assume they will deal with the future, in the future. The unconscious mind often has other plans. The desire for sympathy or safety, love or security, peace or comfort often easily exceeds and overcomes the conscious minds meager desire to get well. The unconscious mind will "win" if it is not shown that a compromise can be reached that will still assure the survival of the self. People literally have become paralyzed because of secondary gain issues. People have gone blind, deaf and dumb due to secondary gain issues. People have died because of secondary gain issues. Secondary gain issues destroy lives daily.

When working with a client, you should know that he will not get well if there is a significant secondary gain issue that has been neglected. What kinds of secondary gain issues will you likely run into in practice?

A Christian Scientist will not want to seek to gain healing from a practitioner or will feel greatly uncomfortable if he does because he does an honor to God if he shows his faith in the wake of illness. The secondary gain is the conscious and unconscious minds certainty that his faith will save him. His lack of faith will

destroy him. Pleasing God is quite a powerful secondary gain issue and a very real one. Simply put, many people will not pursue hypnotherapy because they believe, knowing no better, that it is evil. Therefore the secondary gain they receive from their illness is the comfort they have in pleasing God.

The key value of a hypnotherapist is often his ability to discover the cause of a specific illness or challenge the client is experiencing. With experience the client will see the forest and the trees where the client often sees only one or the other. Once you, as a therapist have identified a cause, you then will gently and patiently help the client see the cause. The client will not be able to do this on his own.

The discovery process as accomplished within the team of therapist/client however is one that in all sincerity must take place in the clients own time and be a personal cognition or "pAHA" experience. When a hypnotherapist makes the mistake of telling a client that an illness is psychosomatic, he is normally rejected completely or in part by the client. Clients often will "fight for" a physical cause for a problem they are experiencing because they do not want to think that anything is wrong with their mind. This is where the axiom, "people are not broken," can be useful to adopt as a client and a therapist. The client has ridges that are supported by at least two powerful viewpoints on the problem the client is experiencing. These viewpoints do not necessarily need to be considered opposite view points on a compass. Sometimes they are only 90 degrees apart instead of 180 degrees apart.

People often believe they can figure out the cause of psychosomatic illness on their own but usually this results in nothing more than a recursive loop and time wasted. It may be possible to discover the specific sensitizing event or engram where the cause is, but more often the client will at best come up with a lock, or later event on a chain of similar events. Burning off the negative emotion of later events that triggered the emotions and somatic pains or illnesses of the initial event, can certainly be relieving. It often appears that the person is healed or improved. The symptoms normally come back in a short period of time if the incident is not the initial incident.

Speaking from my personal experience alone, I have observed that most clients that come in presenting significant illnesses or emotional problems tend to be very intelligent and/or very successful from a financial standpoint. The person with high intelligence and/or level of success normally reach such success through personal effort. They have discovered that when they set out to accomplish a task, it gets done. This mind set,

paradoxically does not work as well in the therapeutic process. Insights are rare when the client is attempting to direct the process instead of being led to insight. Quite often there is a "part" of the individual that is responsible for the stubbornness of wanting to figure out the cause and healing aspects of his illness, on his own. This part has served well in achievement and assumes it will serve well in healing. Unfortunately this is not normally the case.

The extraordinary hypnotherapist, John Watkins, had this to say about this kind of phenomenon,

"An intelligent patient will make rapid strides forward, however, if he can be made to see that the more resistance he naturally feels towards accepting a concept or idea, the more likely it is that the idea is approaching close to the true heart of his illness. It is commonly noted that a person who is teased about a weakness he does not have is not much disturbed. But toss a verbal dart in the direction of a true flaw in his make up and watch him bristle up and protest."
(Hypnotherapy and War Neuroses)

In effect, when the client begins to fight you (or act with certainty that you are on the wrong track) as a hypnotherapist, it is then you know that the healing is just around the corner! When you are at the core, the cause, the dynamic of the illness, the cure is there. The last step is often the most difficult of course, for this very reason! The complete release of illness, if it is psychosomatic in nature, will occur when the final layer of the onion is peeled and the cognition is made by the client.

As a competent hypnotherapist, your job is to be certain that the cause is accepted by the client. This is the moment of release. This SHOULD heal the individuals psychosomatic illness but it often does not. Something else is in the way. It is secondary gain.

Secondary Gain, as described above, is the force or forces that are in opposition to the symptomatic release or cure that keep the psychosomatic illness in place. There is a part or parts of the individual that are gaining more benefit by maintaining the illness than allowing it to be released. In the case of an unconscious "part" the client is unaware of why he is still stuck. At the conscious level, the client is aware of why he doesn't want to get better and normally he will readily admit to this.

We must now eliminate the secondary gain issues that are

tearing the individual apart. In the next article we will discuss how to deal with secondary gain issues in a "three dimensional" fashion. In neurolinguistic programming there is a tool called, "reframing." This is a useful tool and is a part of what will be discussed in the next article. Unfortunately, reframing by itself is not a solution, only an important key.

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Healing and Hypnosis V

Guiding the Client to Emotional Wholeness and Wellness

Difficulty Level: Intermediate

The client often wants to get well, while part of the unconscious mind has clearly decided that it is not in the best interests of the individual to improve their health or change behavior. Returning to the wounded soldier that we have considered often in this series, it certainly seems reasonable to nearly anyone that a part of the soldier's unconscious mind would rebel against returning to the front lines and therefore do whatever is necessary to keep the individual from going back to his unit. It makes complete sense to the hydrotherapies who has worked with people over the years and it makes sense to the individual when he can experience these dual views of reality.

If we as the hypnotherapist decide for the client that he must go back to the front lines or create goals for the client then the part will not likely yield the grip on the client. However, if we let the client decide for himself what goals he needs and wants to aspire to, then he will in all likelihood eventually be released from the pain or suffering that he is experiencing. (At least in the emotional aspect, if not the physical)

Many therapists do not like the idea of having to re-experience past pain and suffering that a client lived with. They believe that symptomatic remission can occur without discovering cause and/or without discovering what various parts of the mind are

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dynamically working for and against a healing. In one sense, the therapist with this belief structure is correct. You can obtain immediate case gain, and dramatic gain at that, with simple tools that do not address these issues. Unfortunately, in most cases the gains are temporary and the illnesses, pains and sufferings, become re-stimulated at a later date and the therapist never becomes aware of his failure.

The therapeutic process of healing for most individuals is that of:

- (Insight) (Motivation to improve) = healing

The motivation to improve as mentioned above will often provide seemingly miraculous healings which occasionally persist. More often than not however, the healing proves temporary and the illness returns because of the lack of personal insight. In order to achieve a pure insight, it is important to examine the content of various experiences and not ignore it in hopes the processes of healing may work on without the insight.

If a client is chronically ill from psychosomatic illness, he is receiving some kind of secondary gain. Often it is manifested in the sympathy received by the client from those who love the client. Sympathy certainly is an expression of emotion that we do not want to squelch in people. We all want attention. When we are sick, people often are more gentle and concerned about us which is often believed by the client to be an experience that will change upon getting well again. Many clients who come to see me are afraid of getting well because their loved ones will stop paying attention to them or be less concerned about them.

As a therapist we can encourage the client to conclude that upon getting well people may like us and approve of us all the more. While living with psychosomatically induced chronic illness, the client is not likely to improve if he continues to receive sympathy from his therapist or from his friends, family and peers. By joining the local support group created to create support for the specific psychosomatically induced chronic illness we also may create a huge roadblock to healing. The illness receives constant validation and the bonds between sufferers often encourage the suffering and in fact, GUILT, when an individual begins to improve.

Therefore, when joining any support group, it is important to be certain that the groups focus is specifically on improving the health of the individuals and not a validation of the illness itself. Having someone to talk to that is ill with a similar illness that a

client has is very important and having the group support can lessen the suffering. However, the effectiveness of the group lessens over time for most individuals and the individual in most cases should seek advice as to whether to discontinue attending meetings after some period of time. The emotional impact of most psychosomatic illnesses can be lessened in most cases by a competent hypnotherapist and the contact with the group can be lessened as the emotional impact is lessened unless there is a specific benefit that is encouraging healing for the client. We will discuss group dynamics in psychosomatic illnesses later.

NOTE: It is here that the difference between the experienced and unaware therapist makes a critical difference in the healing of a client. If a client is made out to be ill with a psychosomatic illness and is in fact suffering from a pathological illness or disease (cancer for example) the client will get worse in all likelihood if he is mis-handled by the therapist. How does one then discover the specific dynamics involved in the illness so that we may release the powerful hold on the client? A process of understanding must first be set in motion, then we can begin actual therapy.

First we educate the client to the process of psychosomatic illness.

Second we educate the client that psychosomatic illness is not something for which we are normally personally responsible for. The dynamics for his illness are almost certainly caused by experiences that he had that created great internal conflict within him and that the creation was largely accomplished at an unconscious level. He needs to know that an illness is an illness. Whether its most significant cause was organic or emotional needs to be irrelevant to society and only relevant to the therapist and the client. If the client or group is attempting to prove the illness is organic when it is not, the illness only becomes further installed into the individual, making it more difficult to render the healing process useful.

Third we teach the client that it is in his best interests for healing to accept the fact that specific events and experiences created specific pains and sufferings which he is experiencing and that upon acceptance of this fact, he will be catapulted in the direction of healing. Once a general intellectual understanding of the cause of his illness is intact, then it is even more important for the client to accomplish the true cognition of the specific cause of his illness versus the illnesses held by others with like symptoms. Once the dynamics of illness are thoroughly understood and honored the healing begins. The energy of the emotional impact of the illness begins to reduce. It no longer becomes necessary

to complain about the pain experienced on a daily or hourly basis. The need to acquire sympathy is reduced. The need to increase the symptoms to increase the amount of sympathy is reduced. All of these kinds of internal responses are dramatically altered by something as simple as insight and indeed this is one of the most powerful reasons for the necessity of the return to cause.

Once the client sees and re-experiences **PRECISELY HOW** he became ill, he then discovers how to become well again.

Healing is not a one session phenomenon. According to Dr. John Watkins, the eminent World War II hypnotherapist, who worked with the most difficult cases in the most difficult of circumstances:

"He (the therapist) will have to decide what can be done and what should be left untouched. He will not open up a conflict, demolish the neurotic defenses the patient has set up to control anxiety, and then leave him floundering at that point without resolving the difficulty and freeing him. Attempts to give too much insight too rapidly can even lead to suicide."

The key components to effectively understanding and then curing dramatic psychosomatic illnesses were originally defined by Dr. Watkins and revised here based upon my personal experience:

1. The analytical formula: (Predisposition) (Stress) = psychosomatic illness
2. The therapeutic formula: (Motivation) (Insight) = cure
3. Four factors in psychosomatic illness:
 1. Symptoms
 2. Dynamics
 3. Secondary Gain
 4. Desire to improve and Get Well
4. Therapy
 1. Motivate to Get Well
 2. Develop insight

It is through the processes discussed in this series that clients with PSI (psychosomatic illnesses) will improve. However, because of the caveat offered by Dr. Watkins, I would not recommend the use of these techniques to the untrained therapist. Alternatively, once having been trained in these techniques and having had time to apprentice with an outstanding therapist, your skill and results as a therapist will geometrically multiply.

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Hypnosis

Understanding the Mind from Hypnotic Experience

(First in a series of excerpts from the Hypnosis and Hypnotherapy Training Manual)

by **Kevin Hogan, Ph.D., D.C.H.**

Conversations with hypnotherapists can occasionally lead to substantially differing paradigms as to how the mind works and how change occurs in human behavior. This article will propose an easy to understand paradigm as to how the mind works and how change occurs. We will also discuss how some philosophies of the mind are successful at creating change in some individuals and discover why no change at all will occur in others with what should have been effective. We will also look at the introduction of the final theory of every-mind which we hope will come close to living up to the title.

The first discovery of change in the physical form, which helps us lay a foundation for this article, comes from sacred literature. The Bible has many citations of individuals being healed by faith. Many others do not get healed. Again, faith (the lack of it) is cited as the reason a person is not healed. Interestingly, the faith was not a religious faith that was referred to in most cases. In other words it was/is not necessary to have unwavering faith in the godhood of Jesus Christ as so many have portended that is said to heal. Jesus, himself, said that it was simply their faith or lack of it, apparently in the process itself that created success or failure in healing. The power of belief in a process or a magic pill is not limited to ancient literature.

Thousands of studies have proven that the placebo response is roughly the equivalent of the power of expectancy. Even the least effective modes of healing (and behavioral change processes) are shown to be more effective than control groups where healing or change is left to happen randomly. This information will become the foundation for our first postulate.

1. Unwavering belief precedes some but not all healing and change, and lack of unwavering belief can precede some but not all failure in healing and change.

Evidence for this is seen in my practice and every other medical and mental health practitioners practice in the world. No one who sees more than one client sees 100% of clients or patients get healed.

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However, there certainly are practitioners that see healing and change more regularly than others, over and above statistical chance. Additionally, many practitioners with greater education and expertise often attain inferior results to practitioners with little experience but a powerful attitude (operator attitude) for healing and change. Based upon this premise, we can offer our second postulate.

2. The practitioner of change and healing plays a role in the likelihood of healing or change in the client or patient. This can include but is not limited to a practitioners experience, education and operator attitude and expectancy.

Based on our first two postulates we can agree on the following:

- The client and practitioner are both important in the healing/change process.
- The client who has an unwavering belief in the certainty of healing/change is more likely to receive healing or the change desired than the individual who is less certain of improvement.
- The practitioner who has an unwavering belief in the certainty of healing/change of his client is more likely to facilitate the healing or the change of the client than a practitioner who is less certain.
- The clients faith in the practitioner aids in improvement.
- The clients faith in the process (whatever it is) aids in improvement.
- The clients perception of the practitioners belief in the process is critical to improvement.
- Although the process of improvement and healing is important to the result, the content (the emotional aspects including belief, faith, expectation) of the process is likely to be more important to the change or healing of the individual.

With these keys understood, we can see that the following should be in place in any healing or change work.

- the practitioner should be educated and experienced in his modalities of change and therapy.
- the practitioner should be certain of the efficacy of his skills and should know how to best present this certainty to the client for maximum placebo response.
- the practitioner should have a powerful method of dealing with the concerns of the client as to the practitioners skills, background, perceived success rate and expectancy level.

These are only two postulates of hundreds that aid the practioner in effecting change in clients. These are only two postulates that begin to help us understand the mind and how it works. In future articles we will discuss more postulates for understanding.

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Neurolinguistic Programming

Playing those NLP Mind Games, Forever

by Kevin Hogan, Ph.D., D.C.H.

Level of NLP understanding necessary to enjoy this article:
Master Practioner (One who has completed the equivalent
of approximately four to six weeks of rigorous NLP
training, or, approximately six months of practical
application in the "real world".)

This article is NOT to be understood as offering modes of
therapeutic application. What is written here is in the spirit
of experimentation and fun. Indeed, some of what is
offered here may someday prove useful in some contexts,
but for here it is just for fun. Additionally, it should be noted
that nothing here is new, nor is it truly "NLP". NLP has a
few key set of applications that can be integrated in
various forms to create new patterns, therapeutic
modalities, persuasion tools and best of all, mind toys.
Here are a few fun mind toys...

The key elements in various NLP patterns are the use of:

1. Time
2. Modalities and Submodalities
3. Strategies
4. Anchoring
5. Physiology
6. Altered States of consciousness
7. A "meta model" and its inverse, often called the

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- Milton model.
8. MetaPrograms
 9. Nested Loops
 10. Reframing

These 10 elements can, and do, overlap each other, of course. Let us examine first the potential number of possibilities of creating future patterns. There currently are less than 300 recorded patterns in NLP. If each of the above elements only contained one possible use in a pattern, there would be $10 \times 9 \times 8 \times 7 \times 6 \times 5 \times 4 \times 3 \times 2 \times 1$ possible combinations. That is roughly 3.6 million possible patterns if each element only had a single digital use. (By the way, anything you devise, you will not own. None of the above elements can be owned. Long before Richard Bandler and John Grinder were born, all of these tools were in use by someone somewhere.)

Distorting time for various uses has been used for thousands of years. Hypnotists in the early 20th century popularized the notion. Over 100 years ago, Charles Dickens popularized using time to create personal change in "A Christmas Carol." Submodalities have been in use since the time of Aristotle. It was L. Ron Hubbard in 1951 that first popularized their use for therapeutic mode. Before Hubbard, submodalities were used in movies to create different looks and sounds in movies. Anchoring is certainly nothing new. Pavlov didn't even begin anchoring! Strategies came from recipes and rituals thousands of years old. Nested loops certainly were popular in the 1950's with soap operas but were in use in the movies long before that and indeed even the Bible uses webs in story telling that we would now call nested loops. The point is, that nothing here is owned or new. Anything you create is yours to use for free and free for others to use!

To play some mind games, there are two fun ways that I have discovered to utilize the elements of NLP. (There are millions of ways to have fun with NLP, but these are two easy to use games.) You can do it from a random application or you can do it from a point of purpose. In a random application you will simply pick two elements (or more, later) and see what you can do with them. In a point of purpose, you have a purpose and see how you can use two selected elements to meet the objectives of the purpose.

Imagine that you want to improve your communication with

others. You roll your 10 sided dice and come up with a 5 and an 8. Physiology and meta programs. How can you mix these two categories of tools to possibly improve your communication with others? Let's brainstorm this again, with the traditional rules of brainstorming. (Accept all ideas as possible. No critical dissension.)

We could:

- Move our physiology toward or away from others.
- Use our physiology in a way that would represent each meta-program we have elicited in another person.
- Recall times when a certain physiology was useful for us in successfully communicating with others with certain metaprograms.
- Ask the other person to assume a position that would represent a specific meta program.
 - "How would you stand if you were dealing from an internal frame of reference?"
 - "How would you sit you were dealing from an external frame of reference?"
 - "How would you laugh if you were in uptime?"
 - "How would you lay down if you were inside?"

The possible questions are limitless in number. Most will mean nothing in practical application, of course. However, eventually you will brainstorm upon a useful possibility for practical application. If I lock you into a specific "answer", I do you a disservice. YOU consider the possibilities and see if anything is useful. It doesn't matter if you find something or not. It is however, worth your time to record your findings in a journal or diary. You never know when you may really hit upon something.

The other option of creating mind toys is simply take random combinations and consider what they may be applicable to in life. We roll the dice and come up with one and four. How could anchoring and time manipulation be useful when integrated?

- How would anchoring people to dates on a calendar they see each morning be useful as a motivational tool?
- How would time be used as an anchor?
- Could each hour be anchored to a specific idea or theme for motivation? Relationship enhancement?

- Could the second hand on a clock be used as a sliding anchor in some way?
- How could we anchor the second hand on a clock with gradually increasing happiness?
- How could we anchor positive events in our past to various tangible things we see in our home or office for happier living?

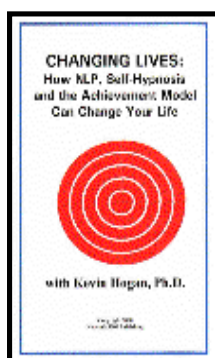
Many of these options will come up with relatively useless patterns. However, in the rough, there are diamonds and the diamonds are what you are looking for!

Once you have a possible diamond, all you do is create your pattern. Most patterns fit into one of a few simple formulas.

1. Start from where you are and go to where you want to using the selected elements.
2. Compare and contrast the "now" and "then" frames. Change each element of the frames to see how changing an element at a time alters the frames.
3. In just one step (like a swish) go from "now" to "then".
4. Use other traditional NLP alterations to move you to or through your mind games.

The purpose of brainstorming combinations of tools and techniques can be to find something useful or simply to have fun. So, please do so, and report back if you find something that will change the world!

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Neurolinguistic Programming

Building a Propulsion System

by Kevin Hogan, D.C.H.

Advanced Patterns of NLP: Part One

Sometimes a simple swish pattern doesn't "take." Maybe reframing didn't cut it. A useful tool that not only can be directionally creating and goal achieving is a propulsion system. A propulsion system can be one of several patterns that are dovetailed together to use old anchors or triggers that once created negative or useless reactions and now use those same anchors to design new responses.

Imagine that you are getting out of your car to make your next sales call may be a stimulus for fear or anxiety. This is a generally negative reaction to a past experience that created the anchors. Now you can design a new chain of emotions, internal representations and responses that will allow you to circumvent the previously installed reaction and give you a desirable response.

Here is the first module of one method for doing this. There are many of course.

1. Imagine the cue for the older more negative reaction.
2. Imagine the desired response or result of this trigger

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from here on out.

3. Determine logical steps that will comfortably move you from the cue to the response.

Consider the old trigger of leaving the car in your sales situation. Imagine reaching for the door handle and decide that your desired internal response and representations should be that of subtle confidence from now on. A logical sequencing from the trigger to the subtle confidence might include:

- touch doorhandle
- recall of time when you were **effective and successful** in a sales situation. (A very specific scene from this event.)
- recall a specific event when you were well received in such a way that it allowed you to feel **proud**.
- recall a specific event when you were absolutely **certain** you would accomplish a goal that was challenging.

You now are ready to anchor these responses and internal representations in such a fashion that you could easily use a "sliding anchor" to trigger each response and set of representations. For this example, we will use the left hand and finger anchors. (If you do not have the left hand, use a sliding anchor on another accessible part of your body. Fore-arms, knees, anywhere will work just fine.)

Anchor in a, b,c,d on the pinky, ring, middle and forefinger. Fire the anchor by touching your thumb to the specific finger. Do not move onto creating a new anchor until you have a powerful set of internal representations in each presently created anchor. Once you have successfully anchored each desired anchor to its specified finger, fire the anchors at random. (d,b,a,c,c,a,b,d) until there is no conscious consideration of creating an internal response to the finger anchor. You now have a true stimulus/response creation.

Next, you will want to fire the anchors in their proper order, from a to d. Fire them with your thumb and spend as much time as is necessary with each anchor until you completely feel the positive feelings associated with each event. Once this is accomplished, immediately move to the next anchor/finger then the next and next. At first this four step process may take 2-5 minutes. However, your goal will be

to move from a to d in less than five seconds. (It is theoretically possible that all four anchors could be fired simultaneously and that discussion can take place under a separate cover.)

Once you have the ability to fire off the anchors in less than five seconds, you have successfully brought your emotional and kinesthetic responses from the past, into the present and fired them into the future. By creating a simultaneous set of representations and not only a sequential set of representations you are in one sense creating a "designed state." Of course the importance is not in the theoretical but in the practical application in your day to day life.

This is only one very brief description of how a propulsion system can be created. You will probably discover additional methods that are superior to this one. For a useful article that deals with how to play NLP games with your mind to create new patterns, read through the other NLP articles on this web site!

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September Journal of Hypnotism

NLP Eye Accessing Cues: Uncovering the Myth

Kevin Hogan

For years I was completely certain that if people looked up and to the left they were remembering a visual image. If they were looking up and to their right they were constructing a future memory. It's what I was taught and it's what I believed to be true. The more carefully I watched people in various settings, the more I began to realize that it just didn't seem right! But, so what? Who would care and why would it matter? I thought about it for a long time....Then it dawned on me: It was important to find out what was really happening with eye accessing cues in the brain because all across the country law enforcement officers, border patrol and even military personnel are being taught information that was never researched or tested. ...and it turns out that we had eye accessing cues completely wrong.

Six months ago, at a hypnotherapy certification training here in Minnesota we started researching eye accessing cues. After my initial research, I became frustrated because what I had written in *The Psychology of Persuasion*, about eye accessing cues was completely wrong. It was the only section in the book I personally didn't research.

My initial research this year showed the NLP eye accessing explanation to be completely inaccurate. I handed the project over to Monica Piechowski, CH. Monica is a Psychology student at the University of Wisconsin. She proceeded to improve on my research design in many ways and ran several additional research projects to learn about eye accessing cues, at our NLP and hypnosis trainings here, and at the University of Wisconsin. She began to accumulate data corroborating my findings. She too was frustrated because everything she was learning was contrary to what she had been taught. She asked Ron Stubbs, an instructor of hypnotherapy to do research independent from our work. His results also corroborated our work.

What did we find out? There certainly are patterns in eye movement, but they

aren't anything like what we were all taught over the last 30 years. The specific project (one of the four) you are about to read about was completely sponsored by the University of Wisconsin and therefore we would like to present to you this report in almost-APA style for your edification. Be forewarned: APA style is not breezy to read but this is almost exactly how our research will appear in scientific journals later in the year. We wanted you to be the first to see it! (We deleted appendixes A and B to spare you all the questions we asked subjects but you can go to www.kevinhogan.com for the entire lists of questions used in this research.)

Contributors:

Monica M. Piechowski,, Ron Stubbs, and Kevin Hogan, UW-River Falls Faculty Sponsor, Dr. Brad Caskey.

Introduction

In the late 1970's Richard Bandler and John Grinder introduced an area titled Neuro-Linguistic Programming (NLP). Though the term Neuro-Linguistics was originally coined by Alfred Korzybski in his book Science and Sanity, the study of its utilization (NLP) was not made popular until much later. Neuro-Linguistic Programming would come to be defined as an attitude of curiosity and desire to learn involving a modeling methodology that presupposes that behavior has a structure and that modeling allows us to effectively manage states of mind. This technology helps individuals to achieve results that they probably would not have achieved before.

Though many of the methods of NLP have been developed from several areas of psychology, most have been streamlined into a workable and translatable format usable by businesses, corporations, politicians, and

therapists. The methods employed in NLP have come under the scrutiny of the psychological community because of the quick nature of its utilization and whether or not NLP has a significant long term success rate. In this research we will be studying one area of NLP known as primary eye accessing systems which are discussed at length in the book Frogs Into Princes (1978). Over forty-four studies have been done on eye accessing cues, however, few have been done by individuals with an adequate background in NLP which significantly may have impacted the results (Sharpley, 1987) because of training level in the methodology employed. Though open for speculation as to why few of the studies done have not utilized NLP practitioners, the most likely reason is that of the availability of trained individuals in the general population. In a rebuttle of results by Beck and Beck (1984) which referenced a study done by Thomason, Arbuckle, and Cady (1980), stated that there was a significant discrepancy between the criterion and subjects observed eye movements. This stated that further research was necessary on testing the model to determine the nature of the internal activity during the thought process. Though internal processes are subjective in measure, one can theorize that when an individual is asked questions relating to one sense, they will access thoughts relating to that sense (ie. Think of a picture of the Mona Lisa).

Research by Buckner, Meara, Reese, and Reese (1987) provided the primary design for this study with individuals conducting the interview to involve individuals trained by the Hypnosis Research and Training Center in the methodology to be employed. In order to avoid spatial discrepancies, researchers will switch location from left, center, and right of the interviewees at instructed points during the interview. This movement is to avoid any locking in of movement to one specific direction of eye contact by the interviewee or other possible emotional memory interference.

This research aims to study what, if any, correlation there is in eye accessing cues to construct and remembered events and primary representational systems (visual, auditory, kinesthetic). Though thought patterns are not intended to be consistent over time because of the very nature of behavior, the correlation between the eye movements and primary representational systems when asked questions of sensory nature should be consistent. This linking of directional shift in eye movement could provide information necessary to develop future theories and modeling methodologies for use in coaching, police work, and therapeutic arenas. The result of this study is hoped will either disprove current theories of eye accessing cues, uphold those theories, or re-write the theories with a more accurate model. We

hypothesize that memories and/or constructs of future event “memories” will be more readily accessed by the individual looking in a specific direction that is predictable in general human behavior.

Method

This study was composed of adult individuals from varying backgrounds and ages. The reason for this selection is to step away from utilizing college population samples and to provide a broad observational aspect to this theory of eye accessing cues. Participants will be randomly selected from more advanced level psychology courses at the University of Wisconsin-River Falls. Participants in the Hypnosis Research and Training center trials will be assigned to either interview or researcher position based upon their previous knowledge of NLP and the eye movement hypothesis. This was determined before the research by individual answers when asked about their previous training in Neuro-Linguistic Programming on a course application. Individuals who responded with no prior experience in NLP were selected for the experimental group.

Materials

For each research participant the researcher received a copy of the interview form (See Appendix A) and an informed consent form (See Appendix B) in a standard file folder. Questions on this form included references to each the visual, auditory, and kinesthetic (tactile) sensory questions. As part of the design we included check boxes corresponding with each direction of movement possible for a higher degree of recording accuracy and to speed up the ability of the interviewers to record movement.

Procedure

Interviews for this experiment utilized three locations. One being the social psychology learning lab at UW-River falls (room 156, Centennial Science Building), and the other two being classrooms utilized by the Hypnosis Research and Training center at their Seattle and Minneapolis training.

Participants were invited individually into the research room and asked to read and sign an informed consent form. While participants signed this form, the researcher is to note which hand the individual use to write in order to determine possible hemispherical dominance in participants and record this information on the demographics form in Appendix A. Participants were given random number assignments in order to ensure anonymity and accuracy in recording of demographic and interview results.

The researcher then took a seat at the position center to the interviewee and followed instructions as listed in Appendix A for the duration of the interview. Following each interview participants were thanked for their time and asked not to discuss the nature of the questions with other participants until the study had been completed at the end of finals week in order to ensure no expectation effect by future participants during the study.

Result

The average participant involved in this study was 36.6 years of age and had at least five years of college education. Participants ranged in age from 20 to 74 years. From the 27 participants in this sample, only two were left-handed. In reviewing their results and comparing these to that of the right-handed individuals in the study we found no difference in results. Though the left-handed population sample was not significant enough to run an analysis of difference test on, we predicted ahead of time that right and left handedness was a possible variable for results, but it showed otherwise in this population.

The results were recorded on Appendix A for each interview in nine movements as detailed in the chart below with the corresponding movements.

UL	Upper Left
LC	Left Center
LL	Lower Left
C	Center Middle
CU	Center Up
CL	Center Lower
UR	Upper Right
RC	Right Center
LR	Lower Right

After interviews were complete, answers from the form in Appendix A were recorded on a form and broken down into the intended question (ie. Visual Created/Remembered, Auditory Created/Remembered, Kinesthetic Created/Remembered) Appendix C charts the count of movements recorded. For each eye movement the total number of responses were recorded. Then the movement for left, right, and center were added for each sensory modality studied followed by the up, center, down for each modality. The results of this can be broken down several ways. The data for the results of this study indicate no significant movement other than to the center middle for each response. When the results were interpreted with the directional movements, all but the visual and kinesthetic created modalities exhibited a tendency to remain in the center. For the visual and kinesthetic created, the movement with this interpretation was to the right center. The auditory created was significantly close to the right center movement, however, this scored just below the level needed to get a right center recording.

Discussion

During the design phase of this research, we took the best of the available research projects on this subject and extracted what worked within the study and utilized that within this one. Questions for this study were combined from several sources and created using sensory specific wording to either create or remember an image, sound, or feeling/tactile stimulation.

After reviewing design, the only flaw we could determine was in how results were recorded. With multiple individuals recording data, there should have been mixed results. Instead, we were able to find a consistent result from all trials when that variable was factored. Also, if this research would be conducted again in the future, we would add a variable of video taped recording of the interviews in order to avoid any possible mixed interpretation of eye movements. If this were to be completed, individuals selected for the research would need to involve individuals who have experience on camera because of anxiety associated with recording equipment. Also, in utilizing the social psychology lab, there were several individuals who were concerned that they were being video taped even though they were not because fixed recording equipment was located within the room. In the Minneapolis trial, not having individual rooms for the interviews may have provided for some distractions within the experimental room where individuals could possibly have had their concentration on the interviewer disrupted thus changing their eye movement. Again, when this factor was considered, there was no change in recorded results.

In addition to how the interviews were conducted, we also would like to increase the number of interviews and participants. The time required in order to complete each interview and remain consistent with recordings did not allow for this to take place in this study. Even with the number of participants we did have, there should have been a clear pattern in the results established. We also considered changing the questions. In studying the results from a similar study completed at the Hypnosis Research and Training Center's NLP practitioner course several months before this study was done, we found the same results with an entirely different yet similar basal construct set of questions.

We also considered for future research on this subject with the researcher in the room with the subject that the center as a default position. If the researcher is in the room and is being asked a question then you focus on their face, search for access then return to their face to give their answer. This trial variable might be utilized in a future trial of this research for the sake of testing whether the physical contact with the interviewer played a role in our results. The construct difference would be video-recording equipment placed to the center of the volunteer with a monitor located in a room adjacent to the volunteer with a speaker and microphone to record the results of the interview.

With the similarity in results in our study and the overwhelming center results, we decided not to run correlational or other statistical measures simply because the numbers speak for themselves as they currently are. The closeness in recorded data for the Auditory created data suggests that there needs to be additional participants for the study in order to show which movement is more significant for the right or center directional movement. There is a significant showing that the centered center movement has a relationship with the remembered events while the created events tend to move from the center to the right. With additional future trials of this study, this may prove to be something of value in reference to the theories involved. When comparing this portion of the results to the charts included within the book Frogs Into Princes, this contradicts the charts there which indicate that the created memories are organized on the left side and the remembered events are located on the right side.

Conclusions

This research aimed to determine whether or not there was adequate support for the eye movement hypothesis in NLP. As our results show and other studies relating to this hypothesis have shown, there is not the support available uphold the theory. We suggest that there might be a connection between remembered versus created movement to one side, however, the study will need to be replicated under several additional conditions to determine whether or not there is support for that idea. In closing, the researchers together would like to state that our results speak for themselves, and show that there is a

relationship between eye movement and sensory representational thought access.

To find out more about what really works with NLP, click [HERE](#).

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Appendix C

Visual Created	UL	LC	LL	C	CU	CL	UR	RC	LR
	42	45	39	141	20	23	61	85	57
Visual Created	Left	Center	Right						
	126	184	203						
Visual Created	Up	Center	Lower						
	123	271	119						
Auditory Created	UL	LC	LL	C	CU	CL	UR	RC	LR
	56	41	33	145	24	22	60	49	68
Auditory Created	Left	Center	Right						
	130	191	177						
Auditory Created	Up	Center	Lower						
	140	235	123						
Kinesthetic Created	UL	LC	LL	C	CU	CL	UR	RC	LR

	38	48	40	141	25	22	43	82	69
Kinesthetic Created	Left	Center	Right						
	126	188	194						
Kinesthetic Created	Up	Center	Lower						
	106	271	131						
Visual Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR
	24	30	20	155	16	16	33	49	21
Visual Remembered	Left	Center	Right						
	74	187	103						
Visual Remembered	Up	Center	Lower						
	73	234	57						
Auditory Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR
	35	48	35	139	22	23	36	83	53
Auditory Remembered	Left	Center	Right						
	118	184	172						
Auditory Remembered	Up	Center	Lower						
	93	270	111						
Kinesthetic Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR

	29	52	49	154	16	22	42	81	50
Kinesthetic Remembered	Left	Center	Right						
	130	192	173						
Kinesthetic Remembered	Up	Center	Lower						
	87	287	121						

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Kevin Hogan

What Is Hypnosis?

Hypnosis is best defined as an interpersonal relationship that is marked by a significant degree of dissociation and focusing on the part of the subject and the moving and changing of the subjects "energies" with the assistance of the hypnotherapist (or other source). (At the conclusion of this article is a brief glossary of definitions including "dissociation" and "energies" that will be helpful to the reader. Please refer to it as necessary.)

Discussing Dissociation

In 1984 I lived in Southern California. It was at this time that the infamous "Hillside Strangler" committed his murders. One night I watched the evening news to hear the good news that Kenneth Bianchi had been apprehended and incarcerated. It turned out that Bianchi was diagnosed with multiple personality disorder (MPD) by John G. Watkins, arguably the most important hypnotherapist in the 20th century. (Watkins, as I have noted during my tenor as a staff writer for the Journal of Hypnotism was the originator of hypnoanalysis in World War II and it was his

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pioneering work that influenced Dave Elman and the future of hypnosis.)

It was not the "Ken" personality that claimed "credit" for the murders he committed. His alter personality, "Steve" offered no regrets however. "Steve," did the killing in Bellingham and Los Angeles. MPD is the most severe form of dissociation. In the case of MPD, the various ego states (parts) within an individual form distinct boundaries and do not communicate with each other as ego states do within a person who develops relatively normally in his life.

When we speak of dissociative disorders, we are talking about a continuum of states of mind that include everything from anxiety, unwanted out of body experiences, and depression to multiple personality disorder and psychoses. For the record, I have never worked with a person experiencing MPD and I have no reason to ever do so. I would urge you to do likewise. (I have unwittingly taken on psychotic patients only to refer them out immediately upon discovery of the psychoses. Please accept my strongest encouragement to refer out clients who cannot distinguish objective reality from their own subjective reality.)

There are many emotional, mental and physical disorders that a well trained and experienced hypnotherapist can assist with on a client's road to wellness. These disorders rarely yield to suggestive therapy, metaphor or non-analytical forms of hypnotherapy. Conversely, these disorders tend to significantly diminish in magnitude when worked through with an experienced hypnotherapist utilizing the three key pillars of hypnoanalysis, regression therapy, ego state therapy (similar to parts therapy) and transference.

In previous articles, I have discussed in some detail the benefits of regression therapy, which is usually the first line of therapy after a thorough case analysis and ego strengthening from the hypnotherapist. In this article I would like to discuss in some detail the definitions, experience, and results of the second line of hypnoanalysis, which is ego state therapy (very similar but not identical to "parts therapy").

When faced with dissociative disorders like post-traumatic disorders (including abuse cases), anxiety, depression, chronic and acute pain, hypnoanalysis is indicated for

clinical hypnotherapy.

Ego States- Important "Parts" that Create an Integrated Self "Part of me wants to buy the house and part of me says, 'no way!'" This is representative of a normal person's typical internal conflicts and accurately describes a normal person's internal process of thinking and decision making. These are two separate (but overlapping) ego states that are working in the best interest of the self. Each part has "it's" reasons for supporting a different point of view. These parts are what we will call ego states throughout the remainder of this article.

An ego state (Watkins 1997) can be defined as "an organized system of behavior and experience whose elements are bound together by some common principle, and which is separated from other such states by a boundary that is more or less permeable... Ego states are generally experienced in normal people as normal mood changes."

Ego states are organized in a few different and typical ways. Sometimes we find these states as a pattern of behavior resulting from similar stimuli. This is called "normal differentiation." Ego states that are formed by introjection of significant others are those where the person develops clusters of behaviors around his perception of a significant other like a parent or teacher. In cases of abuse, this state may begin to "identify" with the significant other and act similarly to that person. Other states are formed around periods of time, like childhood. Still other ego states emerge as defense mechanisms from facing traumatic situations like rape, child abuse and other traumatic distresses. The "core ego" is the state that is most indicative of the normal self, the self that is conscious most of the time. This is also called the "executive ego."

Ego states are not simply a discovery made by great minds like Freud, Federn and Watson. It was Ernest Hilgard (1977) that actually proved the existence of ego states, although he called his discovery, "the hidden observer." Hilgard's experiments prove that there is a "part" of an individual, for example, that is "conscious: and able to feel pain or hear sound even when the individual's core ego is ablated in hypnosis.

In a healthy and normal individual there are many ego

states that operate consciously and unconsciously. In a psychotic individual, or someone with MPD, the ego states are separated from each other within the self by non-permeable boundaries. On the other end of the spectrum from MPD divisions, we occasionally find people who have no ego state boundaries. They have few or no parts to speak of. These people view everything as the same in the world and are not very functional.

Human personality, according to Watkins, "develops through two basic processes, integration and differentiation. By integration a child learns to put concepts together, such as cow and horse, and thus to build more complex units called animals. By differentiation he separates general concepts into more specific meanings, such as discriminating between a cat and a rabbit. Both processes are normal and adaptive." (Watkins, 1997)

Ego states tend to describe themselves as "me" or "I" and discuss other ego states within the person, in the second person, "she" and "he." It should also be noted that in numerous instances in therapeutic work with my clients, ego states have represented other ego states as "it."

Differentiation vs. Dissociation

Differentiation and dissociation both involve the psychological separating of two "entities," but differentiation is of a lesser degree, and is normal adaptation. On the other hand dissociation is pathological because it is maladaptive, decreasing or eliminating internal communication at the conscious and unconscious level of the self, between parts.

Just What is Ego State Therapy Then?

The therapeutic goal of the hypnotherapist is NOT to fuse all parts together into one ego but to integrate them so they continue to be valuable to the survival of the individual and work in tandem for the mental and physical health of the whole person.

"Ego state therapy is the utilization of individual, family, and group therapy techniques for the resolution of conflicts between the different ego states that constitute a 'family of self' within a single individual." (Watkins, 1997)

Virginia Satir, arguably the most skilled family therapist of the 20th century, wrote and taught extensively about effective family therapy. Her work is completely applicable to working with individual clients in hypnosis.

Hypnoanalysis utilizing ego state therapy hinges on a few key pillars for healing emotional, mental and physical difficulties.

The Six Pillars of Hypnoanalysis

1. Transference- Transference is the common experience of the client (or a part of the client) viewing the therapist as someone in his or her past. The therapist could be perceived as father-like, mother-like, etc. This can be useful if the therapist is doing so with a strategic purpose in mind. For example, if the therapist is attempting to gain access to an ego state, then it can be useful to briefly allow transference to take place for a few moments. However, once the ego state has identified the therapist with a past significant other (father, mother, boss, brother, sexual abuser) the distinction needs to be quickly made that the therapist is NOT that person, nor is he anything like that person or people who have so negatively effected the client's life. This moment is referred to as a "transference interpretation."

It is at this point that the therapist gently but firmly challenges the ego state to realize that he has been reacting to all authority figures, or whatever group the therapist is now "falling into," as he did when he was, say a child, responding to Mom. This moment creates an "aha!" experience that allows the client to gain personal insight into his behavior. This previously unconscious behavior is now a conscious experience that allows the client to create intentional change.

Warning: It is very easy for a therapist to take on the role of significant others both "good and bad" without knowing it. Countertransference is very common in hypnotherapy and must be guarded against at all costs. It is probably safe to say that all hypnoanalysts have at one time or another fallen prey to the seduction of a client's unconscious mind and ego states. When we treat the client as a child, a lover, a parent, or anything other than a client, we

have allowed countertransference to take place. This must be rapidly corrected or the therapeutic relationship should be terminated. All hypnotherapists should solve their own transference issues with the assistance of other therapists as these transferences become obvious. Every therapist needs a therapist.

Watkins (1997) has a general rule of thumb in dealing with clients: "Don't do what the parents, or whoever reared the patient early in life, did wrong in the eyes of the patient, whether it is ignoring or abusing."

Clients who have been sexually abused will sometimes (but certainly not always) act "seductively" toward the therapist. This occurs at the unconscious level. Be very aware of this common phenomenon. It could destroy your practice and harm the therapeutic relationship. You will find a common pattern in clients who report abuse. They tend to have been abused more than once. Rape victims are often victimized later in life. Victims of molestation often are molested by other individuals than the first offender. Abuse victims are often abused by individuals other than the first offender. Bringing this pattern to the conscious mind of the client, at the appropriate time, aids in the healing process. Without proper ego strength an assignment of self-blame might take place and ruin the therapeutic process.

2. Regression and Revivification- Once in trance, the client can be returned to the initial sensitizing event (ISE) using regression techniques. Once a client has been returned to the ISE, he can see how his ego states have shaped his behavior and make a conscious decision to change. In dianetic therapy, (which borrows heavily from Watkins's hypnoanalytic work) this incident is called an "engram" and through the years I have found that term to be fairly accurate and useful. When I say that someone is "in an engram," I specifically mean that his ego state that developed at the ISE is unconsciously driving the individual's reactionary behavior. It is therefore critical to the therapist to return to this event so the ego state can be "contacted" and dealt with in an appropriate manner. We will briefly consider the key

techniques here to return to that ISE.

- a) The Somatic Bridge- The somatic bridge is a technique that was developed to let a somatic (a pain or unpleasant internal phenomenon like tinnitus or vertigo) speak for itself. Allow the somatic to come into consciousness and state it's purpose, goals, and/or objectives.
- b) The Affect Bridge- This technique was created in 1971 by Watkins. The objective of this technique is to track the feeling or affect component of a person's experience back to the ISE while in trance. This allows the client to see that the feeling belongs to an earlier experience and no longer needs to be experienced in the present time.

In session, I might say something to the effect of, "Your tinnitus is loud and it is frustrating you. It is causing you great annoyance. Take me with you back to the time when it began so we can experience what caused this noise to turn on." Sometimes the onset was a physical, external event like a gunshot or a rock concert. In cases like this the tinnitus eventually will be reduced in volume but normally will not remit entirely. In cases where the ISE is an emotional event, we normally are able to get an eventual remission although it may take months or years. In cases of pain, the remission often begins within minutes, hours or days!

3. Acceptance of the Client and His Ego States- It is not our job to judge our client. It is our job to facilitate healing. By accepting the client and his parts in a virtually unconditional manner, rapport is built rapidly. Rapport hinges on trust. Once the client and/or specific ego states trust the therapist, it is easier to access the ego states that are creating difficulties in the client's present time life.
4. Contacting Ego States- Once in trance, the simple question, "Would the part or parts that are helping Jim feel this pain be willing to come out and discuss the benefits and reasons for this experience?" Do not interrogate the ego state. You are not a police

officer. Your tone of voice should be empathetic, appreciative and understanding. Your goal is to discover the age of the ego state (when it developed), what it's intention is or wants for the whole self and under what circumstances would the ego state be willing to accept a new job or create a new experience that would be in the best interest of the ego state and the whole person.

5. Create an environment of safe negotiation between ego states. Allow the various parts to all feel comfortable with the outcome of the therapy and communication. (In NLP this process is called Reframing.)
6. Abreaction Therapy- There is no question as to the value of abreaction or catharsis when working with clients. One significant cause of physical and emotional illness is the lack of emotional release (usually in the form of tears and/or grieving) from traumatic events. When the client is in trance, you can allow an ego state to abreact, or, the whole self as seems appropriate. Experience is the best guide and defining rules in a limited article is difficult and un-wise. The key point to remember is that the repressed feelings of grief, guilt, shame or anger have caused emotional or physical illness and we must allow the individual or his ego state(s) to experience the release of these "negative" emotions once and for all.

The client should be allowed to get ALL of his emotional repression vented. Once the tears have flowed, the anger has been vented and the repression has been lifted the ego state that has been influencing present time health often re-integrates with other parts and healing begins. The client must learn that the victimization he experiences was not of his own doing. He was a victim, plain and simple.

As the client re-experiences these traumatic events he begins to release the negative emotions. As the events are re-examined a desensitization to the event and the experience begins to occur draining the negative emotional energy from the ISE or engram. I have discussed this form of therapeutic intervention at length in previous issues of the

Journal of Hypnotism and will refer you to those articles. The first five articles appear at this website.

Kevin Hogan is the author of several books and the newly released audiotope program [Miracles of Hypnosis: Advanced Techniques and Strategies of Hypnotherapy and Hypnoanalysis.](#)

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Meet My Good Friend, Placebo

Part One

by Kevin Hogan

The placebo response is the body/mind response to the absolute certainty that some expected effect will take place due to taking some action. The placebo response can also be noted as a response of expectancy. The placebo response, this mind/body healing response, is one of the best friends a therapist has.

When someone truly believes with absolute certainty that an effect of some kind will occur because of some action taken, the body/mind often responds in amazing ways. Although we will be sharing a few key therapeutic ideas in this article I wanted to share with you a non-therapeutic response of expectancy so you can consider the broad range of possibilities involved in the placebo response.

In the early 1970's an interesting study was proposed and performed in New York. In brief, a well known psychologist approached a school to utilize two teachers and two groups of students. Group 1, teacher A was told was a group of superior students. All the students have very high IQ's he is told. Do not tell the students or any other teachers. We (the principal and psychologist) expect you to have a great year. Exit teacher A.

Teacher B enters and is shared the following news (again I paraphrase): We have some news for you. The students you have (Group 2) are students that are students who are not doing so well. They have very low IQ's. Do not tell the students or any other teachers. Do your best. Exit teacher B.

Eight months into the study the research project is stopped

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because the students in group 1 almost to a student have an "A" average. The students in Group 2 are averaging a "D" grade. The punchline? The students were randomly assigned to the groups. There was NO difference in the average IQ of the students! The study was immediately stopped and has never been conducted since.

Expectancy is a powerful element that is difficult to measure but it DOES play a crucial role in behavior as it does in healing. The two teachers believed that they had superior and inferior students, respectively and they said nothing verbally during their eight months of teaching their students. Their non-verbal communication clearly gave their expectant attitudes a neon sign of certainty to the students of what was going to happen. It is this very same neon sign that a good therapist wants to wear.

A good hypnotherapist will never say, "Absolutely, your tinnitus will disappear." We will never say, "You will lose 100 pounds and it will stay gone forever." But based on a superior understanding of how the expectant response of the body/mind can work, we can congruently say, "I really like your chances."

What are those chances by the way? Let's look at the spectrum of possibilities.

A recent study reported in JAMA (Journal of the American Medical Association) showed that over 7 in 10 people with asthma given an inhaler filled with water had their asthma attacks stopped. The people with asthma didn't know that the inhaler had water of course. They were certain it was the same medicine they had been using for years. The certainty is the element in the mind/body response that we need to utilize for maximum results in all forms of healing.

Before we continue, does the above data indicate that cancer is real and asthma is not? No. Asthma is very real. So is cancer. A person who loses a limb will not regenerate a new limb regardless of their power of belief and expectancy. There is no programming for limb regeneration in our body. It doesn't happen. There are some things that the human body can do and there are some things it cannot do. Our goal as hypnotherapists is to maximize the healing process for each client that we have. Everything our client experiences is very real if to no one else than the client. Note that in the asthma study 3 out of

10 people didn't benefit from the water in their inhaler. They needed the medicine to affect physiological change in the lungs. So, let's continue with what those chances are in another critical area, that of pain control.

Pain analgesics have been tested time and again against a placebo (an inert pill) and it has been found that about 35% of all people utilizing a placebo for the reduction of pain experience about a 50% reduction in pain. We cannot know exactly why this third of the population responds so well to a placebo pill. We also don't know if the same group would respond better or worse to other pain reducing treatments. What we do know is that on average, about 1/3 of people need nothing more than a placebo (including the appropriate mind/body response) to gain remarkable relief from pain.

Ernest Rossi (Psychobiology of Mind Body Healing, 1993, Norton Publishing) has catalogued a number of maladies that seem to at least in part improve with the administration of "placebo treatment," implicating at least three major body systems in the mind/body healing response. In simple terms: All of the following disorders, diseases and symptoms respond at least in part to placebo treatment indicating some degree of mind/body healing capability.

Category One: The Autonomic Nervous System is Implicated

- Hypertension
- Stress
- Cardiac Pain
- Blood Cell Counts
- Headaches
- Pupillary Dilation

Category Two: The Endocrine System is Implicated

- Adrenal Gland Secretion
 - Diabetes
 - Ulcers
 - Gastric Secretion and Motility
 - Colitis Oral Contraceptives
 - Menstrual Pain
 - Thyrotoxicosis
- #### Category Three: The Immune System is Implicated

- The Common Cold
- Fever
- Vaccines
- Asthma
- Multiple Sclerosis
- Rheumatoid Arthritis
- Warts

Dr. Frederick Evans, a clinical psychologist has discovered that about 55% of the effectiveness of numerous drugs is actually wrapped up in the placebo response itself. He says in his contribution to a recent book studying that matter (Placebo: Theory, Research and Mechanism, 1985, Guliford) that ..."in other words, the effectiveness of a placebo compared to standard doses of different analgesic drugs under double blind circumstances seems to be relatively constant. This is indeed rather remarkable and unique characteristic for any therapeutic agent. The effectiveness of the placebo is proportional to the apparent effectiveness of the active analgesic agent."

"It is worth noting that this 56% effectiveness ration is not limited to comparing placebo with analgesic drugs. It is found in double blind studies of non-pharmacological insomnia treatment techniques (58%) and psychotropic drugs for the treatment of depression such as tricyclics (59%) and lithium (62%). Thus it appears that placebo is about 55-60% as effective as active medications, irrespective of the potency of these active medications."

In the next article you will learn how the placebo effect directly influences healing and how it is very different from a modality of healing including hypnosis, hypnotherapy, or any other form of therapy. The Mind Body connection is powerful. While hypnotic suggestion is not a placebo and healing doesn't take place with hypnosis because of the placebo response, this information does have powerful impact on our work as you will see in the following articles. Watch the Journal of Hypnotism this year for more about the Mind-Body Healing process.

Kevin Hogan is the author of several books including [Tinnitus: Turning the Volume Down](#) and [The Psychology of Persuasion](#). He recently debuted the 12 audiocassette program called [Miracles of Hypnosis: Advanced Techniques of Hypnotherapy](#).

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Hypnotherapy, The Placebo and The Nocebo: Part Two "Deepening Our Understanding of The Human Mind"

Kevin Hogan

I offer you three operating definitions for this series as we begin the second article into understanding hypnotherapy and the placebo effect and response.

1. Hypnotherapy is a relationship between two people where one person focuses all of their attention toward making actual and lasting shifts and changes within another person toward or away from various experiences at the request of the person needing help.
2. Hypnosis can be defined as an event whereby one person bypassing the critical factor of the mind of another creating a sense of trust and expectancy.
3. The placebo effect is the expectation of improvement actually changing outcome. The placebo effect is the therapeutic effect of hope aroused by partaking in a specific therapy, process or treatment. Hope has been defined in psychological literature as the perceived possibility of achieving a goal. (Stotland 1969) The placebo effect is measurable by comparing bogus therapy with actual therapy, bogus drugs (inert pills) compared to real drugs.

The placebo response appears to be a self-reinforcing loop of improvement whereby the individual believes to experience some improvement, does experience some improvement, pays attention to it and therefore internally responds as if improvement is happening, once again expecting to find more improvement.

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Someone who suffers from chronic fatigue who undergoes therapy that might reasonably be expected to help the person will have a built in placebo effect as the person watches an occasional improvement and then the body responds favorably to the improvement which could be both a combination of therapy and placebo effect.

The placebo effect, hopefully, is an important part of hypnotherapy, much like the response of various drugs by people is partially the placebo response. However, the placebo effect is not equal to hypnotherapy though it is sometimes the same as hypnosis.

"Physicians have always known that their ability to inspire expectant trust in a patient partially determines the success of treatment." (Persuasion and Healing, Frank, 1993)

We see the doctor as a healer and therefore when he prescribes a medication or course of action we expect that course to work. As we improve the placebo response helps most people improve toward the goal whether a placebo is involved or not. Until the mid-twentieth century, most drugs prescribed by medical doctors were actually toxic and so the entire history of medicine until the last half century is really the study of the power of the placebo effect and response.

Hypnotic procedures favorably affect those bodily systems that are most reactive to psychological inputs- notably, the cardiovascular, gastrointestinal, and respiratory systems and the skin (Crasilneck and Hall 1985). The well-authenticated hypnotic cure of warts is particularly noteworthy because warts are caused by identifiable viruses. Apparently hypnotic suggestion can induce immunological changes in the skin that combat these viruses. More remarkable is the finding that this procedure can cause warts to disappear on one side of the body only (Sinclair-Gieben and Chalmers 1959). (Persuasion and Healing, Frank, 1993)

Hypnosis is just as effective in removing warts as surgical procedures whether the person has experienced failure in previous treatments or not. Interestingly, you can paint inert dye on warts and tell people that the ingredients in the dye will make the warts go away and that works just as well as hypnosis and surgery also! In these three

procedures is an apparently powerful placebo response at work.

The Nocebo Response

The placebo effect can also be seen in its reciprocal "nocebo" responses. One kind of nocebo is seen in the patient (who dislikes doctors and traditional helping professionals) who is prescribed medicine to and actually has many side effects to the "medicine" when in fact the person is experiencing side effects to the traditional helper. Many people simply don't like medicine and do not trust the traditional doctor. Their responses are in line with their expectations in many instances. Researchers have found that typical "side effects" to doctors and traditional professionals include nausea, diarrhea, and skin eruptions (Wolf and Pinsky 1954) **How powerful is the nocebo response?**

In 1992, Dr. Clifford Meador of the Department of Medicine at Vanderbilt Medical School read an article called Voodoo Death describing how it is possible for people to die a hex or voodoo-like death. I will explain Meador's significance to this in a moment. The article was by a physiologist Walter Cannon. There are three components in such a hexing death.

1. The victim and all family and friends must believe that the ability and power of the hexer is genuine and will indeed cause death.
2. All previously known victims of the hexing must have died, unless the hex was removed.
3. Every person known to the victim, including family and friends, must behave toward him as if he will die. This involves leaving him alone and isolated, even by his closest relatives.

Cannon concluded that death will occur in a few days if these elements are in place.

Meador published this article and the case of an older white man who was dying from what he believed to be esophageal cancer. Meador was an internist and consulted on the case. The entire story is detailed in Larry Dossey's (MD) book, *Be Careful What You Ask For*. What

I want to share with you was through this man's tragic first bout with his life ending, he asked Meador if he could just live til Christmas. It was summer and his condition was grim. The entire staff, friends and family did everything they could to help the man and he amazingly improved. Dramatically so. He was healthy and you wouldn't know he had cancer. In January he was re-admitted to the hospital and died within 24 hours. The cancer turned out to be one and only one nodule. It had not spread as had been suspected. A previous liver scan showing cancer was a false positive. The only thing that could be determined was that "...he died thinking he was dying of cancer, a belief shared by his wife, family, his surgeons and me, his internist."

This kind of nocebo response is very powerful indeed. Although you cannot tell someone with metastatic cancer that they can safely go on with their life and ignore treatment, never offer a negative review for a person's prognosis as a hypnotherapist. Why? Consider the following sampling of studies and papers.

Research in patients being treated for stomach cancer showed that 1/3 of patients who received placebos developed nausea, 1/5 developed vomiting and 1/3 lost hair. Certainly the cancer played a confounding role in nausea and vomiting but in hair loss? (Fielding 1983)

Cases have been reported where patients become addicted to placebos. One extreme in this research showed a patient who took 10,000 placebo's in one year. (Rhein 1980)

In another study, two thirds of patients receiving a placebo developed evidence of streptomycin toxicity-streptomycin being the antibiotic they believed they were taking-including high and low frequency hearing loss, a known side effect of using aminoglycosides. (Wolf and Pinsky)

Finally, in the Framingham Heart Study, in which thousands of residents of Framingham, Massachusetts have been followed over decades, women aged 45-60 who believed they were likely to suffer a heart attack were 3.7 times more likely to die from coronary conditions than women who didn't consider themselves particularly coronary prone. (Voelker 1996)

Personality and The Placebo Response

What personality traits of people seem to be threaded to responding well to the placebo effect? Research shows that it is often individuals displaying anxiety, people who can be dependent on others for help, people who are emotionally reactive, people who are conventional, and people who can accept others in their lives. Some studies have shown that people who tend to be less responsive tend to be isolated and mistrustful. (Lasagna 1954)

In our next article about Hypnotherapy and The placebo and nocebo responses we will look at how to utilize belief and expectancy in the healing process.

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Tinnitus and Chronic Illness

Would you be interested in experiencing a full slate of clients, everyday? Did you know there are 40,000,000 chronically ill Americans? These people suffer from everything from chronic fatigue to chronic pain. Almost all of these chronic illnesses are essentially medically untreatable.

Did you know there are 12,000,000 people suffering from maddening ringing in the ears (tinnitus)? I've done thousands of hours of research and spent over \$11,000 in developing a complete multi-modal program to help these people. Why? Because, for almost three years I was one of "those people."

I spent nearly three years in noise hell. The Emergency Broadcast System went off in my head 24 hours per day, 365 days per year. It never ceased, until finally, it remitted in 1996. Since beginning my healing process that included generally unknown techniques of hypnotherapy, a surprising selection of medications, interventions from other professionals and lots of support, I was finally made well.

When I first began publishing about my success in working with clients suffering with tinnitus, over 100 hypnotherapists in this country hung their shingle out with the goal to help those with tinnitus, only to meet with failure at every corner because of the depth, breadth and complexity of the malady. These therapists sincerely believed, apparently, that because they were able to utilize trance for pain management and other challenges facing their clients, that they were able to assist those suffering from tinnitus, hyperacusis (sensitivity to sound), environmental illness (multiple chemical sensitivity) and other chronic illnesses like chronic fatigue syndrome.

Why did this group fail? Hypnosis doesn't work unless

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the therapist knows exactly what to do. Optimistic and kind therapists simply overestimate the value of what is in their tool box. Although there are therapists that can help, they are few and far between. Only a few appear willing to take the time to learn and understand the suffering of people like you and me.

What would it take for you to help this suffering population gradually improve the quality of their lives? A hypnotherapist working with a person that suffers from tinnitus and other chronic illnesses is like a neurosurgeon doing brain surgery. The neurosurgeon is the highest paid of the surgeons. They earn hundreds of thousands of dollars per year. The hypnotherapist who is willing to invest about 50 hours of personal education and \$500 in training materials can learn how to have a practice that easily yields \$100,000 of income per year.

I read over 1200 articles from neuroscience, psychological publications and medical studies from all over the world. I learned that long term hypnotherapy is the most powerful adjunct in reducing tinnitus volume and suffering. Adjunct means that we aren't going it alone. We are working in cooperation with medical doctors, psychiatrists, osteopaths, and physical therapists. The complexities of tinnitus suffering are daunting at first, but once an understanding is gained on how tinnitus (and other chronic illnesses) is generated and how it can be relieved and reduced, there is hope for your clients.

Each of my clients readies him/herself for 20 hours of consultation on other therapies I've encouraged with other professionals, hypnotherapy with me, and a complete understanding of how their chronic illness is generated and what they must do every day in order to improve their situation. Sometimes, with the assistance of their medical doctors, their psychologists and other professionals, as a team we are able to beat the unbeatable. People who suffer from chronic fatigue, tinnitus, multiple chemical sensitivity almost all begin to heal...a large majority to the point of remission. I want you to be able to help these people too.

"...and when you open your eyes the noise will have disappeared...", and it NEVER does. It can't. Hypnotic suggestion and post hypnotic suggestions, reading a script of beautiful metaphors, simply won't do anything for those suffering from chronic illnesses especially tinnitus.

The difference between my work and every other hypnotherapist is simple. When I was suffering to the point of suicide, I HAD to get better or I was going to end my life. My tinnitus was as loud as a rock concert. The

emergency broadcasting system was going off in my head for 24 hours per day for 30 months. I HAD NO CHOICE but to get better. My discovery, which took 30 months of research (and still continues) and thousands of dollars, was that there was not just one solution to the tinnitus (or any chronic illness) problem. It was more than emotional, more than physical, more than spiritual and more than psychological. A multi-modal approach to healing was the key.

The Chronically Ill Can Begin To Heal

The process is at times frustrating. Time passes slowly. The chronically ill client needs to make a number of commitments. Working with chronic illness including tinnitus is far more complex than quitting smoking. He/she must commit money and time and the willingness to participate in far more than hypnotherapy if he/she is to regain wellness. It can take months or years to get well, as it did for me. Many people, unfortunately will only experience minor improvement...and for a few...none at all. Most, however, will achieve significant case gain, in time.

No one seems to listen to your chronically ill client. "Nothing can be done" is what he/she's been told. The chronically ill client can't be helped in 15 minute visits to his/her medical doctor. Even with appropriate medications, which are necessary in working with the vast majority of chronically ill clients, the medical doctor plays only a small but significant role in the healing process. This is one area where the medical community is open to the educated hypnotherapist working with their patients. The medical doctor simply doesn't have the time necessary to devote to the chronically ill patient, and this is where you come in. When it becomes common knowledge that you are working with the chronically ill and especially those with tinnitus you will find yourself swamped with requests for help within the year, should you choose to follow in this most rewarding path.

The Initial Interview

When your client arrives at your door, he/she is usually despondent. I always book a 120-150 minute session for the initial interview. This first meeting will cover the following:

1. Client assurance that most people do improve with time and dramatically so.
2. A 90 minute case analysis specially designed for the chronically ill client. (Write my office for information about this special analysis procedure.)
3. The signing of a statement understanding your

credentials and non-licensure status.

4. Presentation of the basic plan for therapy which will include medication from a medical doctor, seeing other appropriate professionals in conjunction with you, including an osteopath, a physical therapist, a psychologist, a psychiatrist, a TMJ specialist, an ENT, an audiologist and possibly other professionals.

5. Explanation of the various hypno-therapeutic interventions you will be using including hypnoanalysis, ego state therapy, time line therapy, focusing exercises and numerous other rarely used techniques.

6. Explanation of the fear deconditioning process which will take place to reduce tinnitus distress.

7. Explanation of the processes of auditory habituation where external sound sources in their day to day life will be utilized to help create secondary sound sources for the brain to hear.

8. Explanation of medications like antidepressants and antianxiety medications that actually reduce not only distress but volume and how they can expedite the healing process.

9. Explanation of the questions and medical tests that need to be sought from the medical community to assist in the healing process.

10. Explanation of what tinnitus (or his/her chronic illness) is caused by and how you will be addressing the causes - physical and emotional.

11. Scheduling of weekly (two hour) appointments for the next 7-10 weeks to begin the healing process.

Your First Hypnotherapy Session

Having received medical records from the client assuring that there is no tumor causing the tinnitus (via MRI or CT scan) and that the blood chemistry and glucose levels are in balance, and having eliminated all other possible medical causes (of which there are many), you can then begin your first session of hypnoanalysis.

Hypnoanalysis is a powerful therapeutic modality that allows the hypnotherapist to find emotional and physical causes of various symptoms. Hypnoanalysis is a lengthy and powerful process that takes weeks with the chronically ill. During this time the client will begin to experience less distress as the hypnoanalysis desensitizes the individual to his/her malady. With luck, there will be an emotional predisposition to the individual's tinnitus, and hypnoanalysis will eventually uncover this background. The "aha" experience or that of "insight" can often make dramatic emotional improvement in the client's symptoms and emotional outlook which is necessary to preface

physical symptom improvement.

Later Sessions

In later sessions over the coming months you will utilize other forms of hypnotherapy, continuing to pay attention to the results of the medications and other treatments that are underway. You normally will be acting as a coordinator for them. In the first few months the norm is to watch your client change from a deeply depressed or distressed state of mind to one of hope and optimism. In the ensuing months the client will begin, in most cases to experience symptomatic relief. There is no time frame that is predictable for any one case. If a client suffers from significant hearing loss, he/she will heal at a different rate than one with perfect hearing. The variables are many.

Hypnotherapist as Cheerleader

It's true that during the healing process your client will experience setbacks and difficult days when he/she loses hope. You become the most important person in his/her life at times like this. You become cheerleader, biggest fan and supporter. You keep him/her going.

Then One Day....

....you will get the greatest phone call you will ever receive...this week..."I can't make it today, I have to...." I love this phone call. The person is feeling better. He/she is beginning to heal and doesn't have time to see you, the instrument of his/her healing. This phone call is what I look forward to with every client. It is always my goal to eventually say good-bye and hear the words of thanks and relief from my clients. It may have taken six months or two years but it is wonderful.

If every practicing hypnotherapist in America were to have a full schedule of 100 clients per year we couldn't even begin to assist the most difficult cases or those who are suffering the most. Please, think about helping those only you, with just a little education and experience, can help to heal. What would the quality of your life be if you could start changing lives, one by one? How would you feel about yourself if you could see the faces of your clients as they cry with tears of joy because of the work and dedication you have given to them? I think you already know. I know I do.

Kevin Hogan suffered from tinnitus for 30 months. He sees approximately 100 clients per year with tinnitus, hyperacusis, chronic fatigue, multiple chemical sensitivity and other chronic illnesses. He has become a resource for thousands of sufferers across the world in assisting them to find help. Kevin is the author of several books including

[Tinnitus: Turning the Volume Down](#) and [The Psychology of Persuasion](#).

For further resources on helping clients with tinnitus and chronic illness, see see the audiocassette program [Tinnitus Reduction Program](#).

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How to Know What Protocol to Utilize First

First, let's look at the major tools of hypnotherapy and then below the key issues that will likely to be best dealt with with these kinds of therapy.

You should know that my expertise lies in reducing emotional and physical symptoms of tinnitus, bulimia, environmental illness, chronic fatigue, fibromyalgia, anxiety, panic, depression, ptsd, and panic disorder.

You should also know that I have not worked with more than a handful of cigarette smokers for the purpose of getting them to kick the habit. I have not worked with more than a handful of people with cancer. I have not worked with more than a handful of people who were terminally ill.

You should know that my model of hypnotherapy revolves around helping people that present symptoms. It is essentially this model:

- Case Analysis
- Regression Therapy
- Ego State Therapy
- Time Track Therapy
 - (not to be confused with Tad James Time Line Therapy)
- Suggestive Therapy

Except in cases of PTSD and DID's I almost always use the above model.

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1. Suggestive Therapeutics - You suggest it they believe it, it's installed, it happens.
 - o Someone having their first baby. (second baby? Regress, release emotions, then do suggestive work.)
 - o Someone having a surgery they have not had before.
 - o Someone wanting to improve concentration.
 - o Someone in great shape physically who wants to get into peak condition.
 - o Someone who is in great shape mentally who wants to be even better.
 - o Someone who is in need of immediate relief of pain.

Anything that currently doesn't have a negative emotional component will likely benefit greatly from suggestive therapeutics from the right therapist.

In suggestive therapy I include NLP.

2. Ego State Therapy- The various ego states of a person are communicated with and negotiated with to eliminate secondary gain issues and encourage healing.

Post traumatic Stress Disorder (Boy did I learn this the hard way when I tried using regression to Vietnam. Never regress to Vietnam without parts therapy first!)

Dissociative disorders of all kinds (Send MPD to licensed professionals, please)

In Ego state therapy, I include forgiveness work.

3. Regression therapy- Find the roots of the symptom, return the client there, discharge emotional difficulties, let client see why he is sick, encourage healing.

Anything that is symptomatic. If there is a physical or emotional symptom there is almost certainly an underlying set of emotions that should be discharged. So tinnitus, bulimia, anorexia, depression, anxiety, stress, panic disorder, emotional and physical problems should all be regressed through SSE's and eventually to the ISE. Pay particular attention to anything that has recently been restimulated in the last several weeks.

4. Metaphors and other Tales of Enchantment

5. Self Hypnosis - Individual uses autosuggestion or audio tapes to achieve some benefit.

Anything that needs to be distracted from like pain or any symptom that has not yet been optimally dealt with in one of the other modes above. Usually self hypnosis will not heal anything but can provide much needed temporary symptomatic relief of most presenting symptoms. In self hypnosis I include meditation and consciousness expanding experiences.

6. Coma/Esdaile/Ultra Depth- Though James Ramey who has written extensively with his mentor and expert Walt Sichort (and I'm now writing the forward to his book) list numerous benefits of these states, I will share with you that I am convinced that these states are optimal for surgical situations as was originally discovered by Esdaile circa 1840's. I do not use these states. I know very little from first hand experience. Only have had a couple of people in 10 years actually spontaneously go to a state that I can't get them out of easily.

7. PLR- I've had no spontaneous PLR's with people who were not already believers in past life. But, I have had some good results with the handful of people who were believers in past life that then pseudospontaneously moved into a past life. PLR work has research that I accept that shows it can be useful in symptom alleviation/elimination as seen in regression therapy.

8. Ideomotor Signals/Pendulum work. When I need to find data and the unconscious mind isn't talking I set

up ideomotor fingers on the right hand of left handed people and the left hand of right handed people.

We could go on and talk about automatic writing, hypnoplasy, hypnography, future pacing, etc. but we have the basics above.

This is just a thumbnail sketch, and that is all this is. It should give the person who is early in our profession of what will likely be most effective in most situations. There are always exceptions to the rules.

To learn regression therapy: I recommend the [Hypnotherapy Handbook](#) by Hogan, Nahum, Sumner, Hastings, and LaBay. Train with someone who teaches regression. (Myself, Roy Hunter, Jerry Kein) My 12 tape audio program, [Miracles of Hypnosis: Advanced Hypnotherapeutic Techniques](#) is an excellent program for people with some experience in the area.

Ego state therapy: You can learn the basics from Roy Hunter's books esp. Art of Hypnotherapy; Phillips and Frederick's, Healing the Divided Self; Watkins books: Hypnoanalytic Techniques and Ego States.

To learn suggestive therapy: Train with an NGH instructor. They rely heavily on suggestive therapy.

To learn PLR: Read Winifred Blake Lucas Books: Regression Therapy. Absolutely brilliant stuff.

To learn about Coma/Esdaile/UltraDepth: Jerry Kein has a couple of videos on this.

To learn about Ideomotor signals read Rossi's Psychobiology of Healing and Cheek's, Hypnosis, 1994.

To learn about metaphors: Stephen Gilligan's Therapeutic Trances is pretty good. Most of the stuff in this area is mediocre.

If this article is of interest, please let me know and I will attempt to address needs here in the future. If this article was sincerely helpful to you, you might want to go to the catalog and read about the new [Miracles of Hypnosis: An Advanced Course in Hypnotherapy program](#).

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THREE

Attraction for the Rest of Us

The measurements on the tape may not read 35-23-35 and the bank account may be only modest. You may not be 6' tall and you may not have the perfect education. Does that make us unattractive? Absolutely not! Not only is there hope, there are 13 proven strategies and behaviors that increase your attractiveness to others and only one of these 13 has to do with your physical appearance!

Focus On Others

What really gives you the charismatic edge over others is your ability to focus your attention toward other people. Learn to become fascinated by other people, their life experience and their work. This is a trait that people find simply irresistible.

People's eyes will gloss over when they hear what we call "I" language. When someone drones on about their successes and failures, their opinions and attitudes without gaining a similar amount of disclosure from others, they rapidly lose their "face value." When people talk without consideration for the thoughts of their communication partner, we say they are using, "I" language. They are simply talking about themselves and nothing else. Successful communication happens when people share equally about

what is interesting and exciting to them. It entails learning more about what other people think and seeking additional information about other people's points of view.

The idea of bringing your attention to that of others is something that takes "getting used to." It's not always easy to really listen, understand and expand on what another person is talking to you about. The best habit you can develop is the avoidance of "me too" phrases. In other words when someone says,

"I just got back from Mexico,"

You don't say, "I've been to Mexico too!"

(They don't care...yet.)

Instead say, "Really? Where did you go?"

"Ixtapa."

(You've been there by the way...)

"Wow, what did you like about Ixtapa?"

"Oh, the beaches are unbelievable..."

Now you can share your excitement. "I was there a few years ago and thought it was incredible. (Now direct the conversation back to the other person!) What did you get to do down there?"

You could have told all about your trip, your adventures, told them how beautiful the beaches were, but that's what every boring person on earth does. People with charisma re-direct the conversation back to the other person so they can help the other person feel the fullness of the experience they are sharing. This is what focusing on others is all about.

Here is another example of keeping the focus on the other person when the temptation is to compare their experience with yours.

"I had a terrible day."

(You could say, "Me too, I got into a car accident.")

"Really, what happened?"

"My boss yelled at me and made me feel two inches high."

(You could say, "No big deal, ignore him." Or "Who cares what he thinks.")

"What an idiot. What got into him?"

"I don't know, he is normally a nice guy but he was so mean today."

(Pursue the experience one more time.)

“So, what did he say?”

“He said that I was mis-treating customers. What an idiot.”

“You wouldn’t do that would you?”

(And on it goes...)

The temptation to compare this experience with one of yours is enormous. By avoiding the comparison and keeping your attention on the other person they begin to find you charismatic because they get to feel the fullness of their emotions.

Talk about Their Interests

People become bored quickly if they are engaged in communication about something which they know nothing about. On the other hand, people find it stimulating when they find a kindred spirit or at least an eager listener.

A useful overgeneralization is that men are interested in sports and women are not. Most women only follow sports to the degree they can’t whisk the remote control from the hands of the males she is nearby. Therefore, it makes little sense to engage the majority of women in World Series and Super Bowl history. Similarly, the vast majority of men wouldn’t recognize an astrological chart or a Meg Ryan movie it hit them in the face.

What does get people’s energy up is when someone listens to them talk about what fascinates them most. Think of your favorite hobby, your favorite movie or TV show. Don’t you just get “juiced” when someone will listen to you get excited about this? The people who really listen and get curious about our interests are those that we are attracted to the most.

It takes a sincere desire to become interested in some things! Your obvious interest in learning more about something they care deeply about is an instant-rapport building experience that could link two people together forever!

Keep These Off The Table!

Some subjects simply need to be left off the table early in any kind of relationship. Other subjects are OK to broach but certainly could be more gently broached.

Men of course have absolutely no interest in a woman's past or current husbands, male friends and dating habits. It is simply not in the male psyche to listen to women discuss other men in any positive fashion. Men would rather discuss movies starring Diane Keaton than hear about past and present "other male experiences."

Women are not that excited about hearing about a man's previous relationships either, but there is some amount of interest here that men do not experience. Women have a certain element of curiosity about a man's relationships that men do not typically. Women "dig deeper" than men do when trying to evaluate them. Nevertheless, men would find it wise to leave these topics off the table unless prodded by a woman.

Men tend to make mistakes early in relationships by disclosing too much direct information about their "resources." Women want to know this kind of information but they don't want it in print on a resume. Women want to dig a little to get information, or, at least be offered bits of a man's resume.

Instead of telling a woman what a man's net worth is, he can disclose, for example, that he travels regularly, and let the woman discover more. It makes the journey more interesting and avoids being so "in your face." Women like discovering secrets and if a man can withhold just a bit more than he has a tendency to, he can create stronger desire in a woman. This happens as a woman discovers bit by bit of information. However, as any fantasy role playing game player will tell you, part of the fun is being stopped at apparent dead ends, only to be given the magic words or key later. In short, taking your time in self-disclosure can be immensely helpful.

Look Appropriate to the Setting

A sport coat and tie probably is a poor choice of attire at a basketball game unless you are the coach. Jeans are probably out of the question at a nice restaurant.

To always be dressed in one style of clothing makes little sense if you want to appear attractive to those around you. The key really lies in being appropriate to the setting. It's not that you want to be just like everyone else, but there is one fact that always rings true in attraction, and that is "like attracts like". Dressing to the norm of the community, the office, the environment doesn't mean that you are just like everyone else inside, it means that the first time people see you they see a little bit of themselves. That can be a valuable asset!

I recently hosted an event for an organization where single people would meet and mix with each other. I was wearing a coat and tie. I assumed that everyone coming to the event would want to be "dressed to kill." I was shocked when approximately half of the men showed up with messy hair and looking like they just got out of bed! I said nothing of course, but I was wondering what the thought process was walking out of the house for some of these people. I then really understood that there is yet another area that personal coaching has not yet addressed: Be aware of your self and those around you.

Care about Each Person in the Room

The "stuck up person" is the one with their nose in the air. They clearly couldn't care less about anyone but themselves and sadly this is how they will end up in life. The qualities of empathy, caring, concern and genuine interest are keys to attracting high quality people. Those people who are truly attractive to others have learned how to not only focus externally but to develop a fondness for other people, especially those in proximity to you. When you are around other people do you find yourself opening doors for others? Do you perform random acts of kindness for people daily?

Kindness is something that is hard to compete with, with any other asset. People who are kind are often seen as the most charismatic. Remember Princess Diana and Mother Theresa. These were two people of very different physical appearance and age. These two people sincerely cared for other people and their depth of love and expressiveness earned them a special place in our hearts in the 1990's. How do you develop kindness and empathy for others? The best answer is to actually engage in the activities that others appreciate. Do the little things to make the lives of other people easier. You will always be at the top of other people's list when you do.

Personal Mastery

Self confidence is a trait that all people are attracted to. Self confidence coupled with competence yields an obvious sense of personal mastery. The person with personal mastery has a fascinating mix of humility and pride that allows one to be certain and self-assured.

Personal mastery in a man is something women are drawn to like a magnet. There are few other traits that create a sense of certainty in a woman about a man other than his personal mastery. The reason is simple. If a man has competence and self confidence he can probably do anything in life and give her most anything she will desire. Competent people still have the ability to ask questions and learn. Not knowing the answers to all of life's questions means they still have a humility about them that is apparent. However, there is more: The competent person has learned breadth and depth about the areas he or she is excellent in. The person with a sense of personal mastery is someone who has no need to make others "wrong."

People with personal mastery know exactly where they are in life and they know where they are going. They have no delusions about themselves or others. They know that it takes a unique combination

of hard work and wisdom to achieve in life. People with personal mastery never have the answers to life's questions but they ask great questions. They have great flexibility in their behavior and in their communication with other people. They obviously have a high level of awareness of the world around them.

Making Other People Feel Good

People who make other people feel good are not only helping others, they are helping themselves. When we see someone perform random acts of kindness we see more than just a person, we see the highest good in our culture. Making other people feel good is something that anyone can learn to do and something that everyone should engage in.

Little things tend to make people feel good. Simple positive comments about something as simple as a pin or the choice of clothing can make a person's day. A few kind and believable words about a presentation at a meeting or how someone handled themselves in a difficult situation bring appreciation and escalates rapport. Everyone likes to hear something good about themselves. We all need positive strokes from others and we rarely get these messages we so desperately crave.

It doesn't take much to bring out the best in other people. Too much flattery can be insincere and ineffectual. A few well-phrased words can go a remarkable distance in creating powerful attraction.

Enthusiasm's Power

What could be the single most important characteristic in charismatic people is that of enthusiasm. There is something that ignites passion in other people when we watch a person who is excited about what they are talking about. The word enthusiasm stems from the Greek, "en-tae theos," or "god within us." There is a

certain “spirit” or “aura” that seems to fill people that are truly excited and passionate about their lives.

Almost everyone is captured by controlled enthusiasm. Enthusiasm that is frenetic can be exciting for a moment but not for extended periods of time. Controlling your enthusiasm however, makes you smile and almost bubble with vitality.

Enthusiasm is sometimes experienced when we are with someone who brings out the best in us. It also is an internal response to having goals and desires that we are working toward fulfilling. People who know where they are going in life seem to captivate the atmosphere when they enter a room. You can be this person if you begin to think about where you are going in life and consider the steps you are going to take to get there. Do you have a clear vision of where you want to be in life? If so, you are instantly more attractive to everyone around you!

Be Healthy

People who are vibrant and attractive to others are those that have sound mental and physical health. If you don't, go see a medical professional to help you get there. For most people, it's fairly easy to improve your health. Taking simple steps like losing weight, quitting smoking and eating more fruits and vegetables improve your physical appearance. Doing these simple things also helps you have more energy and makes you feel better. When you feel better you are more exciting to be with for others.

I've learned the hard way over the years that balance is important. You must work hard but you must also get the rest your body needs to recharge its batteries. Some of the things I notice people could do to help themselves include drink less alcohol, avoid non-prescription drugs and see their medical doctor far more regularly.

Did you know that people who see their M.D. regularly live longer? It's true. The reason is simple of course. You see your doctor and you keep your body in tune just like seeing your car mechanic for maintenance keeps your automobile in tune. If you are healthy, you

find you have energy and people are attracted to and by your energy. If you are sick you can't be your best you.

Develop Certainty

Constantly self educate your self. The more you know, the more you can share other people's favorite experiences. Become a voracious reader, travel if you can and learn from audio and video about your areas of interest. As you become more knowledgeable about various subjects, people seek you out for ideas and advice because you are an expert. Experts also know how to be wrong, and how important admitting to being wrong can be. They also know that people search them out because of the confidence that their certainty brings them. People with certainty about who they are and where they are going are magnificently exciting to be with. We are inspired by their focus and their quest. Certainty is not arrogance. Certainty is an almost faith-like conviction that someone experiences about her path in life. People who have this sense of certainty are easy to spot. They take an enormous amount of action toward their goals and objectives in life. They have faith in themselves and see almost every experience in life as moving them closer to where they are going. People who learn more about the areas of their personal excellence are fun and interesting to be with. They are the do-ers in the world. They learn and they apply what they learn into their lives because they KNOW they will succeed.

Orientation to Action

Very little is more exciting to us than being with people who make things happen. Action oriented people are extremely attractive to all of us. Everyone likes to be with someone who can make something out of an idea or a thought. Action oriented people make lots of

decisions, many of them wrong, but they are constantly moving and that creates energy.

Maybe what is most attractive about people who take action in all facets of life is the fact that they have overcome procrastination and general inertia. People who take action are perceived by others as successful (or potentially successful) and that is one perception that causes attraction!

Examples of people in motion are people who like to play various sports, people who do work they love and those who make decisions then follow through on them. The motion needs to be focused however. A person who moves but gets nothing done is not interesting to be around. The action that people take must be directed and focused.

Personality Plus

Personality does matter. We all tend to admire and be drawn to certain personality traits and driven away from others. There are many characteristics that blend to create a fantastic personality. Let's look at four of the cornerstone traits: Tolerance, a sense of humor, sincerity and flexibility.

People who have a tolerance of others tend to be more charismatic. Tolerance doesn't mean that if a person approves of criminal behavior that they are tolerant. That is stupidity. Tolerance means that differences are perceived as nothing more than differences between people.

Most people are also drawn to people who have a sense of humor. A person who can laugh at himself is someone who might be a lot of fun to be around. Anyone can make fun of someone else, but to be able to be self-effacing with style is something that is admired. People who can make light of somewhat difficult events can draw the attention of many others.

Sincerity means a lot to people. Women almost equate sincerity with long term commitment which is what most women biologically need. Sincerity is not always easy to manifest in relationships because of

the very different ways that men and women think. People of both sexes admire those people who can be upfront about who they are and what they feel when it comes to the long term.

Flexibility is the trait of adaptability, which is of course what life is all about. The person who can adapt the best to changing circumstances is usually the most successful or effective individual in any given situation. People admire flexible people and find them enticing to be with.

The Talking Body

Some people just sit there when they talk. Their eyes don't light up, their hands never leave the table, their voice never rises or falls. They are not attractive, not interesting and not going to be the focus of anyone's attention.

People who are exciting, intense and fun, move. The most charismatic people of the 20th century were people like Elvis Presley and Marilyn Monroe. When they moved the world watched. Does your face move when your mood changes? Does your body move as you become excited? If not, start paying attention to the people who are drawing the attention you desire and see what they are doing right!

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LOVE RELATIONSHIPS BY DESIGN

excerpted from the audiocassette program [Life By Design](#).

To get the most out of this article, [print this page](#) and fill in the blanks!

Some people would say that "Love is acceptance without judgment".

Consider the scope of love. Loving relationships are only one aspect of love. There is also the love of humankind, animals, the cosmos, God, and the self. All of these areas of love include some similar concepts and also some themes which are quite different. Without further adieu, let us look at loving relationships.

When you "fall in love" with someone you often are blinded to many of that person's faults or negative behaviors. True and lasting love has an important distinction. The people involved in a true and lasting love relationship eventually discover and uncover their mate's less than excellent points and love them regardless of the flaws.

In this article we will start at the beginning. If you currently are unmarried or are "unspoken for" and wish to be married or spoken for, this article will show you how to get from now to then. If you are currently spoken for or married, this article will show you how to have a true and lasting love relationship. If you are having some minor challenges in your present relationship, this article will show you how to turn the problems into propulsion systems to even stronger bonds of love and happiness.

Who are you Looking For?

Many people, when beginning their pursuit of a life partner, simply look "out there" and wonder why the person of their dreams isn't there. Because you are looking for a life partner, an important decision will be made when you find this person. You will commit to a lifetime bond of marriage. With that in mind, you need to consider what you have to offer a partner, and what you truly want your partner to offer you. You want to know who you are looking for before you go looking.

There will no doubt be many people that will meet your description of who you are looking for. You are simply going to be taking note of general ideas about an important someone. All of these ideas are subject to change. Similarly, you will be willing to make some personal alterations, if necessary, to create a happy love relationship.

At first this may seem to be in conflict with the philosophy of acceptance without judgment. It is not. If you are not a well kept person and you meet someone who sincerely cares for you, but is having mixed feelings about you due to cleanliness, it would seem reasonable to improve upon an area that can only benefit your environment and yourself.

What your strengths and weaknesses are as a potential partner will largely determine your success or failure in developing this life long relationship. In the exercises below you will discover what makes you attractive to others as a life partner and what you are looking for in a life partner.

What the Partner Will "Get"?

In the spaces below fill in what your partner will be excited about getting in you. In other words, when this special person marries you, what are you offering that person? List your most positive spiritual, emotional, mental, and physical attributes. Everything counts.

- 1) _____
- 2) _____
- 3) _____
- 4) _____

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- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

What inherent problems do you have, that you may bring into a relationship? (Are you in debt, a member of a religion that forbids marriage outside the faith, are you obese, unhealthy?)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

For each of the ten liabilities you listed above, write down whether or not that liability can be changed. If it is impossible to change something that is an inherent problem about you, write the word "impossible" in the space corresponding to the number above.

- 1) _____
- 2) _____

- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____
- 8) _____
- 9) _____
- 10) _____

What You Want in a Life Partner

In the spaces below note the things you **MUST** have in a life partner. These can be lifestyle choices, mental characteristics, physical attributes, spiritual focus or anything you feel is a must. You can know something is a must by answering this question.

If the person had everything else I wanted in a life partner except _____, would I be happy with this person?

If the answer is no, then you have a **MUST** or **MUST NOT** trait that you are looking for. The **MUST** traits can severely limit your discovery of excellent possible life partners, so think carefully about each one you note. (Some "**MUSTS**" for some but not all people, might include, being a certain religion, having a certain income level, not being a person with a history of abusive behavior, etc.)

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____
- 6) _____
- 7) _____

8) _____

9) _____

10) _____

Now that you know what you definitely do **NOT** want, consider what you would like your life partner to offer you. This can include physical attributes, mental capabilities, financial acumen, emotional stability, spiritual focus or anything else you believe you would find extremely attractive in a potential life partner.

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

9) _____

10) _____

You now have a good start at being able to identify what you want in another person and what your contribution to the partnership will be. Once the relationship has begun on a permanent basis you have the ability to create long lasting love and happiness. Most marriages are not of this variety, and the balance of this chapter is dedicated to building a magnificent marriage.

Bond of Marriage

If you are married, the "bond of marriage" may sound like a prison, or, it may sound like a special kind of "oneness." As a designer you obviously want to have the most loving and

intimate marriage you can imagine.

Half of all marriages end in divorce. Of the remaining half, the majority of marriages are not "happy" marriages. This seems to lead us to the conclusion that marriage needs a little more thoughtfulness to be what we want it to be. Marriages that work have partners that work for the success, happiness and love of the marriage.

How can we "work on a marriage?" A marriage is not like a car. A car is something that can break down and be fixed given the right parts. A marriage though, is a dynamic interaction between two people. Changing one part of this system will definitely help the marriage improve. Changing both parts will propel the marriage toward long term happiness and love.

Most people who do not have excellent marriages discover that the marriage is not succeeding for at least one of two key reasons.

1. The partner unconsciously sought a mate who in many positive ways reminded them of their opposite sex parent. At least one partner married someone who in many important ways reminded their unconscious mind of one or both of their parents. You've probably heard, "He married his mother." "She married her father." The fact that you may have married someone like one of your parents does not mean the marriage is doomed. It does mean that you need to be aware of the inherent problems with this kind of relationship.

Surprisingly, engaging in a relationship that is similar in many facets to that of your relationship with your opposite sex parent, is very common. This is one time when truth is stranger than fiction in the majority of cases of mediocre or unhappy marriages.

2. At least one partner married someone who reminded their unconscious mind of their opposite sex parent in aspects that were very negative in nature.

Both of these unconscious searchings create powerful romantic bonds when the two people "home in" on each other. In essence they are "completing their childhood," in some fashion. One and probably both individuals needed to link up with the security of the familiar relationships that they had in childhood. Whether the person had a parent who was caring and loving or abusive, is irrelevant. The

point is, the unconscious mind of at least one of the person's sought out his parent in order to complete his/her childhood and finish the un-finished business that was never done.

You can learn how to re-engineer your love relationships by using the formulas in the book and 6 audiocassette program **Life By Design** available from the author at [Catalogue of Products](#)

SUCCESSFUL MARRIAGE ELICITATION

Without having a copy of Life By Design handy, the following elicitation can be used by the partners in a relationship to enhance the relationship. (If you haven't printed this page, do so now, so that you can fill in the blanks!)

- What about our marriage do you love the most?
- What is the next best thing about our marriage?
- What is the next best thing about our marriage?
- What could I do to make our marriage even better?
- What else?
- What do you believe you should learn about me to improve our marriage?
- What do you think I should learn about you to improve our marriage?
- What are two things I do that annoy you?
- What are two things you do, that you think annoy me?
- How happy are you with our sex life?
- What can I do to make our sex life more intoxicating?
- What would you be willing to do to make our sex life more intoxicating?
- When we argue from now on, should we agree to kiss and make up before the argument gets out of hand?
- What will our "cue" be for that to happen?
- What do you do around the house that you think I don't appreciate?
- What do you do at work that you think I don't appreciate?
- What do I do that you probably don't appreciate as much as you could?
- What do you want to know about my past that I haven't told you?
- What do you want me to know about your past that you haven't told me?
- When should I be jealous?
- When do you think you should be jealous?

- How can we go from having a really good marriage to having a fantastic marriage?

All of these questions allow us to discover more about our partner in a couple of hours than we may have discovered in past years. Questions are an under-used piece of communication in our culture. Beginning to gently ask questions will put you on the track to improved communication. Learning what is important to your partner and being certain your partner understands what you need and want makes having a good marriage a much easier task than the guess work that has been going on since the beginning of the marriage.

Write one question here that you need to ask your spouse or loved one.

If you found this article useful, you will find the audio cassette program **Life By Design** truly inspirational! We urge you to access a copy at your earliest convenience. You can do so by ordering from the [Catalogue of Products](#).

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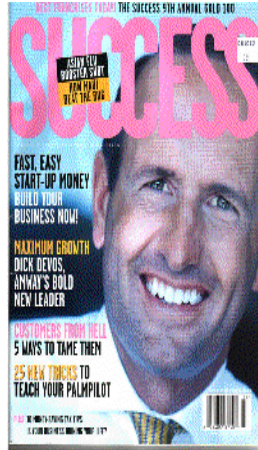
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Tough Customers

Customers From Hell: 5 Ways to Tame Them

The old cliché was that salespeople were slick. But these days, many buyers are slicker. An advanced course in spotting their tricks...and closing the deal. by James Morrow (Reprinted with permission - *article appeared in the November 1998 issue of Success*)

There once was a time when a sales rep could waltz into an office, make a pitch, and, if all went well, stroll out happily, order in hand. That era is over. "Gone are the days of the slam-dunk, 'Press hard, the third copy is yours' sales calls," says Kevin Davis, author of *Getting into Your Customer's Head: 8 Secret Roles of Selling Your Competitors Don't Know* (Times Books, 1996). "Instead, because customers are more demanding and because many products are more complicated than ever, you'll probably have to make five or six visits before you finally close a deal." And all those additional meetings mean that many more opportunities can arise for the prospect to try to wangle a better price, force different terms, wriggle out of commitments,



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and generally knock you and your team off balance. Here are some of the most common games that customers play - and how to win.

CUSTOMER GAME: *The Silent Treatment*

Ever notice how, when there's a lull in a conversation, everyone suddenly starts chattering at once in a frantic attempt to fill the void? "This happens because, in general, Americans hate silence," says Rolling Hills Estates, Calif.-based sales psychologist Donald Moine, Ph.D. It's not surprising, therefore, that one of the most effective things a customer can do to make a salesperson come down in price is to say...nothing at all!

This strategy works because very often it will cause a sales rep to rush headlong into a series of lowered offers in hopes of breaking the silence and starting a dialogue. But this "trick" is sometimes just a defense mechanism, says Kevin Hogan, Ph.D., author of *The Psychology of Persuasion* (Pelican, 1996): "Many people feel that their only protection against saying yes is saying nothing."

In other words, the deal isn't dead simply because the cat got the customer's tongue.

WINNING STRATEGY: *Embrace the Void*

Hard as it may seem, you must put a mental straitjacket around yourself and silently count to at least 10, resisting the urge to blurt out something you'll regret later (like the offer of a lower price). Use the "quiet time" to collect your thoughts. Bonus: You're deflecting the discomfort to the source by fighting silence with silence.

That's what Bob Taylor did when, as a distributor for a video-production house, he went into a prospect's office and found the prospect sitting at his desk making a chain of paper clips, ignoring him to the point of being rude. Taylor, now president of Sales Counselors, a Glenview, Ill. - based sales-training consultancy, didn't proceed with his sales pitch. "Instead, I sat there quietly until the other guy became so uncomfortable that he finally looked up and started talking to me," he recalls.

"By the way, do you know what he said?" continues Taylor. "He told me that my competitor had been in there earlier that same day and delivered a canned sales pitch while he pointedly ignored him. He was just testing to see how I'd react!"

CUSTOMER GAME: *Good Cop, Bad Cop*

If you're an insomniac, you've seen this approach dozens of times on the late movie. A suspect is hauled into an interrogation room, where he sits under a hot light and is grilled by a pair of detectives with polar-opposite personalities. The tough guy hammers at him mercilessly, stopping occasionally to scowl, while the "nice" one repeats the questions in a calm, reasonable tone, lulling the suspect into complacency just long enough to enable him to get his bearings, when wham! The "bad" cop lets loose with another wallop. Finally, the captive breaks down and tells all.

Sound familiar? You've probably encountered a similar, albeit more subtle, scenario if you've ever had to pitch a proposal to more than one person at a time. People being people, they generally don't agree on everything, so, whether your prospects have planned it that way or not, at least one of them is bound to rain on your parade with a perfectly timed interjection of, "Hey, what about...?" or "I've heard better..." just when you think they're ready to sign on the dotted line. Whatever the sticking point, the effect is the same, says Moine: "They put you on a merry-go-round that winds up wasting your most valuable asset - your time - and as a result you're willing to give up an awful lot just to close the deal."

WINNING STRATEGY: *Don't Confess; Address*

Frustrating as it may be when that "bad cop" customer threatens to scuttle your seemingly done deal, fight the urge to cave in to his demands, advises Hogan. You're actually in a much stronger position than you realize: "If more than one person from your prospect's company is willing to take the time to listen to your proposal, then they need what you have to offer." Fortified with this knowledge, you must next determine whether to direct your energies toward your ally (the "good cop") or toward your adversary.

"Remember, you've already sold the good cop," says T. Scott Gross, author of *Outrageous!: Unforgettable Service, Guilt-Free Selling* (Amacom Books, 1998). "So it's a waste of time to try and convince him of something he already believes." You can, however, follow up with him after the meeting and recruit him to plead your case or pick his brain about the best ways to bring the naysayer around.

That, of course, presumes that the "good cop, bad cop" reaction to your pitch was unplanned. But what if your gut tells you the actors are actually in cahoots, deliberately playing these roles to upset your equilibrium and gain the upper hand? "To win this game, you must manipulate the rules," says Perry Buffington,

Ph.D., a syndicated newspaper columnist and author of the book *Cheap Psychological Tricks* (Peachtree, 1996). "Turn your back on the bad cop. Don't even make eye contact, or you'll give him control of the situation and allow his negativity to prevail."

Example: the bad cop says the price is too high. Instead of trying to appease him by lowering the price, you turn to the good cop and reply, "There is no better value for the money." Keep answering this way, and you'll throw them off their game while simultaneously reiterating everything that's irresistible about your offer.

CUSTOMER GAME: *Sticker Shock*

A close cousin to the Silent Treatment, this is a ploy in which purchasing agents, in an attempt to get you to drop your price, offer up an Oscar-winning display of sticker shock - that is, they wince, shake their heads, and fold their arms as soon as they hear your quote. "This is a really effective trick on the part of customers," says Hogan. "It communicates on a nonverbal level that they are terrified of the price and absolutely need you to lower it before they proceed any further. Most salespeople fall into this trap by immediately lowering their number."

WINNING STRATEGY: *Show Complete Confidence*

When you quote your asking price, do so with no hesitation or equivocation in your voice, says Orvel Ray Wilson, a certified speaking professional and coauthor (with Jay Conrad Levinson and Bill Gallagher) of *Guerrilla Selling* (Houghton Mifflin, 1992). If you sound the least bit unsure, you'll send the message that there is room to negotiate, and that is an open invitation to games of all sorts. Instead, toss off the number "with the same inflection you would use if someone just asked you for the time," says Wilson.

Can't get that big number to trip effortlessly off your tongue? Practice giving your sales pitch to your associates - and do so with the asking price doubled. After a while, you'll actually begin to think your product sells for, say, \$200 instead of \$100. "Once you've gotten used to justifying your product at twice the asking price, you'll feel as if you're giving people a bargain when you cut that number in half," says Wilson. Confidence is contagious, Hogan points out, and if your prospect feels that you're comfortable with what you're asking, he'll feel comfortable paying it.

CUSTOMER GAME: *Selective Hearing*

People often hear only what they want to hear, says Hogan, and nowhere is this truer than where money is involved. "When you offer a customer a price on something and he takes some time to think it over, that's when selective hearing or selective memory often sets in," he explains. Result: You'll find yourself sitting on the other side of the bargaining table from someone who's claiming you've offered something completely different from what you know you pitched - which puts you in a bind. The last thing you want to do (besides lose the sale) is have to call your customer a liar.

Ralph R. Roberts often has this problem. As the president of Ralph Roberts Real Estate in Warren, Mich., and author of *Walk like a Giant, Sell like a Madman* (HarperBusiness, 1997), Roberts deals with literally hundreds of individuals a year, some of whom, come closing day, say they remembered the terms of the deal as being different. This puts him in the position of having worked hard to assemble a deal, only to have it threatened with disaster at the last minute by a customer's trying to weasel another quarter point out of the bank.

WINNING STRATEGY: *Ask the prospect - nicely - to prove it*
Your only choice now is to beat the customer at the smoke-and-mirrors game. Act surprised. Then look the prospect straight in the eye, and ask him to tell you when you made the offer he is claiming. "Get really specific," says Hogan. "Ask when you said it, where you said it, and in what context." The point is to pressure him while not seeming to pressure him by taking the attitude that you are investigating yourself.

If he still insists on the questionable price (or terms, or whatever), you need a new tactic. Turn around and offer something that fits the deal he wants, but make sure it's something you can live with, too. "If you were selling cars and someone said you quoted him a price of \$18,000 on a certain model that really costs \$20,000, you can say, 'Well, you can have this stripped-down version for that price.'" By taking the product the customer actually wanted off the table, says Hogan, you'll make him want it more - and likely cause him to drop his objection.

CUSTOMER GAME: *The Bait-and-Switch*

A favorite tactic of unscrupulous sellers, this classic is becoming increasingly popular with purchasers as well. It usually works like this: You think you've come to terms on a deal to sell your customer 100 widgets at a certain price, and you're ready to sign the paperwork. Then, when the big day comes, the purchaser announces that he wants the order in

increments of 25, spread out over four years - but at the same price.

For the salesperson who may have spent weeks constructing the deal - or has already spent the expected commission check - this is a nightmare. And that's exactly what the customer wants.

Sadly, in cases like this, it won't matter how well you've done your homework, how fully you've explained the product, or how completely you've prepared the memo of agreement, says Wilson. Some people just like to quibble, simply to see whether they can get a better deal - and maybe a negotiations "war story" to share back at the watercooler.

WINNING STRATEGY: Say yes, but attach a few strings

Your best response is to accede to whatever your customer wants, says Wilson, only for a price. "Tell them you'd be happy to accommodate them but that it will mean a higher shipping cost or a change to the terms of financing or an extra handling fee, whatever." Whether or not the customer drops his unreasonable demands (and he probably will), you come out a winner.

Now that you've had a look into the playbook of your difficult clients, it's time to go out and put the strategies into action. Used properly, these tactics will not only close the deal but also tell your customers, "Game over."

Mirror, Mirror

People are subconsciously put at ease when you copy their behavior and body image.

When you're trying to win someone over, your influence consists of more than just the words you say. Body language is critical; it offers you an extra opportunity to sway how others feel about you and your products.

One of the best and simplest ways to use it is through the technique of "mirroring", says Kevin Hogan, author of [The Psychology of Persuasion](#). That entails making your prospect feel something in common with you by positioning your body in the same way he or she does. How do you accomplish this? If he has crossed his left leg, cross your left leg. If he is resting his head in his hand, follow suit. This is a powerful tactic that says to the other person, "I'm just like you."

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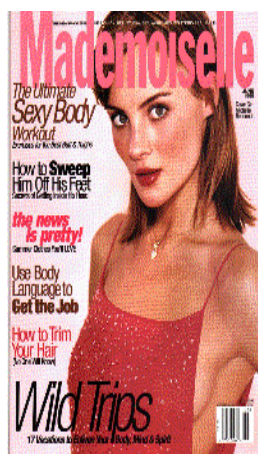


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Use Your Body to Get the Job (it's not what you think)

Even if you say all the right things, you're only halfway to being hired. An at a glance guide to sending the right signals for success. by Paul Bibeau (Reprinted with permission - *article appeared in the June 1998 issue of Mademoiselle*)

You just got the call from the office where you interviewed last week. Your resume was good and your credentials were sterling - but you didn't make the cut. What happened?

In the pressure-cooker world of the job interview, where you have about half an hour to convince someone to pick you, sometimes it boils down to a "vibe" you give off. Here is where body language - the signals you send through your posture and gestures - comes into play. In a study conducted by anthropologist Ray Birdwhistell, Ph.D., people watching a verbal exchange between two other people based 65 percent of their impression on the *nonverbal* signals exchanged. "If a person's body language contradicts her words, people will tend to believe what they see," says Hilka Klinkenberg, author of *At Ease.... Professionally* (Bonus Books, 1992), and managing director of Etiquette International, a New York City consulting firm. Just follow the steps below, and you'll soon be emitting a crystal-clear message that says, "Hire me."



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Prepare Yourself for the Big Day.

A week before you go in, advises Klinkenberg, practice sitting in a straight-backed chair without fidgeting. One trick that can help you be more aware - and more in control - of your movements, she adds, is wearing wrist weights. The added weight will make it harder for you to jerk your hands around while you talk. Also, grab a friend to get the "feel" of arm's length distance. "If you're standing closer than that to your interviewer," says Klinkenberg, "you'll invade her personal space." (However, if you stand more than three to four feet away, you run the risk of looking aloof.)

And wear your new suit once or twice beforehand, to get comfortable in it. Finally, practice your handshake. When you shake hands with someone for the first time, don't try to wow her with your firm grip; gauge how your shakee does it and gently match her squeeze. "People always consider themselves the yardstick for what's normal," says Donald Moine, Ph.D., president of the Association for Human Achievement, a consulting firm in Palos Verdes, California. By copying your interviewer's grip, you will appear solid and friendly - an ideal choice for someone who will sit in the office next door.

Don't be a slouch.

Good posture isn't about standing at tin-soldier attention; it's about carrying yourself so you look as if you have a spine and a purpose. The key to waling tall is knowing where you're going, says Klinkenberg. "Don't make a move until you see where you're headed." Then, she adds, when you're parking yourself in the interview chair, plant your butt firmly against the seat so your back is supported. Don't sit so straight that you need a chiropractor the next day. During the inquisition - uh, the interview - breathe frequently and deeply. This may sound obvious, but many people forget in the stress of the moment, says Klinkenberg. Shift your posture if necessary, especially during long sessions.

Avoid the evil eye.

There's nothing like a shifty gaze or glazed stare to make an interviewer think, "This woman is like Peter Lorre's kid sister. I don't want to share a neighborhood with her - let alone an office." Instead, maintain eye contact for five to seven seconds at a time, especially when listening to a question. Eye contact doesn't mean boring straight into her pupils. The trick, says Kevin Hogan, Ph.D., author of [*The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking*](#) (Pelican, 1996), is to trace the inverted triangle formed by her eyes and nose and let your gaze move around in that area. Finally, Dr.

Hogan suggests, when you want a positive response to something you're saying (such as "I'd really like to work here"), tilt your head slightly and give a small, sincere smile. "It reminds us of the way our mother looked at us," Dr. Hogan says.

Make your hands talk, not yell.

When gesturing, says Dr. Hogan, imagine a box that goes from your chin to your waist and is as wide as your shoulders. "Keep all your gestures in that box," he says. "Make sure when you move your hands, they remain closer to your body than your elbows are." The result: Your hand movements appear controlled and unthreatening. What about when the interviewer asks a real toughie? You know, the one that really has no good answer, like, "Why are you leaving your job?" While you say your piece, Dr. Hogan recommends that you keep your hands folded together with your fingers locked inward in a "here's the church, here's the steeple" position. That way, they can't drum, tap, fiddle nervously or do anything else that would give you away. (Don't hold them too tightly, though, or you'll look as if you're clenching your fists.)

And one more tip about fingers: Don't point. It reminds people of being scolded, says Klinkenberg. Use your whole hand and gesture with an open palm when you need to indicate something - like the interviewer's diploma on the wall, your resume or the car you'll win if you pick what's behind curtain number three.

Get a leg up on the competition.

Avoid crossing your legs, and under no circumstances put one leg completely over your knee. "It looks like you are trying to put a barrier [i.e., your shin] between yourself and the interviewer. She can read this as a defensive posture," says Dr. Hogan. "More important, it hampers your blood circulation." You're in a job interview: You're going to need all the blood you can get circulating through your noggin. Remember: Your legs are supposed to carry you to and from the office, then sit there quietly. If they become part of the conversation - or cause you to black out from blood loss - something's wrong.

By themselves, these moves are obviously no substitute for education and experience. But in the business world, where companies will be comparing you with other equally qualified candidates, body language could give you the edge you need to get your foot - and the rest of you - in the door.

Three Lie Detectors

We know you're honest. And you know you're honest. But if you break into a barrage of facial tics, the interviewer is not going to be so convinced. Here are the top dishonesty flags; avoid them, and you'll look cleaner than a preacher's daughter.

TOUCHING YOUR FACE. Scratching around the mouth or cheek area is considered a dead giveaway that you are lying. And even under the best of circumstances, it looks kinda weird and gross. "There is nothing good you can do with your hands above the chin during an interview," says Dr. Hogan.

CROSSING YOUR ARMS. People read this as a defensive, nervous gesture. You might not feel this way; it might simply be a position you find comfortable. But perceptions are what count here.

BREAKING EYE CONTACT. You don't have to stare, but it's important to look your interviewer in the eye when she's asking you a question. Shifting your gaze suggests that you have qualms about what she's saying. Once the interviewer is finished, it's okay to look away momentarily before answering, as long as your eyes come back when you start speaking again.

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September Journal of Hypnotism

NLP Eye Accessing Cues: Uncovering the Myth

Kevin Hogan

For years I was completely certain that if people looked up and to the left they were remembering a visual image. If they were looking up and to their right they were constructing a future memory. It's what I was taught and it's what I believed to be true. The more carefully I watched people in various settings, the more I began to realize that it just didn't seem right! But, so what? Who would care and why would it matter? I thought about it for a long time....Then it dawned on me: It was important to find out what was really happening with eye accessing cues in the brain because all across the country law enforcement officers, border patrol and even military personnel are being taught information that was never researched or tested. ...and it turns out that we had eye accessing cues completely wrong.

Six months ago, at a hypnotherapy certification training here in Minnesota we started researching eye accessing cues. After my initial research, I became frustrated because what I had written in *The Psychology of Persuasion*, about eye accessing cues was completely wrong. It was the only section in the book I personally didn't research.

My initial research this year showed the NLP eye accessing explanation to be completely inaccurate. I handed the project over to Monica Piechowski, CH. Monica is a Psychology student at the University of Wisconsin. She proceeded to improve on my research design in many ways and ran several additional research projects to learn about eye accessing cues, at our NLP and hypnosis trainings here, and at the University of Wisconsin. She began to accumulate data corroborating my findings. She too was frustrated because everything she was learning was contrary to what she had been taught. She asked Ron Stubbs, an instructor of hypnotherapy to do research independent from our work. His results also corroborated our work.

What did we find out? There certainly are patterns in eye movement, but they aren't anything like what we were all taught over the last 30 years. The specific project (one of the four) you are about to read about was completely sponsored

by the University of Wisconsin and therefore we would like to present to you this report in almost-APA style for your edification. Be forewarned: APA style is not breezy to read but this is almost exactly how our research will appear in scientific journals later in the year. We wanted you to be the first to see it! (We deleted appendixes A and B to spare you all the questions we asked subjects but you can go to www.kevinhogan.com for the entire lists of questions used in this research.)

Contributors:

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Faculty Sponsor, Dr. Brad Caskey.

Introduction

In the late 1970's Richard Bandler and John Grinder introduced an area titled Neuro-Linguistic Programming (NLP). Though the term Neuro-Linguistics was originally coined by Alfred Korzybski in his book Science and Sanity, the study of its utilization (NLP) was not made popular until much later. Neuro-Linguistic Programming would come to be defined as an attitude of curiosity and desire to learn involving a modeling methodology that presupposes that behavior has a structure and that modeling allows us to effectively manage states of mind. This technology helps individuals to achieve results that they probably would not have achieved before.

Though many of the methods of NLP have been developed from several areas of psychology, most have been streamlined into a workable and translatable format usable by businesses, corporations, politicians, and therapists. The methods employed in NLP have come under the scrutiny of the psychological community because of the quick nature of its utilization and whether or not NLP has a significant long term success rate. In this research we will be studying one area of NLP known as primary eye accessing systems which are discussed at length in the book Frogs Into Princes (1978). Over forty-four studies have been done on eye accessing cues, however, few have been done by individuals with an adequate background in NLP which significantly may have impacted the results (Sharpley, 1987) because of training level in the methodology employed. Though open for speculation as to why few of the studies done have not utilized NLP practitioners, the most likely reason is that

of the availability of trained individuals in the general population. In a rebuttle of results by Beck and Beck (1984) which referenced a study done by Thomason, Arbuckle, and Cady (1980), stated that there was a significant discrepancy between the criterion and subjects observed eye movements. This stated that further research was necessary on testing the model to determine the nature of the internal activity during the thought process. Though internal processes are subjective in measure, one can theorize that when an individual is asked questions relating to one sense, they will access thoughts relating to that sense (ie. Think of a picture of the Mona Lisa).

Research by Buckner, Meara, Reese, and Reese (1987) provided the primary design for this study with individuals conducting the interview to involve individuals trained by the Hypnosis Research and Training Center in the methodology to be employed. In order to avoid spatial discrepancies, researchers will switch location from left, center, and right of the interviewees at instructed points during the interview. This movement is to avoid any locking in of movement to one specific direction of eye contact by the interviewee or other possible emotional memory interference.

This research aims to study what, if any, correlation there is in eye accessing cues to construct and remembered events and primary representational systems (visual, auditory, kinesthetic). Though thought patterns are not intended to be consistent over time because of the very nature of behavior, the correlation between the eye movements and primary representational systems when asked questions of sensory nature should be consistent. This linking of directional shift in eye movement could provide information necessary to develop future theories and modeling methodologies for use in coaching, police work, and therapeutic arenas. The result of this study is hoped will either disprove current theories of eye accessing cues, uphold those theories, or re-write the theories with a more accurate model. We hypothesize that memories and/or constructs of future event “memories” will be more readily accessed by the individual looking in a specific direction that is predictable in general human behavior.

Method

This study was composed of adult individuals from varying backgrounds and ages. The reason for this selection is to step away from utilizing college population samples and to provide a broad observational aspect to this theory of

eye accessing cues. Participants will be randomly selected from more advanced level psychology courses at the University of Wisconsin-River Falls. Participants in the Hypnosis Research and Training center trials will be assigned to either interview or researcher position based upon their previous knowledge of NLP and the eye movement hypothesis. This was determined before the research by individual answers when asked about their previous training in Neuro-Linguistic Programming on a course application. Individuals who responded with no prior experience in NLP were selected for the experimental group.

Materials

For each research participant the researcher received a copy of the interview form (See Appendix A) and an informed consent form (See Appendix B) in a standard file folder. Questions on this form included references to each the visual, auditory, and kinesthetic (tactile) sensory questions. As part of the design we included check boxes corresponding with each direction of movement possible for a higher degree of recording accuracy and to speed up the ability of the interviewers to record movement.

Procedure

Interviews for this experiment utilized three locations. One being the social psychology learning lab at UW-River falls (room 156, Centennial Science Building), and the other two being classrooms utilized by the Hypnosis Research and Training center at their Seattle and Minneapolis training.

Participants were invited individually into the research room and asked to read and sign an informed consent form. While participants signed this form, the researcher is to note which hand the individual use to write in order to determine possible hemispherical dominance in participants and record this information on the demographics form in Appendix A. Participants were given random number assignments in order to ensure anonymity and accuracy in recording of demographic and interview results.

The researcher then took a seat at the position center to the interviewee and followed instructions as listed in Appendix A for the duration of the interview. Following each interview participants were thanked for their time and asked not to discuss the nature of the questions with other participants until the study had been completed at the end of finals week in order to ensure no

expectation effect by future participants during the study.

Result

The average participant involved in this study was 36.6 years of age and had at least five years of college education. Participants ranged in age from 20 to 74 years. From the 27 participants in this sample, only two were left-handed. In reviewing their results and comparing these to that of the right-handed individuals in the study we found no difference in results. Though the left-handed population sample was not significant enough to run an analysis of difference test on, we predicted ahead of time that right and left handedness was a possible variable for results, but it showed otherwise in this population.

The results were recorded on Appendix A for each interview in nine movements as detailed in the chart below with the corresponding movements.

UL	Upper Left
LC	Left Center
LL	Lower Left
C	Center Middle
CU	Center Up
CL	Center Lower
UR	Upper Right
RC	Right Center
LR	Lower Right

After interviews were complete, answers from the form in Appendix A were recorded on a form and broken down into the intended question (ie. Visual Created/Remembered, Auditory Created/Remembered, Kinesthetic Created/Remembered) Appendix C charts the count of movements recorded. For each eye movement the total number of responses were recorded. Then the movement for left, right, and center were added for each sensory modality studied followed by the up, center, down for each modality. The results of this can be broken down several ways. The data for the results of this study indicate no significant movement other than to the center middle for each response. When the results were interpreted with the directional movements, all but the visual and kinesthetic created modalities exhibited a tendency to remain in the center. For the visual and kinesthetic created, the movement with this

interpretation was to the right center. The auditory created was significantly close to the right center movement, however, this scored just below the level needed to get a right center recording.

Discussion

During the design phase of this research, we took the best of the available research projects on this subject and extracted what worked within the study and utilized that within this one. Questions for this study were combined from several sources and created using sensory specific wording to either create or remember an image, sound, or feeling/tactile stimulation.

After reviewing design, the only flaw we could determine was in how results were recorded. With multiple individuals recording data, there should have been mixed results. Instead, we were able to find a consistent result from all trials when that variable was factored. Also, if this research would be conducted again in the future, we would add a variable of video taped recording of the interviews in order to avoid any possible mixed interpretation of eye movements. If this were to be completed, individuals selected for the research would need to involve individuals who have experience on camera because of anxiety associated with recording equipment. Also, in utilizing the social psychology lab, there were several individuals who were concerned that they were being video taped even though they were not because fixed recording equipment was located within the room. In the Minneapolis trial, not having individual rooms for the interviews may have provided for some distractions within the experimental room where individuals could possibly have had their concentration on the interviewer disrupted thus changing their eye movement. Again, when this factor was considered, there was no change in recorded results.

In addition to how the interviews were conducted, we also would like to increase the number of interviews and participants. The time required in order to complete each interview and remain consistent with recordings did not allow for this to take place in this study. Even with the number of participants we did have, there should have been a clear pattern in the results established. We also considered changing the questions. In studying the results from a similar study completed at the Hypnosis Research and Training Center's NLP practitioner course several months before this study was done, we found the same results with an entirely different yet similar basal construct set of questions.

We also considered for future research on this subject with the researcher in the room with the subject that the center as a default position. If the researcher is in the room and is being asked a question then you focus on their face, search for access then return to their face to give their answer. This trial variable might be utilized in a future trial of this research for the sake of testing whether the physical contact with the interviewer played a role in our results. The construct difference would be video-recording equipment placed to the center of the volunteer with a monitor located in a room adjacent to the volunteer with a speaker and microphone to record the results of the interview.

With the similarity in results in our study and the overwhelming center results, we decided not to run correlational or other statistical measures simply because the numbers speak for themselves as they currently are. The closeness in recorded data for the Auditory created data suggests that there needs to be additional participants for the study in order to show which movement is more significant for the right or center directional movement. There is a significant showing that the centered center movement has a relationship with the remembered events while the created events tend to move from the center to the right. With additional future trials of this study, this may prove to be something of value in reference to the theories involved. When comparing this portion of the results to the charts included within the book Frogs Into Princes, this contradicts the charts there which indicate that the created memories are organized on the left side and the remembered events are located on the right side.

Conclusions

This research aimed to determine whether or not there was adequate support for the eye movement hypothesis in NLP. As our results show and other studies relating to this hypothesis have shown, there is not the support available uphold the theory. We suggest that there might be a connection between remembered versus created movement to one side, however, the study will need to be replicated under several additional conditions to determine whether or not there is support for that idea. In closing, the researchers together would like to state that our results speak for themselves, we are willing to provide the questions and structural information for individuals to replicate this study in its entirety and show that there is a relationship between eye movement and sensory representational thought access.

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Appendix C

Visual Created	UL	LC	LL	C	CU	CL	UR	RC	LR
	42	45	39	141	20	23	61	85	57
Visual Created	Left	Center	Right						
	126	184	203						
Visual Created	Up	Center	Lower						
	123	271	119						
Auditory Created	UL	LC	LL	C	CU	CL	UR	RC	LR


	56	41	33	145	24	22	60	49	68
Auditory Created	Left	Center	Right						
	130	191	177						
Auditory Created	Up	Center	Lower						
	140	235	123						
Kinesthetic Created	UL	LC	LL	C	CU	CL	UR	RC	LR
	38	48	40	141	25	22	43	82	69
Kinesthetic Created	Left	Center	Right						
	126	188	194						
Kinesthetic Created	Up	Center	Lower						
	106	271	131						
Visual Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR
	24	30	20	155	16	16	33	49	21
Visual Remembered	Left	Center	Right						
	74	187	103						
Visual Remembered	Up	Center	Lower						
	73	234	57						
Auditory Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR
	35	48	35	139	22	23	36	83	53
Auditory Remembered	Left	Center	Right						
	118	184	172						
Auditory Remembered	Up	Center	Lower						
	93	270	111						
Kinesthetic Remembered	UL	LC	LL	C	CU	CL	UR	RC	LR
	29	52	49	154	16	22	42	81	50
Kinesthetic Remembered	Left	Center	Right						
	130	192	173						
Kinesthetic Remembered	Up	Center	Lower						
	87	287	121						

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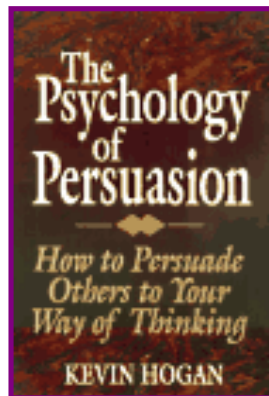
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The Psychology of Persuasion

"Opinion is ultimately determined by the feelings, not the intellect." --HERBERT SPENCER

"If you would win a man to your cause, first convince him that you are his sincere friend." -- ABRAHAM LINCOLN

In order to fully comprehend the process of persuasion, we need to understand some basic concepts, or principles, of persuasion. These concepts will provide the foundation for the paradigm of persuasion.

People in each culture develop certain responses to common situations in the persuasion process. It is because of these responses to certain stimuli that make it possible to predict behavior and therefore persuade others. Unfortunately it is the same responses that make it possible to manipulate or be manipulated by unscrupulous individuals. Included below are the nine principles that come into play in daily life as well as in persuasion settings, whether you're a salesperson, public speaker, consumer, husband, wife, father or friend. These are the Laws of Persuasion.

After each law is discussed, examples of behaviors within certain situations will be detailed. These examples are meant to demonstrate the effect the laws of persuasion have on most all of us.

Carefully consider each law, recalling a recent conversation or situation where the law came into effect in your life. By doing so you will be able to personalize this powerful information. You will see where you have been manipulated unfairly. You will learn how you have been ethically persuaded. Most important you will learn how your past behavior has impacted those around you. These laws are the foundational concepts for everything else we will learn about the process of persuasion.

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#1 LAW OF RECIPROCITY

WHEN SOMEONE GIVES YOU SOMETHING OF PERCEIVED VALUE, YOU IMMEDIATELY RESPOND WITH THE DESIRE TO GIVE SOMETHING BACK.

(Notice the law does NOT say that someone will automatically reciprocate when given something. It says they will DESIRE TO GIVE SOMETHING BACK.)

To some degree, reciprocity has control over all of us.

- Each Christmas, millions of people buy gifts and cards for people they probably would never buy for, except that the other person will be giving them something and they DON'T WANT TO LOOK BAD OR FEEL BAD! From early childhood we were all taught to give something back when something is given to us. Generally it was taught to us to be something of equal value.

How often have you been given a gift at Christmas that was more expansive than what you spent on the other person and felt OBLIGATED to buy something else to MAKE UP THE DIFFERENCE to the other person. This is a powerful example of the law of reciprocity.

- We feel obligated to tip in a restaurant because someone brought us our food. Our culture trains us to "tip" individuals in some professions. (Hair stylists, taxi cab drivers, waitresses etc.) Why? There is no LOGICAL reason to do this. It is simply that our culture has taught us to do so and that to do otherwise would be considered as rude or unkind.
- We feel obligated to donate to the General Campaign Fund by checking the box on our IRS 1040 tax return in return for the ill found hope that that's what they want us to do, and we won't then get audited. The fact is of course, is the IRS is not interested in your political affiliation. They are only interested in the revenue they can bring in for the Treasury Department! The IRS computers do not select returns for auditing on the basis of campaign fund donations. (However, because of the imprinted fear of the IRS most people tend to have, the campaign fund will continue to do well!)
- The bride and groom in a wedding feel obligated to give the bridesmaids and groomsmen gifts because of the expense put up for dresses and tuxedos. In some instances the gift purchased for each person the wedding party will equal the cost of the tuxedo or dress. Would it not simply be easier to have the newlywed's purchase the dresses and rent the tuxedos?

How do you feel when you're in this position? How do you feel when someone has given you a gift? How do you feel when someone has given you a gift at a time of mutual exchange, like Christmas, and you have nothing in return for them?

#2 LAW OF CONTRAST

WHEN TWO ITEMS ARE RELATIVELY DIFFERENT FROM EACH OTHER, WE WILL SEE THEM AS MORE DIFFERENT IF PLACED NEAR TOGETHER IN TIME OR SPACE.

Salespeople frequently use the contrast principle because it is so effective.

- "Before we look at the \$120,000 home we should look at the \$90,000 home." If the two homes are in similar neighborhoods, the more expensive home will have more features the salesperson can use as "hot buttons" and it is the LAST home they will see. People tend to remember the last thing they saw or were told much better than something they were shown or told earlier. If the last home, in this case, is a great deal nicer than the first, then the colorful memory of the nicer home will make the less expensive home seem drab and dull.
- Fund raisers, on the other hand, will use "reciprocal concessions" to meet their goals. For example, if someone wants you to donate \$50 to a cause, he will mention that "some people in the community are donating \$200, others \$100 and those on a tighter budget \$50. Which would be best for you?" In other words, if you are told the neighbors are all giving \$100, you will feel lucky to get off cheap at \$50, won't you?
- Another technique in the category of "reciprocal concessions" is the "money for time" concession. Someone may not have six hours per week to donate to your cause, but coming up with a check for \$25 won't be too tough to deal with. If you are asked to donate three hours per week to a worthy cause and you clearly don't have the time (and possibly not the desire), then if you can write a small check, YOU will feel as if YOU got away with a bargain!

You can think of many more cases where, "for just a little extra, you can have all these great additional benefits." You can also think of cases where two products remarkably similar in appeal are priced radically different to get you to buy the less expensive one.

Recall the last time several times that you purchased a product or service and what items you were asked to buy in addition to your original purchase. Consider the last time that you bought something where you new there were extras that could have been purchased but were not offered. Why didn't the salesperson offer them to you?

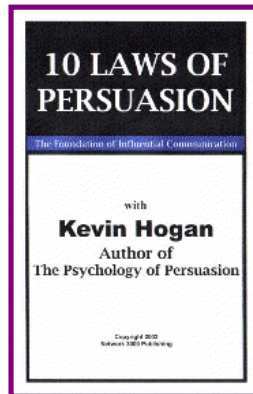
The Law of Contrast is also used to get you to buy the more expensive product. After all, "The house you really want is only \$10,000 more than this one, which is OK, but isn't it worth \$3 per day to have what you really want?" (By the way, with interest, that \$3 per day will end up costing you about \$30,000!)

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#3 LAW OF FRIENDS

WHEN SOMEONE ASKS YOU TO DO SOMETHING AND YOU PERCEIVE THAT PERSON TO HAVE YOUR BEST INTERESTS IN MIND, AND/OR YOU WOULD LIKE THEM TO HAVE YOUR BEST INTERESTS IN MIND, YOU ARE STRONGLY MOTIVATED TO FULFILL THE REQUEST.

People will do almost anything that is asked of them by a friend. Clearly, as a persuader, you MUST BE PERCEIVED AS A FRIEND if you are to be successful in the persuasion process.

- One winter I coordinated a campaign to raise money for a nationally known non-profit organization. Instead of hiring hundreds of fund raisers to canvass the Twin Cities, we simply hired 15 phone callers to contact people by neighborhood. We called each neighborhood until one person volunteered to be "block worker". All we asked the block worker to do was to take one hour and go door to door and ask for donations from their neighbors. The results were phenomenal. A vast majority of block workers did as they promised (we'll talk about the Law of Consistency later) and because the block workers were soliciting friends, there was no problem with credibility. The organization spent about \$10,000 on fund raising and brought in about \$70,000 in donations. It is very hard, indeed, to say no to a friend.
- Friends are people who we like and we often like them because they

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like us. The more we let people perceive we are like them in ideology, philosophy, background, beliefs, attitudes, etc., the more likely it is we will persuade them. (See Chapter Ten for complete information.)

#4 LAW OF EXPECTANCY

WHEN SOMEONE WHOM YOU BELIEVE OR RESPECT EXPECTS YOU TO PERFORM A TASK OR PRODUCE A CERTAIN RESULT, YOU WILL TEND TO FULFILL THEIR EXPECTATION WHETHER POSITIVE OR NEGATIVE.

- In early January of 1991, Israeli citizens were issued gas masks so that any chemical weapons launched from Iraq would not kill them. When SCUD missiles were fired by Iraq on January 16, 1991, dozens of Israeli citizens checked themselves into hospitals complaining of symptoms that they were told they would feel after a chemical weapon attack. Interestingly, no chemical weapons were actually used. The Law of Expectancy is very powerful indeed. This incident is, of course, the opposite of the well known placebo effect.
- The placebo effect is best described in the following example. The Korean war brought thousands of casualties. Many of these casualties were given placebos (sugar pills and the like) instead of morphine when morphine supplies had run out. In some reports, 25% of the soldiers given placebos experienced a significant decrease in pain although no medical reason could be given.

#5 LAW OF ASSOCIATION

WE TEND TO LIKE PRODUCTS, SERVICES OR IDEAS THAT ARE ENDORSED BY OTHER PEOPLE WE LIKE OR RESPECT.

If we like the people connected with a product, we tend to have positive associations in our minds of the products they endorse. Regardless of product quality, because of the endorsement, we often will buy a product the first time based on celebrity endorsement. (The second time around is another story and will be dealt with later.)

- Bill Cosby probably helped you decide to buy Jell-O pudding, Kodak film and other products. Bo Jackson has sold a world on the idea that Nike tennis shoes are the only way to go. Ray Charles, Michael Jackson, Cindy Crawford and Michael J. Fox have got a nation drinking Diet Pepsi. Michael Jordan endorses just about everything and has singlehandedly improved the future of minor league baseball in America!

#6 LAW OF CONSISTENCY

WHEN AN INDIVIDUAL ANNOUNCES IN WRITING OR VERBALLY THAT HE IS TAKING A POSITION ON ANY ISSUE OR POINT OF VIEW, THEY WILL STRONGLY TEND TO DEFEND THAT BELIEF REGARDLESS OF WHETHER THE BELIEF IS ACCURATE EVEN IN THE FACE OF

OVERWHELMING EVIDENCE TO THE CONTRARY.

- When President George Bush announced, "Read my lips, there will be no new tax increases", he couldn't have guessed how much popularity he would lose when he signed a major bill increasing taxes in 1990. When people are perceived as inconsistent, our trust and respect for them decreases markedly.
- Conversely, when President George Bush stated his views on the aggression against Kuwait and that military action could take place on January 15, 1991, there was a split reaction by the general public. On January 16, the President did exactly as he said he would and public opinion in favor of the President skyrocketed.
- President Clinton lost a great deal of credibility in the public eye as he continued to promote policies that were inconsistent with his campaign promises. When people see inconsistency, they start looking elsewhere for solutions which is why in 1994 the republicans actually took control of the House and Senate for the first time in over 4 decades!

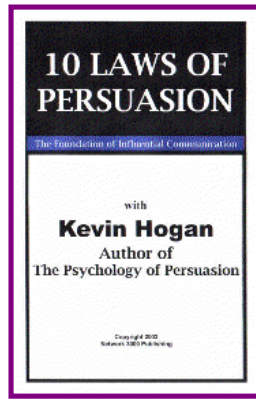
#7 LAW OF SCARCITY

WHEN A PERSON PERCEIVES THAT SOMETHING THEY MIGHT WANT IS LIMITED IN QUANTITY, THE PERSON PERCEIVES THAT THE VALUE OF WHAT THEY MIGHT WANT IS GREATER THAN IF IT WERE AVAILABLE IN ABUNDANCE.

- Television advertisers use the Law of Scarcity with redundancy. "While supplies last", "Limit 2 per customer", "Offer good only Sunday", "Supplies are limited", "Only 10,000 have been minted", are all statements implying scarcity.

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Quantum Nature of Reality

Quantum Nature of Reality

by Kevin Hogan

The first purpose of this page is to propose a theory as to the origin of the universe in which we live. This could be very important to living by design because it may be true that if we understand more about the universe as a macrocosm, we can live more effectively in our microcosm. Understanding how we came to be can help us know that there are controllable variables in the universe and not everything is random. The nature of the universe is such that it is both subjective (observer related) and objective (elemental) in nature as has been proven by quantum mechanics. By creating a synthesis of current knowledge, we can propose with a high degree of certainty that THOUGHT created the universe. It is not possible to prove with 100% accuracy the origins of the universe because of its quantum mechanical nature. However, we can propose a theory that fits the facts as we know them.

The second purpose of this chapter is to raise this question to you:

If thought in the form of awareness, or consciousness, can design and create a universe, what can it do in my life?

We will more thoroughly investigate the answer to this question in the next chapter. The universe we live in, is the universe in which you are reading this chapter. The possibility and even probability of multiple universes will not be thoroughly discussed here, as on this page, we are

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interested in the origin of THIS universe.

Ancient documents including the Tao Teh Ching, the Bhagavadgita, and books comprising the Old Testament are sources in this chapter, to serve as a foundation for the proposal that thought designed and created the universe. Religious documents not supported in our reality or by scientific validation will not be used. (Definitions for terms used in this chapter will be given with the first use of the word.)

The Argument against Design

Broadly speaking, there are two views of using metaphysical tradition that need to be made clear before we begin laying the groundwork for this theory. The first will not be dwelt upon as it states that in essence the physical universe is only explainable through physical events. The mounting evidence against this point of view is extraordinary. On the other hand, it should be noted that the growing acceptance of a quantum mechanical universe does not mean that scientists are now turning to the Bible, the Tao and the Bhagavadgita to lay the foundation for their scientific theory. Our interest lies in what we can apply to living by design and therefore we consider that which is useful to our life missions.

The extent to which the study of modern physical theories can entice one into embracing the eastern metaphysical tradition is nicely illustrated in a recent interview with David Bohm. In this interview, Bohm comments that, 'Consciousness is unfolded in each individual' and meaning 'is the bridge between consciousness and matter.' Other

assertions in the same interview, like 'meaning is being,' 'all moments are one,' and 'now is eternity' would be familiar to anyone who has studied eastern metaphysics.'

It is in part, the work of David Bohm, the eminent physicist that we will base much of the philosophy of this page.

Sacred Literature Proposes Design

Possibly the most intriguing element about the pursuit of the origin of the universe is that the subject has been undertaken by scholars and philosophers for millennia. Many of the earliest writings on the planet seek to explain how we got here and why we got here. These sources from all parts of the planet certainly are not in 100% agreement, but the common thread is crystal clear. The universe is self aware and thought designed and created the universe. The specifics of this design and creation may never be known, but we will speculate in the conclusion of this page as to a scenario that fits the current facts.

Tao of Design

One of this planet's oldest documents is the Tao Teh Ching, attributed to the pen of Lao Tzu. The document is extraordinary in its simplicity and its completeness as far as understanding the origins of the universe and of life itself. Written about 500 BC, it has lost no beauty or accuracy in the last 2,500 years. (Critical scholarship places the document as late as the 3rd century BC.) The Tao provides a bridge to the subtle truth of life and its origins, as well as guidelines for living in harmony with nature.

In the first chapter of the Tao we find the following assertion:

"p;One may designate Nothingness as the origin of the universe, and Peignoirs as the mother of the myriad things."p;

(Nothingness and Beingness refer to the insubstantial and the substantial, the immaterial and the material, spirit and matter.)

It is essentially this assertion that we seek to validate in this chapter.

Later in the first chapter we read:

"Nothingness and Beingness are one indivisible whole... as the ultimate subtlety, it is the Gate of All Wonders."

Einstein proved this in the 20th century with the theory of relativity. (Energy and Matter are convertible) However, as we will see, even Einstein understated the likely reality that spirit is the "forefather" of energy and Lao Tzu was probably closer to "reality".

Lao Tzu saw a universe that was physical in appearance but which came out of "nothingness" or spirit. Clearly, spiritual essence begat life in the understanding of Lao Tzu, but how? We receive part of the answer in Chapter Seven of the Tao.

"Heaven is everlasting and Earth is perpetual.
Why so?
Because they live without holding onto any consciousness of self. Therefore they can endure forever."

Lao Tzu states that by modeling the Heavens, we as people, can become "one" with the universal life force.

Lao Tzu saw the universe as conscious and fully aware! Mankind is conscious in the same way the universe is conscious. Lao Tzu has much more to say about this in Chapter 25.

"Before Heaven and Earth are born, there is something formless and complete itself. Impalpable and everlasting, silent and undisturbed, standing alone and unchanging..."

"It may be regarded as the Mother of all things. Far beyond mankind's relative conception, it cannot be referred to by a specific name. Yet it may be identified as Tao, the subtle truth of the universe..."

"Extending itself without limit, it is far reaching. Being far reaching, it ultimately reverts to itself. returning to its self sufficient origin. Indeed, it had never really left itself! This indefinable energy flow is truly the greatest of all. "

"...The ultimate expression of the cosmos. As an expression of it's unceasing creativeness, it first manifests as the spaciousness of the sky. As an expression of its receptiveness, it manifests second as the great massiveness of galaxies, stars, and planets. As a further expression of its harmonious reintegration, it manifests third as human life."

Lao Tzu poetically instructs us that the spirit nature of the universe gave us Space, which then transformed into the stellar bodies, and finally physical life. The order is important, as are the assertions. Space, matter, then life in human form. This page will seek to show that Lao Tzu was also correct in these assumptions.

Science and the Tao

The first objections to the philosophy of the origins of the universe according to Lao Tzu come from science. For over 50 years the "Big Bang Theory" of the universe has prevailed in one form or another as the starting point for all that we see. The Big Bang Theory essentially states that about 8-

12 billion years ago a one time only explosion occurred from a dot the size of a pin. A point of singularity. In the ensuing one second the universe was formed and began expanding at unimaginable speeds.

The objection is simply this: Even if Lao Tzu's philosophy were compatible with the big bang theory, then this consciously aware universe is very dull indeed. It has only made ONE "decision" in the last 10 billion years, and that was to create matter. Why would a self aware universe be so dormant for so long? Why would it show no signs of doing anything NOW at the dawn of the 21st century?

Fair questions to be sure. They deserve an answer and not an answer cloaked by philosophy of an ancient mystic or modern prophet. The answer lies in science as well.

Two major problems are now confronting the big bang theory and pointing toward a universe that if not intelligent, contains powerful intelligence.

"First, is that galaxies in a huge chunk of the universe, a region of a least 1 BILLION light years across that includes our own Milky Way, appear to be moving, all in the same direction at about 435 miles per second, or 1.56 million miles per hour."4

There is nothing in the known universe, all the dark matter included, that has the gravitational ability to move complete star systems and galaxies all in one direction. The destination, by the way, is fascinatingly

enough somewhere past Orion.

"The second observation, made with the newly repaired Hubble Space Telescope, is even more startling. The Hubble has allowed astronomers to make the most credible measurements to date of the age of the universe-of how long it's been since the Big Bang. They have found that the universe is somewhere between 8 and 12 billion years old. Yet there is almost no doubt that the oldest stars in the Milky Way, which we live in the globular clusters that orbit the galaxy's central bulge, are at least 14 billion years old, and probably older than that. A universe younger than the stars it contains is, to say the least, a fundamental contradiction." 5
David Weinberg, an astronomer at Ohio State University, says,

"But if these results are confirmed, we theorists will be in real trouble. We really have no good ways of explaining these observations." 6

The connection between these extraordinary new discoveries and the proposal of a conscious universe are becoming clear. It appears that the notion of a singularity, one creation event for the entire universe, is extremely unlikely. It also appears that there is a very powerful intelligence somewhere beyond Orion that is drawing the Milky Way and other star systems toward it at incredible speeds.

The credentials of those making these new measurements are impeccable. The team of

astronomers and cosmologists at the Carnegie Observatories in Pasadena is among the best worldwide. The team states that the accuracy of their new measurements are 95% certain.

At this point we can see that the Big Bang certainly could have happened but it was AFTER many millions of star systems already existed. The Big Bang would also have had to have occurred under different circumstances than we currently understand. The "expanding universe" can still work with this new data, but it clearly is challenged by the Milky Way and millions of other stars making a bee line for Orion. So how does this "fit" the proposition of a conscious universe that is intelligent in nature?

Bhagavadgita and Design

To begin to answer the question, we turn to another old sacred document, the Bhagavadgita. Lao Tzu was Chinese and wrote The Tao in the 5th century BC. The Bhagavadgita also was written in the 5th century B.C.. The date of its writing is fairly certain but its author is unknown. Its place of origin was India.

In the eighth chapter and third verse (8:3) we find the following proclamation from the Blessed Lord:

"Brahman (or the Absolute) is the indestructible, the Supreme (higher than all else), essential nature is called the Self. Karma is the name

given to the creative force that brings beings to existence."

Defining some of the terms in the above verse will help us see the magnitude of this proclamation as well as reinforce our thesis and help give us a clue as to HOW the universe came to be.

"Brahman is the immutable self-existence on which all that lives, moves and has its being rests. Self is the spirit in man and nature. Karma is the creative impulse out of which life's forms issue. The whole cosmic evolution is called karma. The Supreme undertakes it and there is no reason why the individual jiva should not take part in it. The Immutable which is above all dualities of subject and object, becomes, from the cosmic end, the eternal subject, adhyatma, facing the eternal object which is mutable in nature, prakriti, the receptacle of all forms, while karma is the creative force, the principle of movement. All these are not independent but are the manifestations of the One Supreme. The subject-object interaction which is the central pattern of the cosmos is the expression of Brahman, the Absolute Spirit which is above distinctions of subject and object." 7

In the Hindu philosophy, it is believed the Brahman is qualityless and indescribable. It can be reasonably proposed that the Brahman is pure awareness and pure consciousness. Brahman's composition is that of the smallest sub-atomic "particles" and that Brahman IS within and without the entire universe. It is when Brahman postulates or "thinks" that something is created or something moves in the universe. Before we discuss just how this can actually take place in "reality" we need to gain a few more distinctions from the Bhagavadgita (8:4).

"The basis of all created things is the mutable nature; the basis of the divine elements is the cosmic spirit. And the basis of all sacrifices, here in the body is Myself, Oh best of embodied beings."

Everything is mutable in nature except Brahman, The Absolute. Sri Radhakrishnan describes it below.

"Here again the author wishes us to possess an integral knowledge of the Divine in all aspects. There is the Immutable Divine, Brahman; there is the Personal God Isvara, the object of all devotion; there is the Cosmic Self, Hiranyagarbha the presiding deity of the cosmos, and the jiva, the individual soul which partakes of the higher nature of the Divine and prakriti the mutable nature."&3160; 8

More foundation is laid for our discovery of the origin of the universe. The highest level of "life" is postulated as pure potentiality, pure consciousness, and pure thought. Deepak Chopra, MD has this to say about the subject:

"At the quantum level, matter and energy come into being out of something that is neither matter nor energy. Physicists sometimes refer to this primordial state as a 'singularity,' an abstract construct that is not limited in time and space but is a compression of all the expanded dimensions of the universe." 9

This brings us to the point where we must provide the structure of the origin of the universe, which is both metaphysical and quantum mechanical in nature. Dr. Chopra clearly follows this line of thinking in a concise way as we shall see below.

"A famous mathematical formula, known as Bell's theorem...holds that the reality of the universe must be nonlocal; in other words, all objects and events in the cosmos are inter-connected with one another and respond to one another's changes of state... Physicists now accept inter-connectedness as a ruling principle, along with many forms of symmetry that extend across the universe..." 10

"...British physicist, David Bohm, who has worked extensively with the implications of Bell's theorem, have had to suppose that here is an invisible field that holds all of reality together, a field that possesses the property of knowing what is happening everywhere at once. (The word invisible here means not just invisible to the eye but undetectable by any measuring instrument.)" 11

Without calling it "thinking," we may be watching nature think through many different channels, of which our minds are one of the most privileged, because the mind can create its quantum reality and experience at the same time." 12

Dr. Chopra explains in his many books that thought creates molecules in the human mind. Where there was "no molecule" there becomes "a molecule" by simply thinking of something or remembering something. It is this fact of the body, brain and mind that we now use to postulate that ALL MATTER AND ENERGY in existence are the result of THOUGHT.

Each molecule in the universe is comprised of this infinite intelligence or Brahman. The nothingness that begets somethingness is thought. Thought comes from consciousness which is universal in nature.

The nothingness that begets somethingness

is thought.

There are subatomic particles that have been "discovered" in the last 30 years. The smallest particle was once thought to be a proton until the discovery of quarks. Dr. Chopra discusses quarks and helps us understand the next step in understanding of how thought can create particles.

"One would think that there has to be something material out there that the quark is built from. Strangely enough, this does not seem to be true." 13

This simple fact answers Plato's argument that if the atom is a thing, then it must take up space; and therefore can be cut in two to create something that takes up a smaller space. Plato concluded that anything which can be cut in half is not the smallest building block of the material realm.

Dr. Chopra moves us another step forward toward our answer with this analysis of Plato's thinking process:

"By this impeccable reasoning, Plato demolished all solid particles as contenders for nature's basic building block, not just the atom, but the proton, electron, and quark. All of these can be cut in half, even if we can't actually do it without end. Whatever it is that builds the world, it must be something so tiny that it occupies no space. Plato

contended that the world was born out of invisible, perfect forms, similar to geometric shapes. In turn, modern physics has turned somewhat more tangible alternatives, such as invisible matter called "virtual" particles, as well as to energy fields. Einstein's famous equation $E=mc^2$ proved that energy could be transformed into matter, and this allowed physics to go beyond the barrier that is 'smaller than small'." 14

Intelligence is therefore the smallest unit that is intact and unchanging. Intelligence can make up molecules and anything else it chooses. What is interesting to consider is HOW intelligence creates molecules which combine to form larger compositions of matter. (These larger forms would include everything from the smallest pebble to the largest star to the human body itself.)

We have come to the point where we can begin to put a logical order to the origin of the universe based upon what we have learned so far. First, we have an infinite intelligence which can also be known as the Absolute Spirit. This intelligence at some point entirely filled the universe. There was no matter. Clearly, the matter in the universe is less than 20 billion years old. The intelligence preceded the matter. It is the inherent nature of the universe to be self aware or conscious, just like it is inherent in trees to have roots.

This infinite intelligence existed as pure

potentiality for billions, trillions and even quadrillions of years into the infinite past. However at some point it became MORE than self aware. Intelligence made a distinction, a decision, a creative act to move down to a lower level of life, that of a god-like being which by the power of karma could DO something.

Dr. Chopra attempts to explain the unexplainable here:

"The universe, like the huge banyan, springs from a seed that contains nothing. Without a metaphor like the seed and the tree, our minds cannot even grasp what such a nothingness is, since it is smaller than small and earlier than the Big Bang." 15

A tree that springs from a seed that contains nothing is a powerful analogy. How is this possible? There can only be one possibility and that is that the universal essence is self creating and self generating at its most basic state.

Dr. Chopra lays another very important layer of knowledge to solving the puzzle of origins in his book, *Ageless Body, Timeless Mind*.

"The physical world arose from the quantum field, which is the source of all matter and energy. But that raises the obvious question: Where did the quantum field come from? Quantum reality is already at the

very edge of time and space; beyond it there is no where or when. Therefore, the source of the quantum field must be nowhere and everywhere, and the date of its birth was no time and anytime. In other words, the question has no answer that makes sense within our ordinary framework of space-time." 16

Today, theoretical physicists are working on a "theory of everything." Essentially their goal will be to determine a mathematical construct for the Unified Field which unfolds to the Quantum Field which unfolds to the Physical Creation. However, this task may not be possible. In the conclusion of this chapter, it will speculate based upon the current evidence how nothingness became somethingness (matter). The basis for the claim that science may not be able to quantify a "theory of everything" is that the Unified Field is almost certainly the spiritual infinite intelligence.

Bible and Design

The foundation has now been laid for the discussion on HOW the universe came to be as we know it today. We now return to a sacred document, the "Torah." In Genesis, the first statement is a clear and concise declaration of fact:

"In the beginning God created the heavens and earth."e; 17

The following statement in Genesis is literally translated from the Hebrew as roughly,

"And the earth was chaos and an indistinguishable ruin." 18

Either the state of the earth at the time God (Elohim, literally, "mighty ones") created the earth was one of chaos or later became one of chaos. The Hebrew indicates clearly something that has been destroyed. Elohim was either going to A) create something out of something that had been ruined or B) create something out of nothing which would become ruined. It is not critical that we determine which of these was the writer's intention.

The Hebrew is unclear as to time line. However, the next statement is critical to our understanding of our thesis.

"...and darkness covered the face of the deep while a Spirit from God swept over the face of the waters."
19

At this point, there is no light yet, but God has definitely already created the heavens. Therefore the heavens do not include light producing objects that could be viewed from earth at this moment. The Spirit from God (which can possibly be equated with Karma as noted above as the divine force and tool for cause) moved on the waters. Water covered the surface of the earth completely. It was not a special creation, but the natural state of the earth. What would be un-natural

would be the dry land that would be created later. Now, we move along to the first statement attributed to Elohim.

"Then God said, `Let there be light': and there was light. And God saw that the light was good; and God separated the light from the darkness..." 20

It is fascinating to note that God would not make stars for another three days but on the first day he created light and separated it from darkness. Darkness was the natural state of the heavens and earth at this time. The question arises, what are the heavens? Are they the sum total of the Milky Way? The universe? It would seem that the answer here is no.

It appears that God was creating energy and matter by use of and through spirit. The proof is really quite simple. God did not create the stars and the moon until days later. It would be reasonable to assume that these stars were local to the earth, probably those in the Milky Way. The important key for our thesis however is that the heavens were almost certainly the creation of energy from the quantum field. From this energy Elohim then created matter.

Of great importance is also the term Elohim. Elohim means "mighty ones". It is a Hebrew word in plural form. This is proven in the context of Genesis in verse 26.

"And God said, `let us make man in

our own image'."

Arguing over whether there were thousands of gods or whether there was one God and many constituents to his heavenly court is irrelevant. It is crystal clear that more than one entity would be involved in the design and construction of mankind.

This all occurs however AFTER the Elohim have come into existence. The Elohim are NOT Brahman, they have come from Brahman. The understanding of HOW Brahman could yield Elohim however is seen in these words.

Divine fiat apparently consists of thought (a consideration to make a huge planet) then deciding to do so, then demanding it be done. By analogy, you can create a basketball in your mind in the same way. You postulate the basketball then you create it in your mind. you give it characteristics which are unique to your mind alone. Similarly, the Elohim did this within their "mind". They postulated the creation of the heavens and earth. They thought about it, decided it, commanded it, and it became just as they thought about it.

Back to the Beginning

It is at this point that we can now move back even farther in time. Understand, it is NOT important to reconcile dates and times any longer. Science has now told us with 95% certainty that many stars are older than the Big Bang. There are multiple creations, one of which certainly could be the Big Bang, but

there was only one Big Bang. There is no evidence of two.

There is evidence beyond a reasonable doubt however that there is either intelligent life beyond Orion pulling us toward them and/or that the universe is pure thought, pure awareness and consciousness. However, we cannot currently determine whether life exists at such a level that has developed a technology to pull us toward them. Therefore we can only deduce from what facts we do have to a logical conclusion of just how the universe of energy and matter came to be.

Imagine that we take a trip through time. We go back 12 billion years and witness a big bang. We go back to 14 billion years and see many stars dotting the sky. We go back to 30 billion years and see NOTHING. Pure Nothingness. There is no energy. There is no matter. There is no measurable form of life that shows up on any instrument. But there IS pure Nothingness. This nothingness is the Quantum Field. This field is essentially a field of spirit that fills the universe. It is pure potentiality to be sure as it is this Quantum Field that will develop the technology to design and create Matter, Energy, Space and Time!

Interestingly there is also the possibility that there is no time. Time most likely can only exist if there is space for it to exist in. We do not know whether our universe was the first or only universe to be designed or created. Therefore we can only speculate that there has been only this universe that currently

exists as we currently see it.

If this is the case, that this is the one and only universe that has ever been, then we can postulate that there was no time or space at some point in the infinite past.

To understand this we can consider the VCR and TV. When the TV is off, there is nothingness. No space, no time, no energy and no matter. Pure nothingness. When we turn the VCR and TV on with a movie in the VCR on "pause," we have created a picture. There IS a picture. However because there is no movement or alteration of the picture, there is no time. Only when we push the "frame advance" button is there an alteration to the picture and therefore there WAS time. When we push the "play" button there IS time as there is a constant alteration of the creation of the picture. If the TV were holographic, there would be Matter, Space, Time and Energy.

All analogies to reality break down eventually but this gives us a clear understanding of the elements necessary for the universe and life in it.

It is at the point where we turn the VCR on with the TV that we can go back, with some degree of certainty, in our universe. The challenge is to argue convincingly that it was thought or consciousness that created the picture and its alterations. As we travel back in time, there is a first creation within our universe, though it most likely is not the big bang we have been taught for so many

years. More likely, the first creations were small and only later was there a big bang. With this in mind we can now propose how it all "began."e;

Chronology of a Universe?

LI>Pure potentiality, infinite intelligence, spirit awareness, existed without matter, energy, space or time. This was the nature of what was.

1. There was no "time" as there was no alteration of what "was."
2. Awareness became awakened by focusing attention onto some portion of its own awareness.
3. Once awareness "recognized" that something was "there" and that "it" was "here", there became two locations (points) in space.
4. Two points create dimension, which IS space.
5. Because both points are pure awareness and pure intelligence, they can communicate with each other in the form of thought.
6. As the two awareness points become aware of other points, more space is created and with space, ipso facto matter and energy.
7. As points collect together and separate

from other points, there become separate and distinct "persons" (gain individuality) all of which have come from pure intelligence and pure awareness.

8. The persons now have energy, which is matter, space and time. They have literally decided to BE.
9. The persons communicate with each other.
10. As the persons recognize each other as separate persons and not only as parts of a whole, they become more distinct identities.
11. As space and time persist, they grow in size as far as matter and energy because more distinctions are made by the entities. Awareness can compose energy which can compose matter which means these new persons can by fiat create at will anything of any shape and form. They DO.

As these new existing persons become more aware, and as more of the persons come into existence, they find "things" to do and HAVE. At some point between the origin of these highly spiritual beings, which are pure thought and consciousness, and the first matter creations by these beings, a great deal of "time" passes. It is not possible to know or even speculate the time that went by between the universe becoming

aware of itself through thought and the first major matter creations in our universe. The time span could have been trillions of years or more.

What is intriguing are the further ramifications of this theory. Clearly, all of us are part of a bigger whole. We are pure thought at our deepest person.

Each human being is in reality a composite of a spiritual and quantum nature. In essence, each of us is pure thought.

To say we are spiritual in nature is not only metaphysically accurate, it is probably scientifically accurate as well. However like an onion that needs to be peeled, we have much matter to be sifted through before we can contact that pure awareness with any degree of consistency. Another key point to know is that we are not our body. Our body is simply physical matter. We, our personality, our Self, is spirit and awareness in nature. We simply dwell in a body at this time.

[Click here to get your copy](#) of Life By Design to learn more about the quantum mechanical nature of reality and discover how you can utilize this paradigm to your best interests starting today!

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Can You Hear Your Body Talking?

Your body language will boost you to the top or keep you among the majority of people in the middle and bottom. You have less than 10 seconds and realistically closer to four seconds to make a good first impression on those you come into contact with. There is a world of research that clearly indicates that you will be judged professionally and personally in the first few seconds of your meeting someone for the first time. In fact your first impression is recorded and is used as a yard stick for all future communication by those whom you meet. Whatever that first impression is going to be on your part, you want it to be intentional and on purpose.

Let's take a look at how to talk your way to the top with your body. Most people are completely unaware of just how much their body says and how it often contradicts what the words are saying! There are numerous elements of what we might call body language. They include your physical features both changeable and unchangeable, your gestures and signals that you send to others at the conscious and unconscious level and the space that you use when communicating with others. In this chapter we will touch on all of these important areas of body language.

What You Look Like Really Talks!

Let's begin with our physical appearance. Here are some astounding facts that will give you pause for thought when you consider how important appearance is in getting to the top.

Your perceived level of attractiveness by other people will be a significant benefit or detriment in your life. It isn't fair but it is true. People who get to the top learn how to deal with less than perfect physical features and work with what they can. Before we consider just how to increase your face value look at the results of some fascinating studies about physical appearance.

The Power of Physical Appearance:

- Did you know that in university settings, professors who are considered physical attractive by students are considered better teachers on whole than unattractive professors? Attractive professors are also more likely to be asked for help on problems. These same attractive professors also tend to receive positive recommendations from other students to take their classes and also are less likely to receive the blame when a student receives a failing grade! (Romano and Bordieri 1989)
- Did you know that marriage and dating decisions are often made with great weight placed on physical attractiveness? A wide variety of

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research indicates that men will often reject women who are lacking (in their opinion) in positive physical features. Women on the other hand place less significance on a man's physical attractiveness in considering him for a date or marriage. (studies by R.E. Baber)

- Did you know that in studies done on college campuses, it has been proven that attractive females (attraction as perceived by the professors) receive significantly higher grades than male students or relatively unattractive females? (studies by J.E. Singer)

There is more evidence that shows you must make the most of what you have physically.

Among strangers, individuals perceived as unattractive in physical appearance are generally undesirable for any interpersonal relationship! (studies by D. Byrne, O. London, K. Reeves)

In one significant study of 58 unacquainted men and women in a social setting we learned that after a first date, 89% of the people who wanted a second date decided to do so because of attractiveness of the partner! (Brislin and Lewis)

In the persuasion process, attractive females are far more convincing than females perceived as unattractive. (Mills and Aronson)

Among American women, the size of a woman's bust is significant to how both American men and women perceive the woman. Women with a "medium" sized bust are considered to be more likable and have greater personal appeal than women with a large or small bust. Women with a small bust are perceived as more intelligent, competent, and moral. Women with a large bust are generally perceived as less intelligent and less competent. (Kleinke, Staneski, 1980)

In yet another study, we find that young men who are obese are generally considered to be slothful and lazy. Both men and women who are obese are generally perceived to have personality characteristics that place them at a disadvantage in social and business settings. (Worsley, 1981)

Can You Change Your Appearance?

Study after study reveals that how you look is critical to someone's first impression of you. So what can you do to change how you look? You can't change everything about your physical appearance but you can definitely make changes that will give you a booster shot at going to the top in your business and your personal life.

Research studies tell us that the "exposure principle" increases our "face value." Specifically, the exposure principle says that the more often you are seen by someone the more attractive and intelligent you appear to them. If you weren't gifted with a Cindy Crawford or Tom Cruise face then it's time for you to take advantage of the exposure principle.

If you don't have the advantage of being "seen" time after time by a person or a group, then you must make the most of what you have. In other words you want to look as good as you possibly can on every given day. Because of the

significance of body image and weight you must do what you can to keep your body weight down and your body in shape for your overall image to be as good as it can be.

Your teeth will tell a tale as well. If your teeth are yellow and look like you just ate, your face value is obviously greatly reduced. Do everything you can to keep your teeth pearly white and you will be perceived as more attractive. (You've already seen the benefits of the perception of attractiveness.) When you watch the news tonight on TV, look at the teeth of every news anchor, weather person and sports announcer. They all have beautiful white teeth. There's a reason for that and that is positive impression management. You do the same and you will have a boost on the way to the top.

Hair is significant to how you assess other people isn't it? Hairstyles can say a great deal about a person. Women with short and stylish hair tend to be perceived as more professional. Older women with longer hair tend to be perceived as women who really wish they were much younger. Men who are balding and try any of several ways to "cover up" look as though (and probably do) suffer from self esteem challenges. Men who have long hair tend to be indifferent toward what others think of them. Men whose hair is trimmed, styled and short tend to be perceived as professional. What is your hairstyle saying about you?

You've now heard some of the important facts about enhancing your personal appearance. Remember to keep aware of the awesome power of body language in every communication and use it to enhance your face value.

If you found this information helpful, look for more SECRETS of body language in the brand new 2 CD set just released [Body Language: The Secret Code of Communication](#) and [Talk Your Way to the Top](#).

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MILLIONAIRE MIND 2000

WHO ARE THEY?

Here's a brief sketch of those with the millionaire mind:

- Is a 54-year old man married to the same spouse for 28 years. Has three children.
- Has an average household net worth of \$9.2 million; annual realized income of \$749,000.
- One in three (32 percent) are business owners or entrepreneurs; 16 percent are senior corporate executives; 10 percent are attorneys; 9 percent are physicians.
- Is self-made affluent, i.e. 84 percent inherited less than 10 percent of their household new worth; 61 percent never received a single dollar from inheritance, gifts, estates, or trusts.
- Integrated the home-purchasing decision with overall financial or wealth-building strategy.
- Purchased current home 12 years ago for \$560,000; valued today at \$1.4 million.
- Is aggressive and resourceful when negotiating the purchase of a home; 82 percent have mind-set of "being willing to walk away from deal at any time."
- One in 4 searched for a "bargain" home that was part of a foreclosure, divorce settlement, or estate sale.
- Has median outstanding mortgage balance of about \$98,000 or about 7 percent of the current market value of the home.
- Understands the key, basic success factors that the American economy rewards, i.e. integrity, discipline, getting along with people, having a supportive spouse, hard work, affection for career and strong leadership qualities.
- Is four times more likely to rate these basic success factors as very important than graduating at the top of their college class or even having excellent investment advisers.
- Believes that hard work is much more important in achieving economic success than genetic high intellect.
- Learned much more in school and college than what was printed in the textbooks. Fully 73 percent of those with SATs under 1,000 "learned to fight for their goals because they were labeled as having average or less ability".
- Nine out of 10 graduated from college. Overall as a group, they had a 2.92 undergraduate grade-point average (on a 4-point scale).
- More than 8 in 10 reduce the worries associated with financial risk by: hard work, preparation, focusing, being decisive and planning. Nearly 4 in 10 (37 percent) rely on having strong religious faith to reduce such fears.

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- Most selected their vocation because it allowed them to use their abilities and aptitudes fully.
- Married a spouse who had qualities that are complements to both a successful marriage and wealth accumulation, i.e. they are honest, responsible, loving, capable and supportive.
- The "wealthy" quality was not a major factor in explaining choice of spouse.

Dr. Thomas J. Stanley. As reported by the St. Paul Pioneer Press February 6, 2000

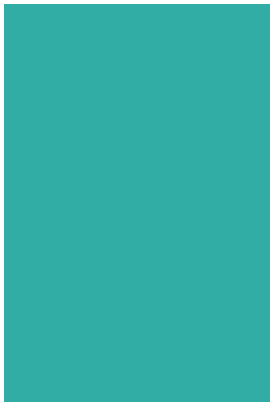
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Journey to Success

DISCOVER YOUR MISSION NOW

Life by design begins with discovering your mission in life. Your mission is central to who you are as a person. People who live the happiest and most fulfilling lives all have more than just a sense of mission, they are ON a mission. They are living a wonderful daily journey with a sense of purpose. A purpose that is natural and comfortable. When you are on a mission, nothing can stop you. Being on a mission means engaging yourself in those activities that are most important to you in life. Being on a mission means being involved with the people you care most for in life. Your mission is a reflection of the true you.

Goal setting, which will be discussed later, is an important part of life by design. It is unfortunate that goal setting is usually done outside the greater context of a life mission. This only provides frustration for the individual. In Life by Design, we utilize goals within the framework of your personal mission statement. If goals are not compatible with your mission statement, then you can make new goals.

Your mission in life is discoverable by asking some important questions of yourself which you can answer below.

MISSION DISCOVERY

Please answer the following questions in the space given below. You may use extra paper should it become necessary. Without the benefit of the "discovery session" which follows, please answer in some detail, these next two questions.

What is the purpose for your life?

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If you do not know, what would you like the purpose of your life to be?

Next, select up to four major purposes for your life. It is very important that you write your mission for YOU, not someone's distorted image of you. (If you felt "called" to the ministry and your parents want you to be a lawyer, what you feel your calling is, is what it important in this process.) Your life mission can be as simple as being a good parent and spouse or as encompassing as being a worldwide evangelist to save souls. Or both. Note your mission(s) in order of importance to you. **THIS IS VERY IMPORTANT.** Your true life mission is that which you will not compromise for anything. Circle your most important life mission if you write more than one. Do this below, now, before you read any further.

Life purpose and life mission are similar concepts. The work you have done above, will help you hone in on your personal life mission below. {The author's personal life mission is to continue to create a life for my family that is full of love and happiness. My secondary mission is to free the minds and hearts of people across the globe. To help people learn to dream and realize their dreams.}

Knowing your life mission is a very powerful and sobering discovery. Your life mission is the purpose and the reason for which you are alive. No one can tell you what your life mission is. You, and only you can discover your mission(s) in life. Many people go through their entire life without ever uncovering their mission in life. Once you know what your mission is in life...the mission YOU have selected for yourself, then you can write a personal life mission statement.

Your personal mission statement will include the following points and possibly more that you feel are necessary. Simply complete the sentences below with your first response. If two responses immediately come to mind, not, them both. Please do this now, before proceeding.

1. **The reason I am here, alive today, is to:**

2. **My mission in life is to:**

3. **I will be the best me I can when I:**

4. **What gives my life a true sense of meaning is:**

5. **More than anything in life, I want to be:**

In addition to these five key areas of consideration, we can also consider some of the other elements of ourselves before constructing our mission statement.

What are my greatest strengths?

What do others feel my greatest strengths are?

If I could do anything in life and not worry about money, what would it be?

What characteristics do I like most in other people?

What (and/or who) makes me feel happy inside? Why?

What is most important to me in life?

If I could change the world, what things would I change?

What are my greatest talents, skills and abilities?

Who am I most important to in life? Who else?

Before I die, I want to accomplish the following:

Before I die, I want to do the following:

My most important values are:

(Among the myriad of values, a few are listed below to spur on your thinking.)

love	friendship
peace	stability
joy	wisdom
happiness	knowledge
independence	serenity
security	passion
adventure	health
fitness	courage
sex	intimacy

(Many people confuse values with beliefs. Beliefs are not values. Beliefs follow values. Beliefs are accepted truths we hold about ourselves and the world around us. Some beliefs are limiting in nature while others are valuable for personal growth. We will discuss beliefs and values in much greater depth later.)

My most important values, in order are:

MAPPING YOUR JOURNEY

Now, you are ready to design the first draft of your life-mission statement. A mission statement can be any length at all. It also should be noted that you will probably alter your mission statement, and, when you read the book, *Life By Design*, you will be given all of the keys to redesign your life! Many events occur in life that warrant a redesigning of our lives. As we design and later re-design our lives, it is important to be certain that who we truly are is a mirror image or our stated mission in life.

Being on a mission sets you in a general direction in life. Your life has a physical beginning and a physical ending. These two events can be marked as points on graph paper. The space between these two points is your time line. All other events in your life occur between these two points. Some people use arrows on the ends of their time lines to connote something similar to the concept of an eternal soul or spiritual life before and/or after physical life. It allows you to have the arrow on a piece of paper as a metaphor which represents the direction we are headed in life. The endless arrow can represent our "time line". This line will then allow us to place goals in the future that we want to achieve as part of our mission. The arrow reminds us that goals are not an end, but stops along the way, on the time line of life.

Use all of the personal information above to write your personal life mission statement. The space available on the following page is where you will want to write this first draft. If you need extra space use a separate sheet of paper. This is your first draft only. After reading the entire book, you will write another life mission statement.

MY LIFE MISSION STATEMENT:

Now that you have written your mission statement, be certain it truly represents your thoughts, wishes, and desires and not those of others. So many of us live our lives to please others. Helping others be happy is noble. Living to please the wishes of others is not noble and it is not a path for happiness and does not allow for life design.

Once a mission statement is in print, you have the ability to imagine that all the points on your life line are going to be an important part of your life mission. Problems that need to be overcome are critical to understanding your life mission. Setting goals that are congruent with your life mission is also a necessary and important facet to designing your future.

The time line below represents your life from the present, which is where you just concluded writing your personal life mission statement and moves toward an eternal "end." You'll also notice that we anticipate problems and we anticipate the accomplishment of our goals as we move into the future.

TIME LINE



Present Problems Goals Goals Problems Goals Future

As you can see a life line has problems and goals along the way. Life is not simply about achieving goals. A great deal of our lives is spent solving problems. What kinds of problems occur in life that we can assume will happen along the way?

- People we love will die.
- People we love will grow to dislike us.
- People we care for will get hurt and face great problems.
- We will have financial setbacks on the way to financial stability.
- We will have accidents occur in life that we will be unprepared for.

- People we care for will become ill.
- We will become ill.

There are many more problems and traumas that will occur unexpectedly, and some will often appear to be placed unfairly before us. Some problems have easy solutions. Others are much more difficult. We will always face problems head on and never bury our head in the sand in hopes that they will go away.

In addition to problems we will have goals that we set and achieve. After each goal in life, there will be more problems to be solved and more goals to be achieved. Achieving goals will never stop. Overcoming life's problems will never stop.

As we prepare to design our life, we can take into account the need to ready ourselves for setbacks as we have mentioned above. Those who are prepared will survive! Those who survive can achieve. Achievement is the fulfillment of goals, purposes and missions. Achievement of a life mission is not the absence of problems. There is never an absence of problems in life. In fact, if there were no problems in life, there would be no achievement possible at all.

Now that we have a basic understanding of our life mission we have provided an "easel" for the design of our life. We have a sense of direction as to where we are going in life. Now, it is helpful to give the reminder that our life mission statement can be revised at any time, and we will revise it again before this book is over!

For a full integration of your life's journey and your mission, we recommend you order a copy of Life By Design on audiocassette. How you are going to meet the objectives in your life mission statement, on a step by step basis, will be explained there. For now, you have begun your journey!

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Self Esteem

A Deep Root of Success and Failure in Our Business, Family and Ourselves

Over the last several years, we, at Success Dynamics Corporation have found that there is a high correlation between self esteem and the success of individuals, families and businesses. The things that make a child feel appreciated are the self same things that make a grown man or woman feel appreciated. We all want to be applauded for our victories, consoled in our defeats.

Self esteem, however, is a much misunderstood concept. Once we understand what self esteem is, we can learn to develop our own self-esteem, and help those we care for develop their's as well.

SELF ESTEEM= Self-Confidence + Self-Respect

Nathaniel Branden, said something to the effect of this: Self-esteem is the conviction that one is **COMPETENT** to live and **WORTHY** of living. It is the sense that we have of ourselves, that we are adequate and believe in ourselves. When we lose either component of Self-esteem (Self-confidence or self-respect), we experience a lack of self-esteem.

Research done by Success Dynamics Foundation in 1991 indicates the following facts:

1. Children with high self-esteem perform slightly better in academics.
2. Children with high self-esteem are MUCH more likely to stay chemical-free than those with low self esteem.
3. People of all ages with high self esteem will commit fewer acts of theft than those with low self esteem.
4. Employees with high self-esteem are more financially productive for their companies than those with low self-esteem.
5. Employees with high self-esteem are absent from work less than those with low self esteem.

The question, then, we have to ask is: How do we harness this information and implement a plan NOW?

1. To begin, we have an opportunity to teach our employees/children to focus their attention on their successes and positive experiences. An excellent way to do this is to informally have them tell us a recent success story.

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2. When communicating with our subordinates/children, we need to state our comments as though it is obvious that they will succeed at what they are attempting without mentioning penalties of failure.

Parents can tell their children:

"Stay in the yard where you'll be safe from the traffic."

NOT

"Don't go in the road and get yourself killed."

The same line of thinking is critical in business as well. We always focus on the images in our minds. If someone tells us to avoid getting killed, we first must picture getting killed, then X it out. If we tell someone not to screw up, he will simply think of various ways to screw up.

3. Find ways to make work fun. Pleasure is not a luxury, but a profound psychological need. When someone enjoys what they are doing, they are experiencing the feeling that life is worth living. If we cannot find ways to make work more enjoyable (ie. more worthwhile), we cannot increase productivity in the long run.
4. "Floggings will continue until morale improves," "Quit crying, or I'll give you something to cry about," and other similar statements only produce resentment. This is the opposite feeling that you want your employees and children to have toward you. These kinds of statements mold attitudes that encourage others to "get even" with us through theft, gossip, drug use and the like.
5. Everything you say to someone counts for something. If you want someone to work harder, you always remember to build up his or her self-confidence and self-respect.
6. "That was stupid!" is not anywhere near as effective as, "That is not like you, I know you'll do better next time." One statement detracts from self-confidence and self respect. The other tells the person that he is not his negative behavior, and, that a better result can occur next time. The difference is only a few words. The results are as different as night and day.
7. Realize that a lack of self-esteem generally is rooted in the formative years of children (birth/pre-natal to age six.) You cannot of yourself change another adult's self esteem. However, you can, through words and actions, help them to convince themselves that they are more competent than they once thought and should respect themselves more than they currently do.

When dealing with young children, the same is true EXCEPT you are molding the child's image of himself. For those first few years, you are teaching your child who he is, what his level of competence is, and how much he likes himself. This is an awesome responsibility and, hopefully, this page has produced one or two valuable ideas in aiding both young and old.

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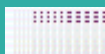


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Panic Attacks: Hypnosis and Other Therapeutic Interventions

Signs and symptoms: Flight/fight responses, sweatiness, numbness and tingling, hot and cold flashes, faintness, chest pain and a choking sensation.

On average women are twice as likely to experience panic attacks as men. First experiences of panic attacks are normally in young adulthood. (20's)

Panic attacks run in families. (Those who have panic are 8 times as likely to have a family member with panic than the general public.)

Causes of panic are not yet proven. Clear links have been found with exposure to stress.

10-20% of those suffering from panic (maybe more) also have depression.

There are three basic kinds of panic attacks described by the APA.

- 1) Unexpected panic attacks: Occur out of the blue and are not associated with anything causing immediate stress.
- 2) Situationally disposed panic attacks: Likelier to occur in response to certain stressful events, but mainly manifest themselves hours or days afterward.
- 3) Situationally bound panic attacks: Occur almost immediately after a stressful event.

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3,000,000 American's suffer from repeated panic attacks according to the National Institute of Mental Health (NIMH). Many people think they are having heart attacks or going crazy and losing control. They end up in the emergency room of the hospital and most never really understand what is happening inside of them.

Many people become so fearful of future panic attacks that they will not leave their home. (Agoraphobia)

According to the American Psychiatric Association panic is very treatable. The new SSRI medications are particularly useful in treating panic/panic disorder. When medication is combined with education and therapy over 90% of those who suffer from panic can control their attacks.

48 individuals in one recent study of people who suffer from panic also experienced the following:

- 43 Palpitations
- 35 Fatigue
- 33 Chest Pain
- 33 Muscle Tension
- 32 Persisting nervousness
- 31 Restlessness
- 28 Sweating and flushing
- 28 Trembling and shaking
- 27 Tinnitus
- 25 Lightheadedness

Treatment options: Frontline: SSRI medications help most people who suffer from panic. Medication needs to be taken 6-12 months then typically

discontinued. Panic attacks may or may not recur after cessation of medication.

Therapy will help if the therapist educates the client as to what panic is and how it works. There is a reasonable chance that the panic will ultimately remit.

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The Noise Can Go Away

Part two in an ongoing series.

Adapted from the January 1996, Hearing Health Article by Kevin Hogan, D.C.H.

Did you know that approximately 25 percent of all tinnitus sufferers simply wake up one day and their tinnitus has disappeared? Did you know that an additional 50% of tinnitus sufferers experience a significant reduction in the volume of their tinnitus? That leaves about 25 percent of people with tinnitus who need therapy and/or treatment of some kind. Just what, specifically can these people do?

Without going into the numerous causes of tinnitus, it is possible to consider the various effective methods for reduction, before we exclusively consider hypnosis in the next article. Each of these will be simply noted in this abbreviated article as they will be discussed later in the year in more detail.

Medication and Vitamins

Xanax is often prescribed for tinnitus and has been shown to be remarkably useful in reducing volume. One well controlled study proved that 76% of participants received significant reduction in volume from their tinnitus.

Calcium and magnesium are often used by listeners in order to strengthen the TMJ (temporomandibular joint) which is often directly related to a person's tinnitus. A combination of Niacin and Thiamine in very modest doses has been shown to be effective in reducing tinnitus volume that is related to TMJD.

Herbs

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The herb, Ginkgo Biloba, has been shown in some studies to be effective in reducing the volume of tinnitus. The herb can be found in health food stores. It is quite expensive and shopping is a must. Ginkgo has been found to act as a vasodilator. It is hypothesized that ginkgo improves blood flow to the hair cells in the cochlea. It is also possible that new research with SPECT, we may discover that ginkgo also improves blood flow in the brain thereby making some improvement in cerebrovascular diseases.

Biofeedback

One recent study shows tremendous results by those using biofeedback. Biofeedback is a methodology of controlling emotional response to stress. By reducing stress, tinnitus should, and normally does, reduce.

Psychotherapy

For an individual with severe tinnitus, it is often worth considering utilizing the services of a psychotherapist for assistance in determining any psychological relationships between your emotions and the noise. Sometimes by analyzing the events at onset, the tinnitus will reduce or disappear. In longer term therapy the goal is to habituate the tinnitus emotionally so that it is no longer significant to the individual.

Hypnosis

Next to the drug Xanax, hypnosis has the greatest likelihood of reducing tinnitus volume and the stress and depression that normally accompany it, in my opinion. (More in the next issue on the analysis on hypnosis to reduce or eliminate tinnitus.)

Anti-anxiety medications

Among the pharmacological treatments, Xanax has been shown to reduce the volume of tinnitus in 3/4 of individuals by 10-40% and more. Similar drugs like Tegretol have also been shown successful in numerous cases as well.

Antidepressants

There are two categories of anti-depressants that seem to have a positive effect with tinnitus sufferers.

1. Tricyclic antidepressants: Nortriptyline (Brand name: Pamelor) has been shown to be quite effective in volume reduction. (The author had great success with Pamelor.) Other studies show Elavil (Amitriptyline) to be useful though not quite as beneficial as Pamelor.
2. Selective Serotonin Reuptake inhibitors. SSRI's: work slightly differently than tricyclics and tend to have fewer side effects. They may also be somewhat less effective in helping the tinnitus sufferer reduce volume. SSRI's and cousins include, Zoloft, Prozac, Effexor, Paxil and others.

Habituation

An excellent methodology for tinnitus reduction is that of habituation. In its simplest form, the individual wears tinnitus maskers, all day, every day with very low levels of white noise stimulation being input into the ear. As time goes on, the brain becomes habituated to the sound of the tinnitus and finds the sound "less interesting" to listen to. Nearly 80% of people using habituation are improving their situation. Habituation therapy is a two year or more therapy but the results are obviously very appealing.

All of the above are useful tools for reduction. Not all tools will work for everyone but it is almost certain that almost everyone will gain substantial benefit from at least one of the tools that has been mentioned.

For information about Dr. Hogan's [Tinnitus Reduction Program](#) which deals with all of these methods in great detail, go to the [CATALOG](#)

To read the next article adapted from Hearing Health, [Tinnitus Reduction by Hypnotherapy](#)

Kevin Hogan's [biography](#) and [My History with Tinnitus](#).

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Reduction of Tinnitus by Hypnotherapy

CAN IT REALLY STOP TINNITUS?

By Kevin Hogan Ph.D., D.C.H.

Eventually, it comes up in conversation. "I've heard that hypnosis can stop tinnitus, is that true?"

Much to the surprise of this clinical hypnotherapist, it is often true and when hypnotherapy doesn't eliminate tinnitus it normally reduces the volume and the stress and negative emotions surrounding tinnitus. In fact, one recent study showed that 73% of individuals taking part in a study on the efficacy of hypnosis in tinnitus reduction, succeeded in doing just that.

Why don't more pursue such a successful therapy? It would seem that there is a perception of hypnosis that is negative in the minds of many. Why this is, can generally be attributed to the media's portrayal of hypnotist's in general. People seem to relate hypnosis to the surrender of will to another person...that is until they actually participate in hypnotherapy and learn self hypnosis!

Hypnosis is an old word that once meant sleep, another misnomer. When a person is in a state of hypnosis they are actually in the exact opposite state of sleep! They are in a state of heightened awareness and focused concentration. It is scientifically measurable by instruments and is known as "the alpha state." (Measured by an EEG, this is 8-12 Hz.) Recent science have shown this state of mind to be superior

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for learning, recall of memory and training the mind to overcome the bad programming of the past, including tinnitus.

It has been shown in countless studies that people who suffer from tinnitus tend to have more somatics than the population as a whole. People who suffer from tinnitus largely either suffered from depression or stress related anxiety before the onset of the noise. This fact, in part, explains the efficacy of hypnosis in the relief of tinnitus. For many decades it has been known that hypnosis reduces stress, anxiety and phobias. Now we are learning that hypnotherapy is effective in the treatment of depression, and, now tinnitus.

When a person has tinnitus or any illness, there are emotional clusters of feelings attached to the illness within the neurology of the individual. In psychology, these are known as "state dependent memories." The memories are so powerful because of the emotional attachment to them. With tinnitus, the emotions can run the gamut from anger to anxiety and distress to depression.

The hypnotherapists job is two-fold. The therapist must defuse the emotional charge from the associations so that the person has a better opportunity for healing. Once the emotional clusters have been removed, the therapist will help the client's unconscious mind focus on other stimuli than the noise.

Some hypnotherapists will recommend the use of an audiotape after the initial session with the therapist. Generally this tape will allow the individual to use self hypnosis on a daily basis at no additional cost. It is this form of hypnotherapy that has been studied on several occasions with results of improvement ranging from about 2/3 to 3/4.

It's important to note that hypnosis is 100% safe for the client with one caveat. It is extremely critical that an individual NOT use hypnosis until the pathology has been determined by a medical doctor. It would be foolish to silence the noise of tinnitus that was caused by a tumor.

What can we expect in a session?

Each hypnotherapist has a slightly different style, much like a psychologist would. However there are a few hypnotherapeutic models that are common in reducing tinnitus volume and other somatics.

Regression therapy is one form of hypnotherapy. In regression therapy the client is regressed to the time before the onset of the tinnitus to discover the trigger of the noise if it is unknown. Approximately half of all individuals do not know how their tinnitus onset. This will come out in therapy in most cases. Generally speaking, from this point the therapist can help the client in a couple of ways.

The therapist may have the client simply re-experience onset over and over until the emotional impact becomes boring or even amusing to the client. The other traditional methodology is to bring the onset to the client's conscious awareness so the client can make a cognitive decision about how he should feel about tinnitus. Often the tinnitus will disappear or reduce at this point.

Parts therapy is another form of hypnotherapy that is used for tinnitus. Generally speaking hypnotist's work under the assumption that the unconscious mind always does what it thinks is best for the survival of the individual. There are parts of the unconscious that regulate heart beat, breathing, and blood flow among all the other neurological functions of the body. All of these can be altered in hypnosis by working with the unconscious.

In parts therapy, we discover what "part" of the mind is maintaining the noise of tinnitus and we negotiate with that part to tell us why the noise is being maintained. Quite often it comes up in therapy that the noise is a signal to the conscious mind. Often it is a message to begin to listen to the self or others or to make a major life change, often work related. Frequently, when the part is satisfied that the message can get "through" without the noise, the part happily gives up it's "job" and rests. Parts therapy can be miraculous in nature. This author has personally participated in remarkable sessions using parts therapy.

Suggestive therapy is hypnotherapy that works by suggestion. It is the quickest form of hypnosis that generally works via post-hypnotic suggestion. In this form of therapy, the therapist does not look for causes or parts. Here, the therapist is only concerned with future events and offers the

unconscious suggestions. For example:

"And upon returning to your wide aware state of mind you will notice the noise that was so distracting earlier today, will now be faint and will signal to you to lead a more peaceful life and spend more time relaxing..."

An excellent therapist will incorporate all three of these general therapies in addition to teaching the client self-hypnosis for relaxation. Self hypnosis can be used to relax and experience calmer states of mind without the need of seeing the therapist for relaxation techniques again.

It will frequently be necessary and desirable for a follow up session with a hypnotherapist several months after the original client work has been accomplished. A good hypnotherapist will usually charge substantially less for a follow up session and will work with the client to make sure the work previously done is indeed working.

Hypnosis is not a cure for tinnitus. Hypnosis is an extremely affordable and very helpful therapy for reducing or eliminating the noise and/or the emotional impact of tinnitus. Depending on the cause of the tinnitus and the psychological status of the individual, hypnosis will generally surprise the client with it's seemingly amazing results.

Searching for a competent hypnotherapist can be a challenge. Contact the [National Guild of Hypnotists](#) in New Hampshire for the phone numbers of several therapists in your area. Call each and first ask if they know what tinnitus is. If they do ask if they believe they can be of service to you. Some will and others will not. If they say yes, ask what kind of therapy they believe will help you and why. As in all forms of therapy, you must make the final decision of who to work with. Fees are generally quite reasonable and hypnotherapists tend to be pleasant and caring individuals.

Dr. Hogan is a doctor of clinical hypnotherapy and offers an eight tape audiocassette program titled [Tinnitus Reduction Program](#) for \$129.95 to users of this website. If you are unable to find a competent hypnotherapist in your area, or see Dr. Hogan in Minnesota, order your TRP from this website, or send your name and address along with a check for \$129.95 plus \$6.00 shipping and handling to Dr. Hogan at 3432 Denmark, #108, Eagan, MN. 55123. (The TRP usually

ships with the book Tinnitus: Turning the Volume Down. If you already own the book, let us know and we'll ship without the book for \$109.95.) If the self hypnosis tapes, for some reason fail to reduce your negative emotional impact of tinnitus or the volume of the noise, you may return the program for a refund.

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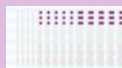


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Waiting for the Noise Reduction:

Fourth in a continuing series about Tinnitus.

by Kevin Hogan

The Waiting Game...

It is possible that you decided pursue masking to reduce your tinnitus. Most masking or habituation programs make no promises but normally have good results in one to two years. Hypnotherapy can have very rapid results. Some people see exceptional results in the reduction of volume in 4-8 weeks. Others may not see results for one year or more. Pharmaceuticals will often produce excellent results in less than three months. Of course there are challenges involved in using various medications. Some people experience side effects to medication. Others may not get the results they had hoped for.

All of these possible time frames and scenarios demand one thing on the part of the tinnitus listener. There is the request for an "unfair patience." We are given no promise of dates and times of reduction in any scenario involved. It is in response to this request that this article is written.

In the Mean Time...

It can be a very mean time, waiting in the meantime. There can be days that seem to unforgivably test our stamina, emotional strength and outlook on life. Here are some useful ideas that you can use immediately in the

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meantime. You can turn your meantime into a simple but occasionally challenging waiting time.

Focus of attention...

You may have heard that you should, "just ignore your tinnitus." This is not possible. Please ignore the imagined picture you have in your mind of President Clinton. Ignore it now. Ignore it. You see, you cannot ignore something that you are trying to ignore.

What you can do is create an external focus of attention. Remember the last time you were fascinated by a book or entranced in a speaker's speech. You were externally focused. In psychology this is what is known as a "flow state." When you are completely in a flow state you cannot hear your tinnitus regardless of its volume. Now this may seem difficult to believe but it is true.

It has been scientifically proven that the conscious mind can only focus on about 126 tiny bits of information each second. Everything else that is in our environment (which amounts to over one million bits of information per second being recorded in the unconscious mind!) still enters into our mind, but it is not in our conscious awareness. It is when you are so wrapped up in something that is exciting or enticing to you that your tinnitus is not important enough to the brain to be de-coded. As long as the reticular activating system has decided to focus on one set of stimuli, you will not hear the noise in the circuitry of the brain.

You can take full advantage of these facts of your neurological wiring by participating in the most enjoyable activities you know of. Your conscious mind will then be directed toward external activity that creates a flow state for you. Unfortunately, activities that demand a great deal of internal processing will normally not be quite as useful for creating a focus of your attention. For example, chess is a game that creates flow states in people who enjoy playing chess, but because the game is largely played inside of the mind, it is more difficult to achieve quiet than games like tennis, baseball, basketball, volleyball and hobbies that mostly happen, "outside."

Prelude to Habituation

Many people have discovered that being in a quiet room and being in a loud room accomplish the same thing for their tinnitus. Both make the noise go up in volume. The noise increases in a quiet room because more attention units are focused onto the noise itself. This creates a perception of increased volume in the mind of the tinnitus listener. In a loud room two key elements cause the volume to increase.

First, is the contrast principle. After leaving a loud room we are hyper-aware of noise in our heads. There is a great contrast between the loud environment and the quieter environment. Then there is the simple fact of noise induced tinnitus. High decibel noises can cause and/or exacerbate tinnitus.

Therefore, it would be prudent to avoid silent and noisy environments. It is best to offer yourself a free prelude to the habituation process. Keep some noise in "the background" in every environment you are able to. Unless you are profoundly deaf, you can play soft classical musical music, environmental tapes, new age cassettes or simply use the radio or television to create background noise for your listening. If you do not do this, your brain will normally seek out the original unwelcome tinnitus.

If you are profoundly deaf, then you have an additional challenge. For this person it is actually best to create two different foci. One will be complete focused attention on the tinnitus. Literally meditate on the noise itself for 15-20 minutes every day. This will be challenging at first for most tinnitus listeners. You will be excited to discover the difference you experience when you participate in externally focused events when you are in a flow state. Because profound deafness robs the individual of external auditory stimuli, you should be aware that the emotional interpretation we place on the tinnitus is very important. It is not necessary to try to convince yourself to "fall in love" with the noise, but it is useful to use the noise as a signal. Many of my clients learn to use tinnitus as a signal to discover who they should be "listening to." Other clients learn to use their tinnitus as a message to themselves to care for themselves and others more. Even the profoundly deaf needs to "listen" to themselves and others, at least in a metaphorical sense.

Tinnitus as a signal to care for our health, happiness and those we love is a useful point of view to adopt. By

considering this possibility we do not hate the noises we hear but emotionally habituate them. Emotional habituation is just as important as auditory habituation isn't it?

In future issues, we will discuss alternative methods of dealing with tinnitus. There are numerous causes of tinnitus and while they are important to research for the researchers, we will focus on resolution and improvement in these pages.


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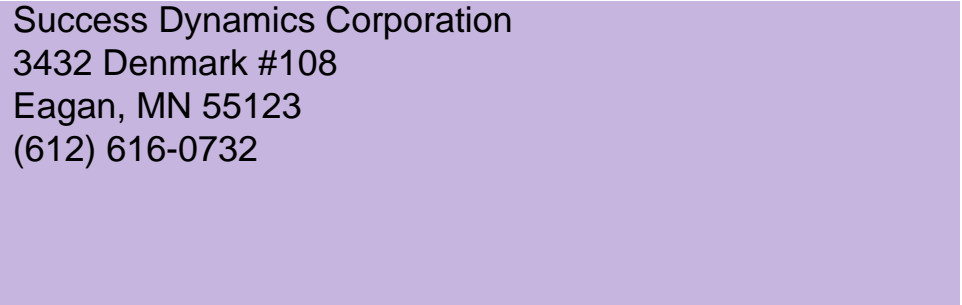
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Recovering from Tinnitus:

My Recovery from Tinnitus and the Research that I Uncovered, that Matters to You.

by Kevin Hogan, Ph.D., D.C.H.

The noise turned on at 80 dB and I needed relief now. I knew what tinnitus was, because just a few weeks before, I had experienced some head noise that was loud for several hours but faded. I knew the noise was called tinnitus because I had looked it up in Britannica. I didn't know anything else about it. This time, at 2 AM, August 1, 1993; the 80+ dB noise was relentless. It woke me up out of sleep. I turned on the TV and then turned the volume all the way up. I put a fan on by my head on high. I couldn't stand the head noise and the external noise didn't cover the internal noise in any significant way. It didn't go away and I was despondent. I called my physician when his office opened. He recommended calling the American Tinnitus Association for information and then scheduled an appointment to see me. The ATA told me there was a medication called Xanax that could reduce the noise and did in most people that used it. This was the beginning of my new life. Life with tinnitus, which eventually went away, but only after reading over 1,000 abstracts, papers and articles, and several serious reflective days where suicide was strategically planned. Life, late that summer, was something I felt I could no longer contribute to...

Xanax

...I once used street drugs in college and had learned how

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incredibly stupid that was. When the doctor told me Xanax may be habituating, I was torn between dealing with the drug or the noise. The noise was 80dB and the research was clear:

76% of individuals using Xanax gained relief by more than 40% volume reduction in their tinnitus. It would take 8-12 weeks for the drug to make an impact.(1)

...76% is most people...but I was not comfortable with the odds. Never having been a lucky person, I figured myself as part of the 24% with no change. I started the prescription and felt groggy. The next step was to take some time off of work and go to the library. The inter-library loan librarian was inundated with my request for hundreds of articles, journals, books, periodicals, that I was finding may contain information. We found phone numbers of the few specialists in the United States and I called them. A few treatments were having success. Most were not. Those treatments that were having success looked unpleasant.

Seldane

The end of August is upon our small family of three and our new motorhome is sitting waiting for me to get healthy so we can take a vacation. Driving it though is exacerbating the sounds in my head. My new theory of my cause for the tinnitus is that I'm having allergies. I quit eating various foods, stay away from electromagnetic frequencies, and decide that leaving for vacation just might do the trick. I read a study that shows that says:

60% of individuals who use Seldane experience some reduction in the volume of their tinnitus.(2)

The study wasn't all that well done, as far as I understood it, at that time, but I decided to talk to the doctor. He agreed it was worth attempting. 30 day trial prescription. Still taking the Xanax with no effect....

We take 10 days off and drive to Cape Cod from our Minnesota home. We love Cape Cod and some of our best experiences in life have been there. Knowing from my hypnosis education how important the environment is to you on a psychological basis, off we go....to Cape Cod and still

ringing in the high 70's. It was on this trip, as I sat by one of my favorite spots, alone, attempting to meditate and pray, that I first seriously decided that life wasn't worth participating in for me. I was seemingly useless to my wife and daughter. I felt as if the world now revolved around my noise. Everything was out of perspective. Over 30 days into the Xanax and 10 into the Seldane. All I felt was tired and depressed.

My wife talked me out of suicide, thank God. The depression and chronic fatigue continued. We were now home and money was running thin. Time to go back to work. Ironically, I continued to help individuals with chronic illness improve their conditions, but I was getting nowhere.

Pamelor; Stress, Anxiety, Depression and Panic Attacks

We discontinued the Seldane and continued the Xanax knowing it could still take weeks for it to "kick in." I had gotten the name of a Dr. Mark Sullivan out east. He had done some research on Pamelor as a treatment for tinnitus. I remember thinking that ..Pamelor helped about 40% of individuals to reduce their tinnitus.(3)

A simple math equation reminded me that between the three medications listed above, my chances were over 95% that at least one would be helpful!

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Pamelor also seemed to be a logical choice as I had been experiencing a great deal of stress, anxiety and depression for sometime, before the onset of tinnitus. The tinnitus simply made everything worse. The research I had been reading at that time clearly indicated that I was not alone. In fact, most people with tinnitus, experienced,

....stress (4), panic disorder (5), anxiety (6), depression (7) and/or emotional problems (8) before the onset of their tinnitus. (SPADE)

The encouraging news for me was that tinnitus wasn't simply an "ear phenomenon." There was a reasonable correlation between emotional distress, which is very treatable and tinnitus which according to most professionals, was not. In

fact, the relationship between what is called subjective tinnitus and (S.P.A.D.E.) was the norm for most clients I would later work with. Another interesting paper I came across noted that once an individual had tinnitus, he became far more likely to acquire other somatics (pains and illnesses) than someone without tinnitus.(9)

This was the first link that I made that hypnosis actually may be a useful treatment for tinnitus. Many of my clients whose illnesses and pains seem to expand into more somatics, were generally excellent candidates for elimination of chronic illness via hypnotherapy. I began to investigate....but my tinnitus was still in the 70+ dB range and the hyperacusis I experienced was becoming more frustrating to deal with every day.

Then sometime in October, the Pamelor was prescribed by my doctor. The tinnitus immediately skyrocketed back into the 80's and it moved around my head. It was very scary. I called the doctor and asked to be taken off and he explained to me the neurological impact of Pamelor in the brain and its likelihood to decrease the volume. I agreed to continue but I was scared. Then a few weeks into the new prescription, the Pamelor completely eliminated my tinnitus. It kicked in with the Xanax and the tinnitus was almost completely gone. The Pamelor days would be short though as the side effects mounted. Dry mouth, fatigue, very high blood pressure. The doctor said we couldn't continue with the Pamelor. I protested of course. I didn't care about the side effects, compared to the benefits I was receiving from the medication. Silence was wonderful, even at the price I was paying for it. No matter, Thanksgiving came and the Pamelor went. Zoloft, a substitute was prescribed in its stead. The tinnitus returned, into the 60's range most days. The side effects were gone, but the noise had returned.

Hypnotherapy works?

Christmas came and went. We sold the motorhome. I couldn't drive it, so it didn't really matter. I was busy with clients and my research but I was only finding case studies until early in 1994 I began uncovering reams of hypnotherapeutic research. The research explained that tinnitus needed to be treated like phantom pain (10) (11). I had done that many times. That would be easy. Tinnitus would yield to traditional modes of regression.(12) Tinnitus could be blocked at the cortical level by hypnosis in half the

cases. (13) Tinnitus could be alleviated by self hypnosis tapes designed for tinnitus reduction if they were carefully designed by the practitioner, in over 69% of cases. (14) Essentially, I determined that over 80% of people should gain benefit through hypnotherapy, reducing the volume and/or the emotional impact that went along with it. I liked my chances and began practicing self hypnosis at night in lieu of the temazepam I had been taking for sleep. It took about six weeks to really become effective at habituating to the tinnitus for sleeping, which was my worst part of the "day."

Occasionally on a bad day during this habituation process, I took a temazepam for sleep, but that was the exception and not the rule. The hypnotherapeutic tapes and self hypnosis that I practice succeeded beyond my wildest dreams. I habituated the tinnitus. It was one year later. The sound was in the 40's and 50's on many days, but it rarely mattered. By 1994 years end, the tinnitus began to permanently habituate. During all of 1995 and 1996, the tinnitus would return home and remind me that it still new where I was but the noise never bothered me again. Occasionally noise would come above threshold, maybe 20dB. I decided to come off the Xanax first and then the Zoloft. Except for a few very annoying days of letting the body re-adjust itself to being medication-free, the process was a complete success. The tinnitus did not increase after eliminating the medications. I was, in effect, cured.

During 1995, my work with clients from all over the country was in full stride. The phone calls, faxes and e-mails never stopped, and don't to this day....and now the research that has been released in these last two years has validated my earlier speculations about tinnitus. In fact the important papers released in 1995 and 1996 are among the most important ever. They essentially prove that hypnosis and other cognitive therapies like biofeedback are the most likely road to success for most individuals with tinnitus. (The caveat being that hypnotherapy and biofeedback are practitioner dependent for success, and that drugs are not. You MUST have a qualified hypnotherapist and not someone who has little or no understanding of tinnitus.)

Staying Current for my Clients

Here are just a couple of the most recent exciting research findings that have appeared on the "tinnitus scene."

What I learned in 1995 was that tinnitus in many clients is a recursive loop of memory, or put another way, is enmeshed into their memory and conscious awareness. This may indicate that hypnosis may indeed be able to block the tinnitus below the cortical level and from awareness, and at worst we could teach the client to create new perceptions that would allow the conscious mind to be filled with other stimuli and not the tinnitus. The theory and experience was validated when I read an unrelated study by Dr. Abraham Shulman which discusses where tinnitus is located in the brain. I merged his work with SPECT analysis(15), and my experience with hypnotherapy into a successful therapeutic regimen, and, it has indeed proven excellent results.

I also discovered that a biofeedback study (which is simple relaxation and manipulation of visualized images to reduce stress) again proved that most people can control their emotional response to tinnitus with proper practitioner guidance. Biofeedback became popularized over 25 years ago when it was deemed useful to measure the client response to altered states of consciousness. It was discovered that most people can reduce their stress level through electronic monitoring. Biofeedback is generally considered to be a useful sub-field of hypnotherapy and it is always encouraging to see positive results for tinnitus sufferers that are taught biofeedback monitored relaxation techniques.(16)

This is just the tip of the recent tinnitus research iceberg. In the next issue of Hearing Health, we will specifically discuss what the profoundly deaf can do for their tinnitus reduction, and, we will insert self hypnosis instructions specifically designed for the hard of hearing with tinnitus.

You may request information about the six audio cassette Tinnitus Reduction Program, by writing to Dr. Hogan at: Network 3000 Publishing, 1565 Cliff Rd. #3-137, Eagan, Mn. 55122. You may e-mail me at meta@ix.netcom.com. You may request information by leaving your mail address via fax or voice mail messages at (612) 707-1898.

Notes: 1. The Xanax study was reported in Arch Otolaryngology Head and Neck Surgery. 1993;119:842-845 by R. Johnson, B. Brummett, A. Schleuning. The double blind placebo study showed 76% of individuals using Xanax had a volume reduction of 40% or more. The control group showed only 4% improving. Side

effects were minimal and the study lasted only 12 weeks. Improvement for most began after 8 weeks on Xanax at 1.5 mg. per day total.

2. Seldane-study unavailable to author at press.

3. Pamelor-In a personal conversation with Dr. Mark Sullivan, my understanding was that he was currently working with nortriptyline with tinnitus sufferers and was experiencing a fair degree of success. Further, in the biofeedback study, cited in number 16 below, it was found that 27% of patients improved using Elavil, a close "cousin" to Pamelor.

4. Stress- A. Shulman in the SPECT study, noted in 15 below, notes that, "the stress factor has been linked to cortisol accumulation resulting from a defect in its control of the hippocampus. Its accumulation has been linked to changes in mood which, over time, progress from anxiety to depression. The tinnitus patient may develop a memory not only for normal auditory stimuli but also, paradoxically, for the aberrant sound, that is tinnitus." Hundreds of studies cite excessive stress as related to tinnitus annoyance and suffering. Numerous studies cite excessive stress as highly correlated with tinnitus onset.

5. Panic Disorder-56% of individuals with panic disorder experience tinnitus as well.

6. Anxiety-J.Cicocon, F. Amede, et.al., in Geriatrics, Feb. 1995, pp. 18-25, note that, "Subjective tinnitus is more common and may be due to peripheral or central auditory pathology, a metabolic abnormality, or anxiety/depression."

7. Depression was reported as prevalent across the lives of 62% of tinnitus sufferers vs. 21% of a control group by Griffiths, Katon, Dobie, Sakai, Russo, in the Journal of Psychosomatic Research. Vol. 31, No. 5. pp. 613-621, 1987. (Current depression was reported in 48% of tinnitus sufferers vs.. 7% of the control group.)

8. Emotional Problems-In the same study noted in (7), the researchers noted that the number of psychosocial problems and thus the resulting disability experienced was significantly greater in the tinnitus group compared

to the controls. The authors was conclusion that treatment needed to attend to both the tinnitus and the depression when present. Common challenges facing tinnitus sufferers in at least half of all cases include clinical depression (75%), insomnia (56%), adverse effects in lifestyle (93%) and sexual difficulties (52%).

9. Somatics- J. Russo, W. Katon, et. al, noted in *Psychosomatics*, Vol. 6, 1994, pp. 546-56, "the results revealed that the number of lifetime medically unexplainable symptoms were significantly, independently, and positively related to increasing numbers of current and past anxiety and depressive disorders...and the "worry-pessimism" and "impulsiveness," subscales...were positively related to the number of medically unexplained symptoms. The results suggest that somatization is associated with current and past history of psychiatric illnesses and harm avoidance in this sample of medical patients." 10. Phantom Limb Pain treatment by Dr. Milton Erickson was treated using identical hypnotherapeutic application as his case study tinnitus client, noted in his text book *Hypnotherapy*, with co author Ernest Rossi, Irvington Publishing, 1979.

11. Pawel Jastreboff, in the *British Journal of Audiology*, 1993, pps. 7-17, noted that, "in the vast majority of cases tinnitus is a phantom auditory perception, perceived exclusively by the patient...(and among the problems tinnitus brings-)...extremely strong imprinting of the tinnitus sound on the patient's central nervous system."

12. *Dianetics*, Hubbard, L., 1950, Bridge Publishing.

13. Crasilneck and Hall, in their text of *Clinical Hypnosis* announced that 50% reduction in symptoms can be achieved, "probably through blocking awareness at a cortical level." Supporting this theory, is the text, *Hypnosis: Current Clinical, Experimental and Forensic Practices*, edited by Michael Heap: "Hypnosis appears to be a natural choice of....treatment for tinnitus, not only as a relaxation method but also as a means of modifying or even blocking sensory awareness...There are a number of comments and reports in the literature concerning tinnitus sufferers."

14. G. Brattberg, at the Sandvikens Hospital in Sweden

did a longitudinal study of patients using a self hypnosis tape after just one session of hypnotherapy with a client. 69% cited improvement, regardless of cause. Three patients of the 32 studied announced a cure. Most were sleeping better, having significant improvement in critical lifestyle areas. Numerous other studies support Brattberg's findings.

15. A. Shulman, A. Strashun, et al. discussed at the Triological Society, 1993, NY, that, "SPECT results of brain demonstrate for the first time the in vivo significance of the organacity of brain for a central type tinnitus...auditory function can be considered to involve multiple neural networks reflecting various attributes of hearing...It can be speculated that a short term memory is established for tinnitus in the medial temporal lobe memory system which becomes stored in associated areas of the neo-cortex. A paradoxical memory for tinnitus may cause the tinnitus to become clinically manifest as a severely disabling tinnitus."

16. L. Podoshin, Y. Ben-David, et. al., researched the differences of tinnitus in both resting and active situations for their patients. 43.5% of biofeedback patients experienced improvement at rest and 24% during activity, outperforming those using the drug Elavil.

Dr. Hogan is a doctor of clinical hypnotherapy and offers an eight tape audiocassette program for \$129.95 for users of this website. If you are unable to find a competent hypnotherapist in your area, or see Dr. Hogan in Minnesota, you may order your [Tinnitus Reduction Program](#) here on the website, or send your name and address along with a check for \$129.95 plus \$6.00 shipping and handling to Dr. Hogan at Network 3000 Publishing, 3432 Denmark, #108, Eagan, Mn. 55123. (The program normally ships with the book Tinnitus: Turning the Volume Down. If you already own the book Tinnitus: Turning the Volume Down, the program is 109.95 plus \$6.00 shipping.) If the self hypnosis tapes, for some reason fail to reduce your negative emotional impact of tinnitus or the volume of the noise, you may return the program for a refund.

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Tinnitus, In SPADES: A New Understanding Brings Hope

by Kevin Hogan

(This article is excerpted from the book, [Tinnitus: Turning the Volume Down](#), Copyright 1998, (All Rights Reserved)

Tinnitus, "the noise," is running through your brain on hundreds of highways called neural pathways. These neural pathways are roads between brain cells. The "intersections" in the brain's highways are called synapses.

These intersections don't actually touch each other. The open space between the cell arms is called the synapse. The highways are made up of axons and dendrites (which you really don't need to know all that much about). One cell (neuron) sends information to another cell by sending an impulse from one cell to the next via a neuro-transmitter, much like a cellular telephone call. The phones aren't connected by wires. We'll talk a little more about these neurons and neurotransmitters in a moment.

It is also useful for you to understand about how people get depressed, feel stressed or become panicked or experience anxiety, and, how all of this relates to tinnitus.

Research into tinnitus suffering shows that what we call SPADE (an acronym I coined in 1995 to consist of at least one of the following: stress, panic disorder, anxiety, depression, and/or emotional challenges) tend to predispose people to tinnitus (and of course other somatics as well). SPADE is a significant set of variables in determining who will experience suffering from tinnitus and who will not. SPADE is most likely a significant variable in who experiences tinnitus after exposure to loud noise or other physical stimuli. The emotional part of our brain, it appears, is critical in both the experience, suffering and relief from tinnitus.

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There may be a stigma that goes with this line of thinking. If we acknowledge an emotional component to the onset and later suffering of tinnitus, we acknowledge that it is at least tangentially something that could be mistaken as a "mental illness." Because such terms are useless in the healing process, we will not concern ourselves with such labels. You can call anxiety a "brain cold" and "depression" a case of the "mind flu." The name doesn't matter, getting better does. Our objective will always be the reduction and/or elimination of tinnitus. Period.

Tinnitus suffering is positively correlated to all the elements of SPADE.

For now, consider the insidious relationship between brain chemistry and stress, stress and depression, and all of these emotional states and tinnitus.

In SPADE, "the first factor" seems to be stress.

In 1993, Dr. G. W. Brown wrote that he discovered 84% of a large sample of depressed patients had experienced severe stress in the preceding year compared to 32% of control subjects. Drs. Anisman and Zacharko have suggested that the depletion of certain neurotransmitters (e.g., of dopamine, serotonin, and norepinephrine) that are associated with stress may leave an individual sensitized to subsequent stress and thus less capable of coping with it. They view the inability to cope effectively with stress as a major predisposing factor in depression. (Biopsychology, 1997, Allyn and Bacon Press)

Important studies involving patients with tinnitus reveal that depression precedes a significantly large numbers of tinnitus cases. People not suffering from depression develop tinnitus that produces suffering less regularly.

Therefore for at least a significantly large percentage of the patients suffering from tinnitus, we know that many were predisposed to tinnitus by depression and before that severe stress. Further, we know from various drug studies that anti-anxiety medications (Xanax) and anti-depressants (Pamelor) have been showing to reduce tinnitus volume in a significant number of patients. (76% and 43% respectively compared to 4% for a placebo.)

Anti- convulsants like Klonopin have also been shown to be successful in reducing tinnitus in large numbers of patients. Klonopin is regularly prescribed for individuals who suffer from

anxiety, epilepsy and/or related seizures. Anti-anxiety and anti-depressant medications in general seem to help tinnitus sufferers reduce tinnitus volume and distress in significant numbers.

The beneficial effects for tinnitus reduction and distress reduction by these medications offer us our first clues as to the causes and potential elimination of tinnitus.

For many people with tinnitus, negative emotional experiences play a pivotal role in onset, suffering, and later, relief from tinnitus. Severe tinnitus challenges the emotional stability of even the most resilient individual. Tinnitus is far more than a simple hearing disorder. Tinnitus is a complex intermingling of deficient brain chemistry, phantom auditory perception, cell receptor damage, and/or negative emotional experiences (among other variables). Tinnitus sounds may be similar from person to person, but the cause, onset, volume and experience of that tinnitus can be very different. One modality of reducing tinnitus may work for some but it is becoming clear that a multi-modal approach to tinnitus reduction is going to be indicated for most individuals. (Effective therapy normally can include some or all of the following: auditory habituation, medication, osteopathic treatment and hypnotherapy.)

Stress, depression, panic disorder, and anxiety are like fertilized soil for a farmer. The farmer planting the crops can be likened to the physical stimulus that causes the tinnitus and makes it persist (grow) when in most people, without the fertile soil, it only lasts a period of time. Once the tinnitus is "planted" in the brain of stressed or depressed individuals, it grows and soon plateaus in volume.

The brain initially becomes aware of this noise and initially does not like the noise. The part of the brain that probably detects the potential negative impact of this noise is the amygdala. It does this by comparing the sound of the noise to other noises the brain has experienced in the past then determines whether action should be taken or not against the sound. (Unfortunately the amygdala cannot help us take action at reducing the noise.)

As the brain becomes accustomed to having the noise around, the noise is accepted as part of the daily experience of life. Tinnitus is often perceived as a threat to survival and the amygdala demands that it be found when the conscious mind notices it is "not there." (Have you noticed that when you awaken from a nap your tinnitus volume increases? For many, this is your brain's way of trying to keep you alive. The tinnitus is as persistent as breathing and like breathing it will make sure the noise is detected if the brain has

the tinnitus correlated to a survival issue in one manner or another.)

The brain does not think that tinnitus is "good." It simply is a survival issue. An intruding sound has been detected and a "sound loop" is created in the neural pathways that keeps the tinnitus perception intact. Long after the physical stimulation for the tinnitus is gone (a loud concert for example), the tinnitus persists. The brain continues to find the noise. This is what is meant when it is said that tinnitus is psychosomatic in nature even though the tinnitus onset was physical. Psychosomatic means that there is a significant emotional cause or relationship with a physical medical problem. In tinnitus, this is often but not always the case. You will soon discover that this relationship works to your advantage when you begin your daily regimen to reduce tinnitus volume and distress. Tinnitus in many people is like a paradoxical memory. With skillful therapeutic intervention, the brain can sometimes "forget" the tinnitus. Sometimes the forgetting is for minutes or hours. Sometimes the forgetting is for days or years. This is good news for the sufferer.

The continuation of noise (persistent tinnitus) is often not "necessary." If there is no evidence of significant sensorineural hearing loss, then the probability of tinnitus remission is significantly increased. The brain can be re-wired and re-programmed to stop playing the endless looping of tinnitus tapes. (Those with sensorineural hearing loss can also experience remission of tinnitus, but in our clinical experience, it is less often.)

The American Tinnitus Association can be contacted at 1-503-248-9985. They have a data base of medical professionals that may be able to assist you. [The National Guild of Hypnotists](#) can help you in finding a competent and skilled hypnotherapist with experience in tinnitus reduction therapy. They can be reached at 1-603-429-9438.

This excerpt is from Kevin Hogan's book, [Tinnitus: Turning the Volume Down](#), Network 3000 Publishing Company, 1998, ISBN: 0-9635085-9-8. It can be ordered from this website, your local bookstore, or you can order it directly from Network 3000 Publishing for \$19.95 plus \$3.00 priority mail postage by calling toll free at 1-888-707-1896. Leave your complete mailing address with your visa/mastercard number and expiration date.

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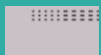
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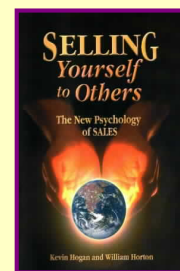
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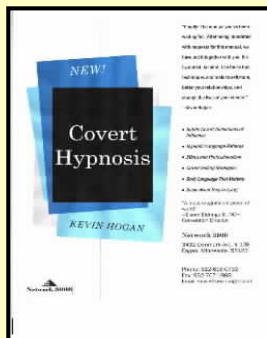
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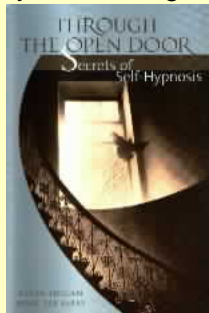
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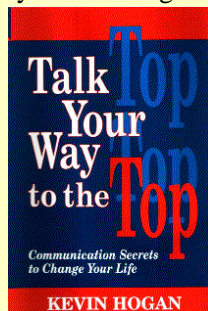
"Clinical hypnotherapists Hogan and LaBay do not contend that self-hypnosis is a panacea; they do, however, convincingly argue that it can improve the quality of life by tapping the unconscious, the part of the brain that psychoanalysts believe has a marked influence over behavior. In this "owner's manual for your life and mind", readers will learn via carefully explained meditations how to relieve pain, experience easier childbirth, break bad habits like smoking, lose weight, gain great wealth, and interpret dreams. The first hardcover book on self-hypnosis in quite some time, this should be a high-priority purchase, given the growing popularity of self-hypnosis and the authors' reputations as rising stars in the hypnotherapy field." Lisa Wise, Broome Cty. P.L., Binghamton, NY, Cahners Library Journal, December, 2000

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TALK YOUR WAY TO THE TOP: Communication Secrets to Change Your Life

by: Kevin Hogan



"I have just finished your book Talk Your Way to the Top and would like to thank you for your work. I found it very insightful and plan on re-reading it over the next week. Thank you again for sharing your knowledge with the rest of us!" Douglass Johnston

Drawing on more than two decades of experience, Kevin Hogan explains how to communicate interpersonally, talk to yourself and others, and transcend physical experience into the realm of idea and thought. He does so by revealing such communication secrets as reinforcing verbal messages with non-verbal cues. He also instructs readers how to interpret body language of others and to then modify communication strategies accordingly. By implementing these easy-to-follow instructions, anyone can become a better listener, a better speaker, and a better communicator, which will yield great dividends, both personally and professionally. Foreword by Richard Brodie, originator of Microsoft Word.

To read an excerpt from this book, entitled **Forging Intimate & Passionate Relationships with Communication**, click [Here](#).

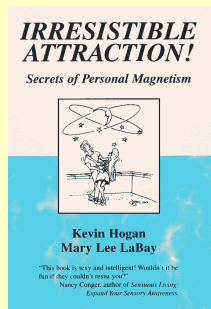
To read an excerpt from this book, entitled **8 Habits of Highly Ineffective Communicators**, click [Here](#).

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Recent research indicates the following about the assumptions we all make about attractive people. We believe that attractive people are:

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"Irresistible Attraction is a fascinating book; it is fun, empowering and precise. It has a lot of useful tools for people seeking improvement and empowerment in their lives" *Renee N. Sakr, BCHT, CI.* www.GoldliteHypnosisInstitute.com

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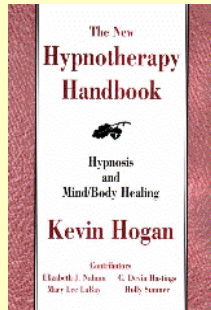
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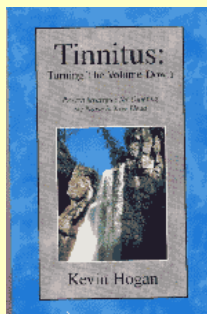
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TINNITUS: Turning the Volume Down



By Kevin Hogan

Proven Strategies for Quieting the Noise in Your Head

"People who suffer from tinnitus may not have to any more. I was told that the incessant noise in my head was there forever. I would have to learn to live with it. I was on the brink of suicide when I finally decided to do everything possible to win the war with the unwelcome noise. 2 1/2 years later I did win the war. Today, I have had the opportunity to help hundreds of clients with tinnitus as their therapist and thousands more as a support person. A portion of the proceeds of this book will be donated to help research tinnitus treatments and still more to help children suffering from hearing loss and tinnitus. If you have tinnitus, this book brings you more than hope. It gives you a complete action plan. I wish you, the reader peace. People don't know how fortunate they are to have silence until they have lost the ability to experience quiet. This book is a link to an optimistic and quieter future. Godspeed." Kevin Hogan, June 19, 1998

Kevin Hogan recounts his personal journey from Hell to Peace. He details what it took to conquer his tinnitus, resulting in a healing model for tinnitus.

Hogan offers simple and scientific explanations of how tinnitus is generated and heard in the ear and the brain. Tinnitus is a unique phenomenon of memory that is generally amenable to treatment and therapy.

Hogan helps you in the process of evaluating your emotions, and fine tuning your treatment options.

This book contains a bibliography with an evolution of tinnitus research.

"Read this book and you will see why people from all over the world go to Kevin Hogan for assistance in eliminating or reducing their tinnitus. This book is both inspiring and scientifically sound." William Horton, Psy.D., Professor of Psychology, Indiana Vocational Technical College

"...he heard the usual 'you have to live with it,' and he does NOT live with it...This book is a...helping hand - a light in the darkness..This book is Kevin's gift to us." Christine Coleman, M.A., MFCC, Executive Director, Hope for Hearing Foundation, Los Angeles, CA

"A few years ago, I attended a seminar lead by Kevin Hogan on the subject, 'Tinnitus'. Within two weeks, I was working with my first tinnitus patient who had been referred to me by her doctor. With the information that I received at that seminar, I was able to help this lady reduce the noise and cope better with life. Anyone suffering from tinnitus or a

therapist who is or will be working with a tinnitus client should read this book. It has been very helpful to me as a hypnotherapist in working with people with tinnitus. He gives a wealth of information concerning the various treatments for tinnitus and how they can be combined for the benefit of the client. I let the doctor prescribe the medication and I use hypnotherapy to enhance the desired results. Kevin Hogan's book has been a valuable reference for me when working with clients suffering from the noise of tinnitus. I am pleased to call Kevin Hogan: peer, teacher, and friend." Chaplain Paul G. Durbin, Ph.D. Director of Pastoral Care, Pendleton Memorial Methodist Hospital, New Orleans, LA

\$19.95

Paperback - 200 pages 1 edition (May 1998)

Network 3000; ISBN: 0963508598

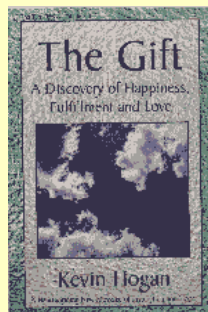
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See also the [Tinnitus Reduction Program](#).

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by Kevin Hogan

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A young man's lethargic life is changed when his beloved grandfather dies. A found letter leads him to an uncharted island in search of buried treasure bequeathed only to him. During his quest, he discovers the keys of happiness and fulfillment in his life. Unearthing the treasures, he finds

The GIFT and realizes that only by giving it away to everyone he meets can his life be complete and whole. Has a more beautiful and inspiring story ever been written?

"I really love the simplicity and power of The Gift. A great, simple, easy to read guide to read over & over." Jerry Karle, www.symmetry4uz.com, www.lifestyleunlimited.com

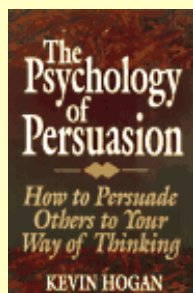
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THE PSYCHOLOGY OF PERSUASION: How To Influence Others to Your Way of Thinking

by Kevin Hogan

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"Since I saw you last year - my company has gone from \$ 500,000 to \$ 2,000,000 in gross revenues since last August. I use Psychology of Persuasion as a reference to all my presentations, press releases, etc. Thanks again!" Maureen Turner, AmeriCare

Not since Cialdini's "Influence" has a book truly taken the field of influential communication by storm. Joe "Mr. Fire" Vitale (author of CyberWriting) says, *"This is a work of sheer genius. If I was the only person with a copy of this book, I could rule the world."*

In the Psychology of Persuasion you will discover beginning, intermediate and expert techniques, tactics and strategies for influence. This book uses technology gained from research on cults, Madison Avenue, and hard psychological research. This is THE book of the 1990's for learning every critical element of persuasion. This book is utterly practical and applicable in your life beginning from the very day you begin reading it.

"I recently purchased both Psychology of Persuasion and Talk Your Way to the Top. I found both books really outstanding and were really packed with information. I have taken Tony Robbins' course and read alot by Zigler, Kennedy, Dawson, Dyer, etc., etc. much on motivation and selling and I would rank yours at the top for clarity and content." Dr. Bill Mack

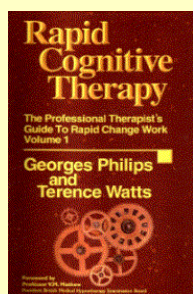
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Rapid Cognitive Therapy: The Professional Therapist's Guide to Rapid Change Work Volume One

by Georges Philips and Terence Watts

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This text is required reading and a pre-requisite to Kevin Hogan's Hypnotherapy Certification Course.

Rapid Cognitive Therapy presents a brief psychotherapeutic approach to working with clients. Along with a description of principles and an outline of methods, this book provides the reader with easy-to-understand techniques which can be used as adjuncts to conventional behaviourist and analytical approaches to therapy, including NLP and Gestalt work.

The authors describe in detail the art of Rapid Cognitive Therapy and give the

therapist the means to get started quickly, outlining the structures for the first few sessions as well as providing full scripts for analytical and non-analytical work with the client.

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Ego States

by John G. Watkins

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This book is standard reading, and a pre-requisite for Kevin Hogan's Hypnotherapy Certification Course. The book explains theory and practice using the ego state concept. Ego states are the parts of our personality that cause us to act different ways in different situations. Ego state theory links normal personality functioning with its extremes, such as found in multiple personalities. The therapy integrates psychoanalytic practice and hypno-analytic techniques to discover and explore covert ego states, thereby effecting behavior change. With clear language and case extracts.

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Originators of ego state therapy explain the theory of this type of psychodynamic therapy and how to put it into practice, showing how to use the approach to achieve goals of psychoanalysis such as lifting of repressions, securing insight, and development of maturity and stability in personality structure. Presents follow-up studies comparing this approach with others, and addresses the current controversy over false memories and the implications for forensic practice. Of interest to psychoanalysts, hypnotherapists, and MPD/DID therapists. -- Copyright © 1999 Book News, Inc., Portland, OR All rights reserved

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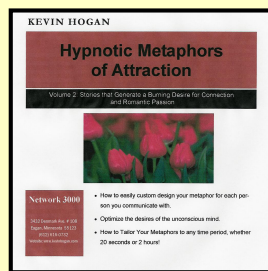
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CD's

Hypnotic Metaphors of Attraction: Stories that Generate a Burning Desire for Connection and Romantic Passion

by Kevin Hogan

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The next time your client wants to know what to do to be heard as more attractive, interesting, likable, sensual, and even a bit enticing, this is the CD that you can use to either let him/her listen to in session or you can use it as a template to weave three powerful metaphors for connection and attraction.

Two of the 16 core drives of human behavior are for connection (as in friends and community) and sex (including romantic affection). These two behavioral drivers have been effectively woven into the fabric of three powerful metaphors to help anyone master their confidence when talking with others. The first metaphor is fairly lengthy and is designed to unhook the most common fears of connecting with others while injecting the fuel of unconscious confidence and certainty into the client for communicating with anyone they might be attracted to. This metaphor is one the client can listen to in your office or home.

The other two metaphors are stories that the client can utilize when talking to that special someone. One metaphor is to be utilized the first time two people meet. The second story is one that is to be used when the person asks for a lunch/dinner/date commitment. They are compelling and rather difficult to say "no" too! These two stories need to be fine tuned for the client and take into account the person they are talking to. The total time to master these two charismatic metaphors for the listener is approximately one hour. This is truly a ground breaking CD program. You will be able to help build your client's level of certainty and confidence while giving them two very practical metaphors they can use in real life. A workbook is included so you know specifically where to make any changes due to specific client intake information. For the most part, all three metaphors are ready to be mastered immediately.

The hypnotic effect is one that is respectful of everyone involved and though remarkably powerful, the metaphors do have an ecology so they do not overwhelm the listener.

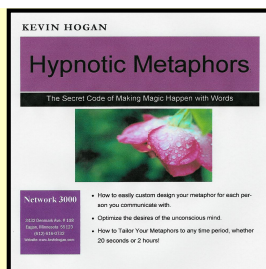
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Hypnotic Metaphors: The Secret Code of Making Magic Happen with Words

by Kevin Hogan

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Everyone craves the ability to weave metaphors that will take hold and mold the deepest parts of the unconscious mind. For the first time, you can learn the secret codes of symbols and learn how to generate metaphors like a seasoned artist. You literally will never need a script book once you have this.

You will learn:

- How to easily custom design your metaphor for each person you communicate with.
- How to weave the outcomes someone desires into your metaphors.
- Optimize the desires of the unconscious mind.
- How to use the Secret Codes and Meanings of Symbols to lay out your metaphors.
- How to Tailor Your Metaphors to any time period, whether 20 seconds or 2 hours!
- The Masters Secrets of Metaphor Effectiveness. Yes scientifically proven!
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The secrets are all here in one CD and Secret Codes and Meanings of Symbols Workbook.

This CD and workbook is guaranteed to improve your communication and help you get your point across subtly and certainly to anyone you talk to.

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7. Mastering the Laws of Influence
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- Learn what may be the single most important element of influence you have ever been introduced to. I have NEVER released this information on audio, video or in manual form
- Discover how skeptical and non-skeptical people perceive and respond to persuasive messages in a VERY different fashion. (Hint: If you don't

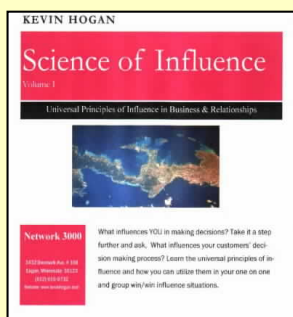
know this information you will automatically lose almost 1/4 of all of your encounters.)

- Ethical techniques to hypnotically enter another person's mind and reshuffle their deck!
- The one way that reciprocity can blow up and completely backfire.
- How to prepare your unconscious mind to always present the right body language at the right time.
- There is one KEY factor in making your clients decisions permanent: Here it is!
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- The One Question that someone MUST say "Yes" to every time!
- The most effective non-coercive way to gain compliance on record.

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by Kevin Hogan



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This powerful new CD teaches you in clear terms some of the most cutting edge tools of influence.

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- Learn whether people prefer freedom of choice or to be given direction and how to utilize this information.
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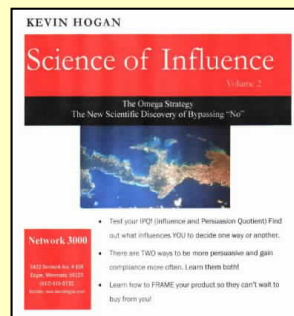
Replete with examples and **rock solid data**, this all NEW program doesn't cover any ground that are in other CD's or video programs available here...or anywhere. This is the first of a series of 10 CD's that will be released this year about the science of influence. This program comes with a 14 page complete manual to help you begin applying the contents to your life, business and relationships immediately. Take advantage of the first program in what promises to be the most **powerful learning experience** you will ever participate in!

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Omega strategies are those strategies that overcome **resistance** and often induce anticipated regret.

This 69 minute CD (which comes complete with a **home study manual**) opens the door to the **newest scientific discoveries** in persuasion that unlock the door to the unconscious mind. You will sell more, gain compliance rapidly, beat your competition and learn what may be the single most important element of influence you have ever been introduced to. I have NEVER released this information on audio, video or in manual form. It is NEW and it's out today!

Everyone has been chomping at the bit for this and it's finally here! Even if you don't have Volume I, you can use Volume II (this Volume) independently because it is whole in and of itself.

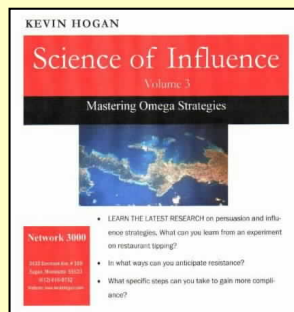
This program is so new, so amazing, so power packed, I know you will want and need this material. You will listen to this CD at least 7 times to extract all of the subtle nuances of the strategies and techniques discussed. This is your only introduction to the Omega Strategy I will ever release on CD. No one else on earth is marketing this information and yet it is an absolute MUST! Order NOW!

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SCIENCE OF INFLUENCE Volume Three: Mastering Omega Strategies

by Kevin Hogan



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Omega strategies are those strategies that overcome **resistance** and often induce anticipated regret.

Just released! Science of Influence: Volume 3, Mastering Omega Strategies! In Volume 2, I introduced Omega Strategies to you and now in Volume 3 of the Science of Influence, you can learn how to take that knowledge and apply it in real life.

- Learn what the true role of physical appearance, good service and personal awareness are in the influential process.
- Discover how skeptical and non-skeptical people perceive and respond to persuasive messages in a VERY different fashion. (Hint: If you don't know this information you will automatically lose almost 1/4 of all of your encounters.)
- Uncover the real secret of the absolutely most effective way to overcome resistance.
- Determine whether you should suggest your client's future to her or whether you should have them offer you details on what they think it holds once they say "yes" or "no."

This brand new CD and the workbook that accompanies it are so powerful because no one has ever put this information together anywhere before (not that anyone has it to begin with!)

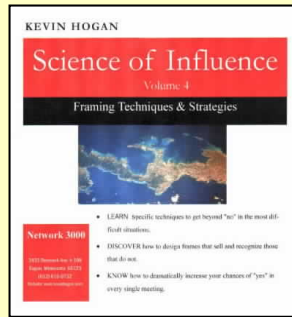
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You already know that you can frame a message that will virtually guarantee success or you can state your message the wrong way and hear a "knee jerk no." Creating persuasive frames in business, threapy or your personal life is a skill that will literally bring you your hearts desires!

I want to show you specifically how to create frames for your messages so you can customize your product/idea or service to your clients in such a way that they will be instantly ready to say "yes!" to you. Here's what you will learn:

- A formula for integrating anticipated regret into your persuasive messaging.
- Exact words and sentences that bring clients to the future while they say "yes."
- Specific techniques to get beyond "no" in the most difficult situations.
- How to design frames that sell and recognize those that do not.
- How to dramatically increase your chances of "yes" in every single meeting.
- Ethical techniques to hypnotically enter another person's mind and reshuffle their deck!

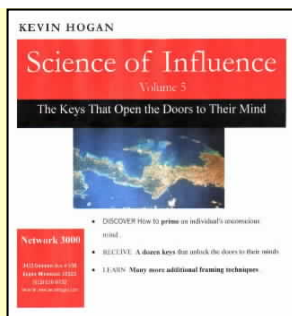
You do NOT have to own the previous CDs to gain full benefit from this incredible 70 minute program. You will find the information easy to learn. All material has been diligently researched and scientifically documented to work. There is no fluff or speculation here. This CD puts you on the platinum highway to achievement as a person of influence.

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SCIENCE OF INFLUENCE Volume Five: The Keys That Unlock the Doors to Their Mind

by Kevin Hogan



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JUST RELEASED on CD! Never before put on CD by anyone, you will learn about priming an individual's unconscious mind so she is predisposed to your every desire. Not only will you receive a dozen keys that unlock the doors to their minds, you will literally be able to lay down highways in their minds so you can easily maneuver them later.

This technology is really spectacular and something you will want to master. In addition you will learn additional framing techniques that have never been available on CD before. In sum, this program is one of the most powerful CDs ever released.

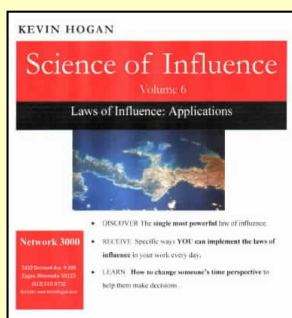
Utilizing the material on this CD will literally allow you to re-write your future success in business, selling or personal relationships. You do NOT have to own the previous CD's to gain full benefit from this incredible 70 minute program.

You will find the information easy to learn. All material has been diligently researched and scientifically documented to work. There is no fluff or speculation here. This CD puts you on the platinum highway to achievement as a person of influence.

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SCIENCE OF INFLUENCE Volume Six: The Laws of Influence: Applications

by Kevin Hogan



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Whether this is your first or sixth CD in the series, you will listen to this 72

minute, seven track CD over and over again. This CD has more useful persuasion and influence content on it than any previous CD released here or anywhere. Five of the **10 core principles of persuasion** are exquisitely detailed, complete with numerous applications of each.

Nowhere have the rules of persuasion been so carefully laid out with so many real life examples and specific frames created, using questions and statements. You will have a complete understanding of how to actually implement the principles in your life, your relationships and career after soaking up the content here.

You will learn:

- The one critical mistake Social Psychologists made in presentation order for your product or idea when proposing it. (This is worth the price of the CD alone!)
- The one way that reciprocity can blow up and completely backfire.
- How expectancy plays a specific and scientific role in each presentation you make.
- How to prepare your unconscious mind to always present the right body language at the right time.
- Which principle of influence is the most powerful and likely to be effective.
- Specifically how mega-corporations utilize specific tools of influence and how you can too.
- How I almost doubled funds raised (with no increase in cost!) in a telemarketing campaign for a national non-profit organization...using one strategic sentence and simple idea.

This program is superb...top quality, and contains the secrets you need to know to put you in the doorway of successful communication.

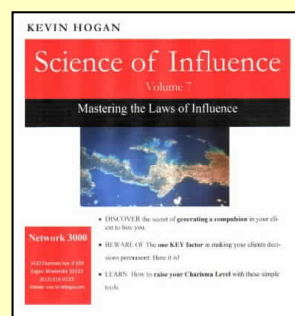
I promise this CD will knock your socks off and give you ideas you have never thought of in the past!

Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

SCIENCE OF INFLUENCE Volume Seven: Mastering the Laws of Influence

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

Just Released!

The first 19 minutes of this 71 minute CD are so cutting-edge and shocking

that you will listen to just this track over and over again. Making the first 19 minutes "yours" will add to your ability to persuade people in a way you literally never thought possible.

Then comes the core power: Over one dozen NEW lessons in the science of influence. You will be astonished when you learn how people think (or don't) and why most individuals seek direction (direct influence) for their very next steps in life, business, relationships and whether to hire you or buy your product.

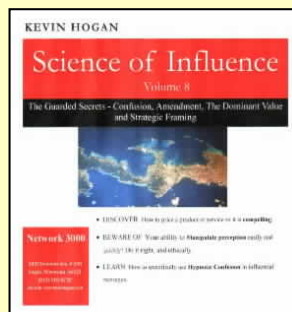
Becoming a master of influence is made easy with the secrets in this Volume. Bonus! You will receive a manual with your CD program that will help guide you to designing the most persuasive messages possible, right down to the order of concepts presented and the specific words you say. Here is just a taste of what else you will be able to do:

- Raise your Charisma Level with these simple tools.
- Most people don't know what or why they think what to think, now you can tell them!
- Discover how many people believe and form opinions about things that aren't real...and how this makes influencing them with something tangible far easier.
- Learn how to use the "Celebrity testimonial" when you don't know one!
- There is one KEY factor in making your clients decisions permanent: Here it is!
- Discover the secret of generating a compulsion in your client to hire you.
- Find out how to cement a YES response combining Conformity and Time

Brand New - 70 Minute CD with Self-Directed Guide \$ 49.95
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SCIENCE OF INFLUENCE Volume Eight: The Guarded Secrets- Confusion, Amendment, The Dominant Value and Strategic Framing

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

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Volume 8 contains some of Kevin's most **closely guarded secrets**. In fact, he reveals three specific business building techniques that he has **ONLY** shared with major corporate players paying large sums of money! Specifically these include **The Amendment Technique, The Price Point Factor, and The Dominant Value Elicitation**. And there really is much more in this 73 minute

CD.

Now you can literally learn:

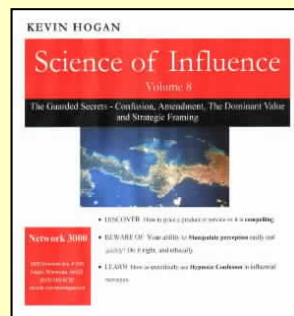
- How to price a product or service so it is **compelling**.
- How to frame pricing so that people believe it to be the **RIGHT** price.
- How to specifically use **Hypnotic Confusion** in influential messages.
- Determine **what factor sells** your product/service when it's considered the same as others.
- How to frame your message so people **easily get to YES**.
- **Manipulate perception** easily and quickly.
- How to **rapidly elicit their values** so you are virtually guaranteed to hear, "yes!"

This CD contains 58 minutes of proven power that Kevin has never released before in any form. It also contains 15 minutes of pure platinum from the sold out Mind Access Audio Program. In other words, this material is 100% new to you. You have NEVER heard this material from Kevin and almost certainly from no one else.

Brand New - 70 Minute CD with Self-Directed Guide \$ 49.95
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SCIENCE OF INFLUENCE Volume Nine: Mastering the First 30 Seconds / Making Incredible First Impressions

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

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Harvard University says **you have 30 seconds** to make virtually a lifetime impression on someone. Those first thirty seconds, we learn, become the lens in many cases through which **all future communications** will be seen.

Other research reveals that **in the first 4-10 seconds** is when we determine whether or not we will want to be in a relationship with someone! These incredible facts are manifestations of who we are and how we think.

It is certainly arguable that building rapport in a true and meaningful way is the **most critical aspect** of influence and building long-term relationships. Additionally, we have to "fit the filters" of those we communicate with by preparing ahead of time for our meetings that will determine our destiny with that person, audience or business.

Therefore in this 9th CD in the set of the **Science of Influence** I take you through **word by word** on how to address an audience in **those first 30 seconds** and I take you through a **sample selling situation** so you can see how the communication takes place on all levels.

You will learn:

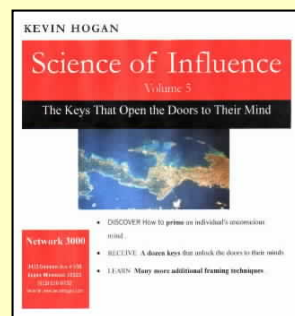
- The **7 Keys to Rapport**.
- The Differences between **Needs** and **Values** and how to rapidly discover both.
- The **One Question** that someone **MUST** say "Yes" to every time!
- The most important aspects of **synchronization** and **modeling**.
- How you appear and **what your body language is saying** about you!
- **Two things you can do** to **create a lifetime bond** in the first two minutes.

This **power-packed** 71 minute CD goes beyond the **Science of Influence** and includes specific examples and sample pieces of communication.

Brand New - 70 Minute CD with Self-Directed Guide \$ 49.95
TO ORDER (SECURE SERVER)

SCIENCE OF INFLUENCE Volume Ten: Proven Strategies and Techniques that Get to Yes!

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

TO ORDER (SECURE SERVER)

It's here! Volume 10 of the powerful **Science of Influence** will show you how to **create a more believable you**. Learn how others can learn to trust you almost instantly with techniques you probably have never heard of before.

Better? Learn exactly **how to increase your sales** with a specific tactic I have never released before. Even Better: Learn a **tool so powerful and so simple** almost every business and salesperson neglects it at great cost.

Volume 10 is independent of the other nine CD's in the set and that means you don't have to have all 9 volumes to learn what is in #10.

Did you know that on average when someone says they are 98% sure of something they end up being right 67% of the time? Included in this incredible

CD is a simple test to help you discover how often you are "right" when you say you are 90% certain. You'll be amazed. Why is this important? Because we communicate with such certainty that people find our claims hard to believe and we are thus seen as having little or no credibility. This week you will fix this destroyer of influence immediately.

Then, Kevin takes you on a whirlwind tour of three of the most important aspects in the process of influence. First you will learn how to defuse your own overconfidence which gets in the way of the two fundamentals to influence:

- 1) You must have the attention of the other person/audience
- 2) You must be perceived as 100% credible or they will say "no!"

Here's just a sampling of the specifics you will learn:

- The number one technique for getting in to the person who can say, "Yes."
- The most effective non-coercive way to gain compliance on record.
- What key factor will determine whether you will hear "yes" or "no."
- What is the most effective way to get people to come see you?
- The highest retention strategy when using promotional aids.
- What doesn't work in gaining compliance once you have a relationship.
- Seven powerful strategies for developing your credibility.
- The most common mistakes people make in building credibility.

No nonsense and 100% proven to work in real life and shown effective in academic research.

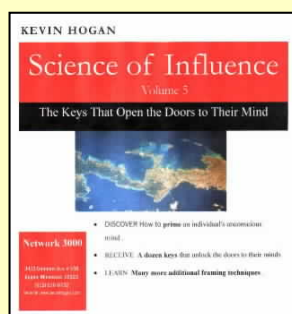
You will find the information easy to learn. All material has been diligently researched and scientifically documented to work. There is no fluff or speculation here. This CD puts you on the platinum highway to achievement as a person of influence.

1 digital audio CD 68:04 \$ 49.95

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SCIENCE OF INFLUENCE Volume Eleven: Metaphors and Emotions that Successfully Change Behavior

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

It's here! **The Science of Influence** Volume 11 just came in. (You do NOT need the other 10 volumes to use Volume 11) You will learn all new strategies and techniques of persuasion that have been proven effective in studies and real life. We'll talk about metaphors and the what the newest research reveals in using metaphors effectively in the persuasion process. When during your presentation should you use a metaphor? Learn about the 3 different types of metaphors and when, how and where to use them.

New ways to turn a big "No!" into "Yes!" will show you specifically how to easily overcome being firmly and solidly rejected. Each of these techniques is worth it's weight in gold.

In addition you will learn much more about how the role of emotions weigh in their decision to say "yes," or "no". And what's better is I'll show you precisely how to access those **emotions that sell rapidly** so you can overcome resistance and avoid the most common problems that happen in influential communication.

Volume 11 is chock full of brand new material never before made known to you by anyone...anywhere! Much of what you learn about in Volume 11 is the exact opposite of what you were taught in the fields of law, marketing and selling. Among the key reasons most messages fail is because they are framed incorrectly, they access the wrong kinds of emotions and they don't cause the individual to consider carefully the outcomes desired. You'll learn the science and the art necessary to change all of that and have fun while doing it!

Would you like to know the answers to these questions?

- How do you know exactly who metaphors will work with?
- How do you use synesthesia in metaphors for maximum persuasion?
- How do you create metaphors...based upon the person/audience you are speaking to?
- What happens if you create and you use metaphors and you haven't done a prior involvement test?
- What emotions sell?
- What emotions are impotent in the process of influence?
- What is the result of using scripted metaphors from books?
- What are the ingredients of a powerfully persuasive metaphor?
- Which works better auditory or written metaphors? Why?
- How should a person without much credibility in a field communicate?
- Should an expert use metaphor? When? How often?

This is just a taste of what you will learn in the new CD, Science of Influence, Volume 11. You will also receive as a special bonus, a complete manual to help you start writing metaphors and using the power of emotion ethically and effectively. This may be the most exciting CD you've listened to in many months! I guarantee that NO ONE has ever taught you this material and that NO ONE has the research to back this up. You are the first!

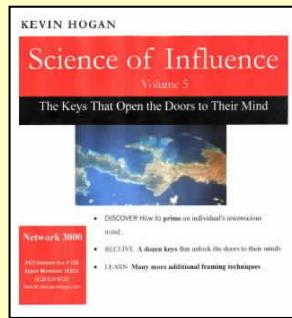
1-70 minute CD \$ 49.95

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SCIENCE OF INFLUENCE Volume Twelve: Utilizing

the Brain's Perception and Projection to Change People

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

NEW! The Science of Influence Volume 12. Utilizing the Brain's Perception and Projection to Change People. The brain ultimately sees what a person has been taught to see and it projects into the world that which it expects to see. Therefore changing those perceptions and projections is critical.

Whether being stimulated and motivated by physical beauty or introjecting what the individual wants to see, there is much that we can do to get people to change what they are seeing.

Changing or managing perceptions and getting people to act on those perceptions is the first component of changing behavior and that is what this remarkable CD is about.

You don't need to own any of the other CD's in the Science of Influence to benefit from the information in Volume 12! You will learn how to manage and change perceptions in other people and exactly how to get people to change once they have accepted your initial viewpoint on an issue.

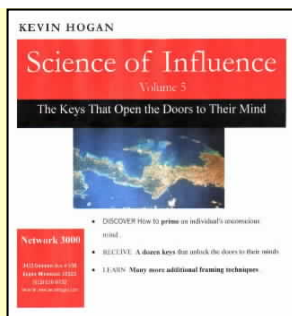
This is where all other motivational and persuasion programs stop...and we're just getting started!

1-70 minute CD \$ 49.95

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SCIENCE OF INFLUENCE Volume Thirteen: The Delta Mind Control Paradigm of Influence (Part One)

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

(This CD does not require that you own the other CD's in the series!) Whether you are selling your idea, product or service or trying to achieve influence in relationships you can now begin to integrate your objectives into the **Delta Model** for the highest probability of attaining the "yes" response we all need. The mean time for the model once mastered is **EIGHT MINUTES!** I wish I could say the **Delta Model** was "easy" and "fun" like you're supposed to say in promo copy. But it isn't.

The fact is that the model is not something you will instantly use and retain. It will take some effort on your part and some time to master. It is broad in scope and incorporates numerous nuances of influence that aren't found in any one piece of research or book, anywhere. It is detailed clearly and it is precisely how I sell myself to companies all over the world. It is 100% ethical and once you understand the fundamental pieces of the model, you will be able to begin utilizing it as well. After mastering the mind control model you will have one of the all time master blue prints of persuasive communication.

There are numerous selling and persuasion models available. But none are as advanced as the **Delta Model**. None are going to show you all the places where you can implement **anticipated regret, confusion techniques, FITD, DITF, masterful reframing**, and all of the other techniques you can learn in the other volumes of The Science of Influence.

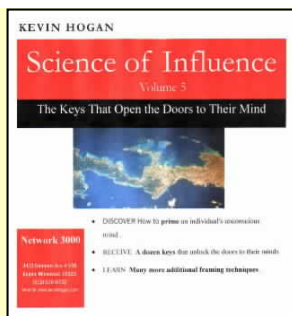
Specifically, the mind control model shows you how to begin, "middle" and end a communication that is designed to influence. You must know the syntax of persuasion to optimize your results. That comes in large part from being able to control the direction of your mind and that of your counterpart. You will learn what techniques and strategies can be utilized at various stages of the eight minutes. You will finally have a model for influence that you can put all the other techniques and strategies into. CD 13 is the first of two CD's that will help you line out a complete paradigm for influence.

1-70 minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

SCIENCE OF INFLUENCE Volume Fourteen: The Delta Mind Control Paradigm of Influence (Part Two)

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

(CD 13 and 14 do not require that you own the other CD's in the series!) Whether you are selling your idea, product or service or trying to achieve influence in relationships you can now begin to integrate your objectives into the Delta Model for the highest probability of attaining the "yes" response we all need. The mean time for the model once mastered is EIGHT MINUTES! I wish I could say the Delta Model was "easy" and "fun" like you're supposed to say in promo copy. But it isn't.

The fact is that the model is not something you will instantly use and retain. It will take some effort on your part and some time to master. It is broad in scope and incorporates numerous nuances of influence that aren't found in any one piece of research or book, anywhere. It is detailed clearly and it is precisely how I sell myself to companies all over the world. It is 100% ethical and once you understand the fundamental pieces of the model, you will be able to begin utilizing it as well. After mastering the mind control model you will have one of the all time master blue prints of persuasive communication.

There are numerous selling and persuasion models available. But none are as advanced as the Delta Model. None are going to show you all the places where you can implement anticipated regret, confusion tech, FITD, DITF, masterful reframing, and all of the other techniques you can learn in the other volumes of The Science of Influence.

Specifically, the mind control model shows you how to begin, "middle" and end a communication that is designed to influence. You must know the syntax of persuasion to optimize your results. That comes in large part from being able to control the direction of your mind and that of your counterpart. You will learn what techniques and strategies can be utilized at various stages of the eight minutes. You will finally have a model for influence that you can put all the other techniques and strategies into. CD 14 is the second of two CD's that will help you line out a complete paradigm for influence. (If you haven't purchased CD 13 yet, do so today and you can take both CD's for 69.99)

Your CD and workbook will ship asap and you can start inputting your ideas, services and products into the Delta Model. I promise you that you will be very, very happy that you picked up this CD. (The entire breadth of the model is in volume 13 The depth of the model is in CD 14!!)

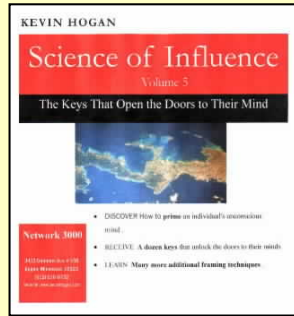
1-70 minute CD \$ 49.95

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SCIENCE OF INFLUENCE Volume Fifteen: The Best

Kept Secret in Persuasion: Utilizing Oscillation

by Kevin Hogan



Brand New - 70 Minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

This new CD program reveals secrets I guarantee you have never learned, anywhere.

As each moment passes, your mind bounces from thought to thought. When someone is being presented with an idea, product, proposal or a decision to make, the mind of some people bounces between "yes" and "no." Other people waver between "this one" or "another choice." Some have a mix of all and others have no oscillation during the persuasion process...until AFTER the process! To my knowledge no one has ever revealed this information to the public in any way that could be harnessed into the power to influence...until now. You could easily choose to ignore the chance to pick this program up this week and wait until a later date. If you did that you'd be fine and nothing would change in your business. If you do decide to order, here is what you will learn:

- How to know when someone is wavering in their thinking.
- How to persuade someone whose beliefs are etched in stone.
- When to communicate in detail about your proposal and when to be quiet.
- How to disarm the oscillation that naturally occurs in your client's mind.
- How to entrain your client's thinking with yours.
- How to ensure "no returns," "no refunds," "no complaints."
- How to prepare for massive sales increases and hearing "yes" in your personal life...almost every time.

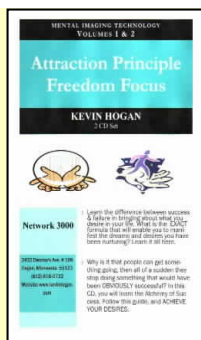
Because of the groundbreaking material in this CD, I'm incredibly proud of this particular CD and the workbook that comes with it. To my knowledge, no book or course on persuasion or influence has ever covered this material.

1 70 minute audio CD and workbook \$ 49.95

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MENTAL IMAGING TECHNOLOGY VOLUME 1 & 2: The Attraction Principle and Freedom Focus

by Kevin Hogan



Brand New Series Volume 1 & 2 - 2 70 Minute CDs with Manual \$ 99.95

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New!! CD 1: *The Attraction Principle* on CD! Now you can own *The Attraction Principle* on CD and receive as a bonus the *Attraction Principle Home Study Manual*. The new material in this program isn't available ANYWHERE in the WORLD!

- You will learn how to completely overcome procrastination!
- Discover specifically how to manifest attractive people into your life.
- Find out the specific missing ingredients that cause most people to fail at manifesting the life they dream of...then learn how to make it all happen right in your life!

Do you want a business partner, a boyfriend, girlfriend, spouse, money, travel to an exotic location?

Have you ever been THIS CLOSE to getting what you wanted, yet it slipped away? Learn how you can assure yourself and your clients that you CAN reach those goals, virtually each and every time!

How do you get others to TAKE ACTION? How do you get people to move over the bridge of procrastination to the principle of attraction? And even more importantly, how do you do it yourself, FOR yourself?

The Attraction Principle is a pattern, developed by Kevin Hogan, for getting what you want in your life. It may seem a bit metaphysical, but the concept is actually grounded in the hard facts of neuroscience.

WHAT YOU WILL LEARN:

- Use covert hypnosis to direct your clients' thinking so they have the tools necessary to reach almost all of their goals.
- Uncover the two key parts of the Attraction Principle.
- Discover the ACTUAL FORMULA for getting results.
- Learn the starting point to clarity, and certainty of ownership.
- How to make a mental map of specifically what your client will do in order to acquire that result, person, or thing.
- What is the great destroyer of the Attraction Principle?
- Learn how to have a complete plan of action and a complete visualization to allow the brain to have a new neurological pathway to the outcome the individual will manifest in reality.
- The 4 Rules of the Attraction Principle
- What is the difference between attention and intention, and why is it important to you?
- WHY do people procrastinate?

Kevin Hogan created *The Attraction Principle* last year to help people help

their clients and themselves. The goal is simple. Everyone deserves to lead the life they dream of. Now it is not only possible but it will happen. You'll be able to help every client you ever have with the detailed template enclosed. Finally, you can have it all...for yourself. Please utilize this program's content by helping everyone you know manifest their every desire!

This incredible new series of CDs are meant to take you on a journey of powerful discovery. Begin with Volume 1 - The Attraction Principle, and learn how to attract the things, people, places YOU want into your life.

MENTAL IMAGING TECHNOLOGY VOLUME 2: Freedom Focus

by Kevin Hogan

New!! CD 2: Freedom Focus on CD!

Mental Imaging Technology (TM) is the next step up on the ladder of personal development, behavioral change and reaping the rewards of life. The Freedom focus is a VERY SPECIAL CD. Why? The Freedom Focus is more than important, it's about what life is about and can be experienced by almost anyone. This very powerful material helps you align your life or that of your clients in such a way that the individual will not only make the right decisions, but balance the risks and rewards in life in an elegant and efficient fashion. The Freedom Focus is complete in itself but I like to use it as the next step in life after the Attraction Principle (MIT Volume 1) . What's so special about The Freedom Focus?

- You will learn precisely how to find meaning in your life (or your client's).
- You will learn to go into the future and safely plan a rewarding and rich life experience filled with rich meaning.
- You will discover how to help those in your life see and feel what they can do in their future and how your futures dovetail together!

The Freedom Focus is a 38 step process that takes approximately two hours to complete whether you do it for yourself or a client. The best part is that there is a complete module about overcoming self sabotage, the key reason most people never find true meaning in life...and never achieve their dreams. Once you can help someone stop self sabotage they literally become a force of nature that can move things...and people. This program is very special and rich with meaning. Rooted in the philosophical work of former concentration camp survivor, Viktor Frankl and the most cutting edge neuroscience, I absolutely want you to own this material.

Many people feel chained to their jobs, their lifestyle. They feel imprisoned in this life. They *can't* leave their job because if they do they might not get as good a job. They don't want to try new things because they might fail. They don't want to let go of their current beliefs because they will wonder why they held those beliefs for so long. Was it all a waste of time? Does it mean the person is stupid or foolish? Moving toward freedom is extremely difficult and very scary for most people.

Sound familiar?

Gerald Coffee and Viktor Frankl were both prisoners in the truest sense. Kevin Hogan shows you what you can learn from their experiences, and utilize powerful change patterns in your life and your client's lives.

Self Sabotage: Why Everything Goes to Hell...How to Stop Self Sabotage, NOW and forever! What is it that causes us to DO something once an opportunity knocks, and then we fail to say, "YES!"?

We have all been there, the gold is in our hands, and we fail to close our palms and keep it.

The answer lies in the brain...Kevin Hogan will show you how the emotional brain can overcome self sabotage.

Once self sabotage is overcome, the sky's the limit. But what is the next step? Kevin Hogan will show you the EXACT pattern to ACHIEVE YOUR DESIRES.

An 18 page manual takes you through exercises that will make these elements real to you. Bonus: Learn Kevin Hogan's **10 Secrets of Success!**

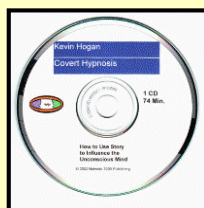
2 -74 Min. CDs with home study guides/manuals \$ 99.95

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COVERT HYPNOSIS Volume One: How to Use Story to Influence the Unconscious Mind

by Kevin Hogan

[TO ORDER](#) (SECURE SERVER)



For the master communicator, audiences will laugh one minute and be reaching for a handkerchief the next. Meanwhile, dozens of covert messages are secretly being transmitted to the unconscious minds of the listeners via the powerful medium of covert hypnosis. Now, for the first time, I'm revealing specifically how I weave the exact messages I want an audience to act upon.

If you've seen me "live" you know two things. One: You feel compelled to follow recommendations and move forward on suggestions in an almost instantaneous fashion. Two, there is a sense of certainty that compels you to take action now.

Now, I reveal how I do this and encourage you to use these same steps and techniques so you can make the sale, gain compliance or simply help others heal.

This brand new CD comes with an instruction guide that helps you design covert messages into the stories you tell both in print and verbally.

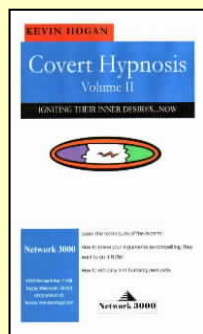
If you want to create compelling messages in every aspect of your life and business you have found the right place to begin!

1 74 minute CD \$ 49.95

[TO ORDER](#) (SECURE SERVER)

COVERT HYPNOSIS Volume Two & Three: Igniting Their Inner Desires...Now!

by Kevin Hogan



Special Offer! \$ 99.95

[TO ORDER](#) (SECURE SERVER)

2 CD set with new 60 page SELF DIRECTED manual!

This is a *brand new* 2 CD program that is designed to show you how to motivate and compel other people to change their behavior as quickly as is humanly possible.

Benefit: You can utilize these covert tools on yourself because they link into the core drives and desires that you have.

Utilizing the 6 core human instinctual drives and the 10 core human desires, you can literally go inside and push the buttons that need to be pushed at any moment to gain compliance with others. This breakthrough **mind technology** has never been taught anywhere by anyone other than Kevin Hogan, and now you can be the first to utilize this information in business or to enhance your personal relationships.

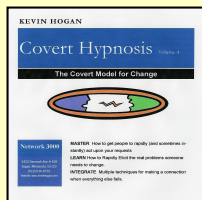
The **two CD program** is brand new and contains a special SELF DIRECTED manual that you can use to begin to get other people to say, "**YES!**" ...and now! Never before has there been a product anywhere that shows the scientific basis for exactly what suggestions and questions work and which one's don't...and why! Now there is no mystery as to whether questions or suggestions will elicit the response you desire them to. **Igniting their Inner Desires** is not complicated. It does require a bit of time to master the key concepts. Once you do, you will be in control of every situation you find yourself in. This program is pure gold!

2 CD set with Self Directed Manual **Special!** \$99.95.

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COVERT HYPNOSIS Volume Four: The Covert Model for Change!

by Kevin Hogan



1-74 minute CD with workbook \$ 49.95

[TO ORDER](#) (SECURE SERVER)

22 elements of Covert Hypnosis revealed for this first time anywhere. Never before released by anyone, anywhere. The complete **Covert Hypnosis Model** for change is here. Business? Sales? Consulting? Coaching? Therapy? Learn specifically how to generate change in their thinking with the **Covert Hypnosis Model**.

I've hinted about 3 parts of this model in Covert [Volume 1](#), Covert [Volumes 2&3](#) and in the [Covert Hypnosis Manual](#). But never have I revealed the complete model for utilizing Covert Hypnosis. Now you have all 22 components! You don't need to have any formal training in hypnosis to understand this groundbreaking program. What will you learn?

- How to get people to rapidly (and sometimes instantly) act upon your requests
- Multiple techniques for making a connection when everything else fails.
- How to use metaphors and stories.
- When to ask questions and what those questions should be.
- How to change attitudes.
- How to change behaviors.
- How to Rapidly Elicit the real problems someone needs to change.
- How to lead the client to internal resources that may help them instantly.
- Generate resources that have not been integrated in your client.
- Create reinforcing loops of behavior and belief that generate permanent behaviors.

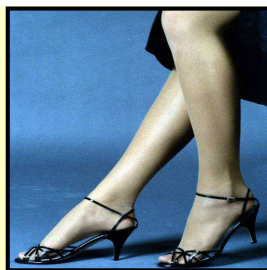
This special 72:02 minute CD program comes with a literal map of how Covert Hypnosis works. This proprietary map and program have never been released to the public in any form and you have the introductory foundation that you have waited for. All future Covert Hypnosis programs will refer to this CD and map as a starting point for all future learning in this series.

[TO ORDER](#) (SECURE SERVER)

BODY LANGUAGE: The Secret Code to Communication

by Kevin Hogan

[TO ORDER](#) (SECURE SERVER)



The first body language program designed to give you the edge!

CD 1: Body Language: Make a Dazzling Impression on the Right Person

CD 2: Use Your Body to Seal the Deal, Make the Sale and Have them Fall for You

2 CD's and a 40-page manual packed with the basic and advanced strategies and techniques of sending and receiving body language messages. The exact same tactics that get people to buy from you are the same ones that get them to buy you. Whether you want to master body language to make the sale or get the girl (or guy) this program reveals all the secret codes hidden for so long! Absolutely no one has all of this information. Period. My proprietary research (which you are going to receive!) brings you to the cutting edge of having people fall in love with you in literally a matter of seconds.

You are going to discover what really gets the sale, the promotion, and what seals or kills the deal.

Between 60% and 75% of all of your communication is nonverbal. Are you attracting or repelling people around you? Are you making every sale you could be? How are people reading you?

In the first four seconds people will make judgments about you:

- I will or will not buy from this person.
- I will or will not like this person.
- I find this person kind, or not.
- I find this person intelligent or not.

This program gives you the keys to directing other people's minds to the choices YOU want!

Most people are body language under-educated. There are no skills taught in elementary, junior high or high school anywhere. Most people have no idea why they "just get a feeling about someone." You probably have no idea what cues and signals you are sending. These two brand new 74 minute CD's are packed with the most critical body language and impression making strategies you will find anywhere.

You already know that the number one reason people buy from you (or buy YOU) is based on the fact that they like you and they feel a sense of rapport with you. It's that simple. If you can assure that others fall in love with you the minute they meet you, you can make any sale, get the girl (or guy) and ultimately ink the deal. Body language makes all the difference in the world, yet almost no one pays attention to what their body is saying!

Just a few amazing secrets you will learn:

- How to use your hands in communication so you don't blow it.
- How to read another person's eyes.
- How to send unconscious messages of liking and attraction to others.
- Where to stand to be perceived brilliantly by one or 1000.
- How to sit so people instantly feel at ease with you.
- Changes you can make immediately to increase your face value.
- What gestures signal deception.

What you will receive:

The 40-page manual that comes with the power packed 2 CD Set is designed to help you chart your progress at making a brilliant impression on everyone you meet. More importantly, you will receive five simple and powerful research projects that you can do with your friends or employees. These research projects are based on projects I have done at Universities and major corporations across the world. The information you gather from these informal adaptations of my research projects will prove to you how sales will increase, rapport will be built faster and you will have visual evidence and not the hype of an advertisement to back it up!!!

Anyone can say their "system" or "method" is the best. I will say that and more. I'm giving you the tools to do your own scientific research in less than two hours to determine for yourself how powerful this material is!

How do you price a program like this? The research alone is personally guaranteed to increase sales for almost every person who uses this proprietary material. Before I tell you the price, I must let you know that I will be protecting this intellectual property ferociously. This information has helped transform the companies I have trained and now it is yours at 1% of my daily fee for training the material.

2 74 min. CDs plus manual \$ 99.95.

[TO ORDER](#) (SECURE SERVER)

Copyright Free Music!! Finally! Now you can make the audio tapes you have wanted to have available for clients, students, friends and the simply curious. These three CD's are 100% copyright free. You can use the music on them 10,000 times and never pay another penny in royalties. There are very few good options for trance inducing music without paying a musician several thousand dollars to custom make music for you.

Now you can use this music which is absolutely perfect for your audio tapes. Two of the CD's are 46 minutes so they will fit PERFECTLY on each side of a 90 minute tape! The other CD is well in excess of one hour and is wonderful for clients who have insomnia. Just weave in your suggestions and metaphors around this perfectly entrancing music and you have a professional product! I have NEVER sold copyright music on my site before because most of the music I've heard is terrible. This music is SO GOOD I now OWN THE RIGHTS for SOLE DISTRIBUTION in the UNITED STATES. It's THAT good.

Special Offer! Take all 3 CDs below for only \$ 100.00. That's 1/3 off!

[TO ORDER](#) (SECURE SERVER)

TRANQUILITY

by: Hypnosense



Tranquility is a wonderfully relaxing stroll through an audio landscape which includes the sounds of pianos, oboe, violins, and choral voices. The ambience of music evokes serenity and relaxation. 45 minutes of seamless recording.

Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

1 CD \$49.95

[TO ORDER](#) (SECURE SERVER)

DREAMS

by: Hypnosense



Dreams, as its title suggests, is a softly orchestrated piece. It has gently undulating background, with an occasional muted piano accompanying the sound of human voice chorus, the whole providing an ethereal quality to encourage and support relaxation of body and mind.

It is ideal as background to relaxation, stress reduction or suggestion sessions, providing the perfect backdrop for the spoken voice. Dreams has 60 minutes of seamless recording.

Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

1 CD \$49.95

[TO ORDER](#) (SECURE SERVER)

CASCADE

by: Hypnosense



Cascade is a traditionally styled piece of orchestral music, with piano, massed strings, a choir, and a plaintive oboe that flits in and out of the scene.

It's carefully unstructured measures makes it perfect for use as background music for any hypnosis session; it is unobtrusive yet relaxing and provides a perfect accompaniment for the spoken voice. 45 minutes of seamless recording.

Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

1 CD \$49.95

Copyright Free Music: Use this music with all your commercial products - worry free!

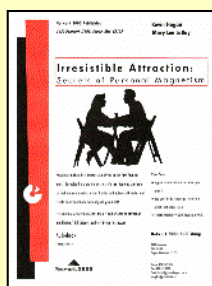
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Special Offer! Take all 3 CDs above for only \$ 100.00! That's 1/3 off!
[TO ORDER](#) (SECURE SERVER)

AUDIO TAPES

Available Now!

IRRESISTIBLE ATTRACTION: Secrets of Personal Magnetism Audio-tape Program



by: Kevin Hogan & Mary Lee LaBay

People form their first impression of you in the first four seconds! This 6 tape audio-program reveals to you the secrets of attraction and charisma so that you can maximize your hidden and natural attributes and create an instant bond with anyone you meet!

Learn how to:

- Communicate with others at the unconscious level
- Use your body language to make a great first impression
- Know what their eyes are saying to you
- Appear comfortable even when you aren't
- Go from flirting to dating to long-term with ease
- Use specific words and phrases to change their minds now
- Create chemistry with anyone at will

"How can you exude your inner charisma? Irresistible Attraction blends the art and science of attraction and flirting. This book is insightful and it is fun!" Jill Spiegel, author, Flirting for Success, and Flirting With Spirituality

Available Now! \$59.95

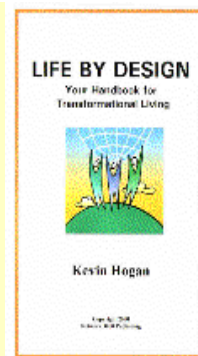
[TO ORDER](#) (SECURE SERVER)

LIFE BY DESIGN: Your Handbook for Transformational Living

by Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

Life By Design Audio-Program This six hour audiocassette program will



change your life! Life By Design will outline for you in a very specific fashion, how to transform your life into a journey rich with love and happiness. Life By Design begins with self discovery and takes you on an adventure into your future...the future you will design! Using this six hour audiocassette program as your guide to living, you will be able to live as you have dreamed and imagined.

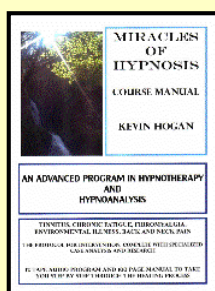
Life By Design will help you choose the direction in your life that you and only you want to travel. By living your life as you intend it, you help create your happiness. This book will show you how to know what it is you want you life to be about. This book will guide you to accepting all that you richly deserve.

You'll learn how to:

- Create Happiness for Yourself
- Create Your Future
- Know what your Mission in Life Is
- Attract Wonderful People into Your Life
- Enjoy Your Life Every Day
- Build and Keep Loving Relationships
- Become Wealthy even on a Modest Income
- Stop the Influence of Negative People in Your Life
- How to Communicate with Everyone
- Eliminate Limiting Beliefs about Yourself

Special website price : \$59.95! [TO ORDER](#) (SECURE SERVER)

MIRACLES OF HYPNOSIS: The Advanced Course Hypnotherapy



by Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

"Kevin, there was a gentleman in my office yesterday...I spent an hour with him and he said he had made more gains in that one hour than he had in the past five years. I share this because without you and your understanding of tinnitus which you shared with me, this man would still be suffering.

You are a big part of any tinnitus healing that takes place in my offices."
Don Rice

"I have been using your 'Miracles' program with many tears and great success. The best investment I ever made. I learned so much from it."
Sharon Thornton

12 Digitally Recorded Audiotapes and a 100+ page manual!

"I've used this protocol since 1994 to help people heal. It is a significant part

of the solution for facilitating the healing process in many individuals. If you don't feel this program helps your clients, return it anytime, for as long as you live, for a full refund. I've written many books, produced numerous video and audio programs. This is the most important piece of work I've presented to the hypnotherapist who truly cares about his client's future well being." Kevin Hogan

Who should own this program?

This program is for you, the hypnotherapist who is ready to learn or refine a number of useful distinctions in working with people who have been left behind by other professions. Every application and approach in this program has been utilized by Kevin Hogan at least 170 times in the clinical setting. This program is cutting edge and is based on both scientific research and clinical experience. Over 80% of what is in this program has never appeared on an audio or video program by Kevin Hogan. It is ALL critical to professionally assisting those in dire need of your help.

Kevin uses easy to understand language in describing the advanced hypnotherapeutic processes to you. On the twelve audio tapes he takes you step by step through the proper protocol an advanced hypnotherapist will use to facilitate the healing process. You will hear stories straight from Kevin Hogan's casebook as to how hypnotherapy really can heal people. You will be given an in-depth introduction to Time Track Therapy which Kevin Hogan has developed and now wants you to utilize with your clients. Kevin uses his specialty of tinnitus reduction as your model for your area of specialty that you will soon select if you haven't so far.

Our website special is only \$195!

You will learn:

- What questions to ask in a Professional Case Analysis that point you toward Healing.
- How to Discover the Cause of a Client's Illness. (Physical and Emotional)
- How to Find the Specific Reasons Your Client is Ill when a Physical Exam Reveals that All Is Well
- How to Start and Finish the Healing Process with Your Client
- The Key Cause of An Illness Returning After You have Facilitated the Healing Process.
- How to Resolve Difficult Cases
- How to REALLY Generate Optimism, Courage and Enthusiasm for Your Client

Now, look at what you will receive in the manual!

No one ever gave you this did they?:

- The formula for healing.
- Resistance indicates healing is at hand, if you do this one thing.
- The most powerful case analysis ever devised.
- What you must do before beginning therapy with every new client.
- Tinnitus information for your clients that you can duplicate for FREE.
- Time Track Therapy: An outline of Kevin Hogan's addition to the field of hypnosis.
- Tinnitus Sufferer Case Analysis.
- Where tinnitus is in the brain.
- Saving Your Practice the Legal Way: The Mental Health Bill of Rights

Distinctions of Professionalism

- The best definition of hypnosis you will ever have to explain to your clients.
- What you need to know about false memories, when they are helpful, and when they aren't.
- How psychosomatic illnesses are created.
- The one mistake that amateur hypnotherapists don't know can lead to suicide.
- The most powerful case analysis ever devised.
- Environmental Illness and Multiple Chemical Sensitivity patterns.
- The six pillars of hypnoanalysis.
- How to understand an audiogram.
- Medications: Cost, Benefits and Side effects
- Psychiatric Diagnoses and Tinnitus.

This Program is for the 21st Century Hypnotherapist

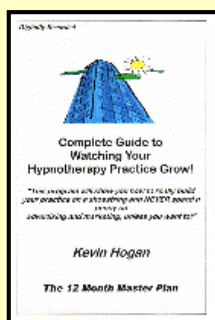
You hold in your hands the information you need to facilitate the healing of the clients you will be taking on. Chronic illnesses are experienced by nearly 1/5 of all people. Disorders from tinnitus to chronic fatigue plague people across the world and they need help that the medical doctor simply doesn't have time to help them with. Now you can. In fact, the medical doctor is normally very pleased to have your assistance as long as you are professional and respect him and his clients. This program provides you with essential elements of healing that no one may have ever shared with you!

12 Audiotapes and Manual \$195.

100% Lifetime Money Back Guarantee

[TO ORDER](#) (SECURE SERVER)

COMPLETE GUIDE TO WATCHING YOUR HYPNOTHERAPY PRACTICE GROW! by Kevin Hogan



[TO ORDER](#) (SECURE SERVER)

"Your marketing program is the best! It really works!! My private practice is growing steadily...with many successes but the most exciting...the shrinking of tumors on a patient's liver! I just followed your recipe!" Rev. Tom Leutner

This newly updated eight tape audio program is packed with Kevin Hogan's complete marketing program, and public relations strategies that have helped him build one of the largest hypnotherapy practices in the world. One of the best parts of building your hypnotherapy practice is that now you never have to worry about whether an ad will pay off because you will never place an ad. You won't have to worry about referrals from your clients because they aren't necessary anymore. You don't have to worry about paying your yellow page ad every month because now you don't need one.

What do you learn?:

- The EXACT strategies for earning \$50,000 income in the next year and \$70,000 the following year.
- Become the recognized as THE expert in hypnosis in your area.
- How to get on the radio for free.
- How to get tens of thousands of dollars of free advertising per year.
- How to get interviewed by newspapers with you as the expert source.
- How to get TV stations to get you on the air.
- How to run your business with no overhead.
- How to write articles that get you published!
- Get medical doctors to build your practice for you.
- Legal aspects of hypnotherapy no one has ever taught you.

This program will take show you what to do step by step to take you to the top of your profession. No one ever communicated real life marketing strategies that don't cost money until this program came along. This is how the very few people who are earning \$50,000 or \$100,000 per year in hypnotherapy do it.

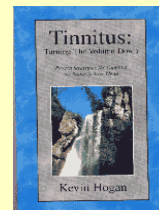
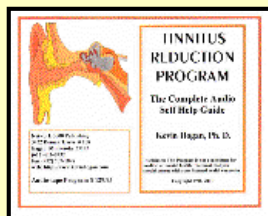
Why isn't Kevin charging \$5,000 for this program? Simple. The more qualified hypnotherapists that are doing good work the better it is for the profession. A big part of the problems we face in hypnotherapy is that hypnotherapists are poor marketers and even worse in creating ads that do not show our profession in it's best light. Kevin is all but giving this program away to improve the quality of the great profession of hypnotherapy worldwide.

Complete Program: \$125.00

100% Lifetime Money Back Guarantee

[TO ORDER](#) (SECURE SERVER)

TINNITUS REDUCTION PROGRAM (includes the book!)



by Kevin Hogan, Ph.D.

[TO ORDER](#) (SECURE SERVER)

WHO SHOULD OWN THIS PROGRAM?

Anyone with tinnitus who would like to reduce the volume of their tinnitus through the use of self-hypnosis audio-cassettes, along with other strategies presented in the program.

The Tinnitus Reduction Audiocassette Program has helped thousands of individuals reduce the distress associated with tinnitus. In most cases, when individuals utilize the Tinnitus Reduction Program as part of a multi-modality approach to tinnitus reduction they experience long term improvement.

"I had meant to write before as I have had your tapes from July now. They have been wonderful and saved my sanity. My tinnitus is greatly reduced and my Meniere's under control. I return to your tapes as I find them excellent and I use them every night to go to sleep with. Thank you." Anne Clarke

Your seven tape program includes three hours of up to date information about how to reduce the volume and distress of your tinnitus. This portion of the program is updated regularly.

In addition to the reporting you will receive of what is working in the area of medicine, tinnitus retraining therapy, and other modalities, you will receive eight sides of self hypnosis tapes specifically designed by Kevin Hogan which assisted him in the elimination of his tinnitus. Now, you can utilize the same program as part of a multi-modal effort in reducing your tinnitus volume.

Kevin Hogan is a clinical hypnotherapist and although he believes his program for tinnitus reduction will help most sufferers, he also knows that one on one therapy with a skilled and experienced practitioner of tinnitus reduction hypnotherapy is likely to be a superior route.

If no one in your community has experience in reducing tinnitus suffering in clients using hypnotherapy then feel free to order the Tinnitus Reduction Program now.

The program includes the brand new book, Tinnitus: Turning the Volume Down which includes the latest developments in reducing tinnitus and hundreds of citations for further research.

Tinnitus Reduction Program and the 200 page book, Tinnitus: Turning Down the Volume - \$129.95

100% Lifetime Money Back Guarantee

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VIDEO CASSETTE TAPES



NEW! Raising Emotional Intelligence: An

Introduction!

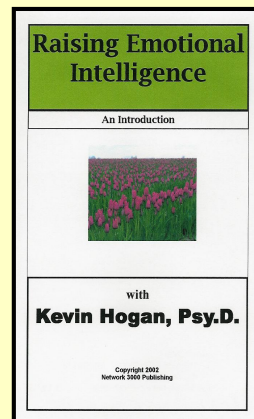
by Kevin Hogan

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This fast paced video shot "live" before an audience of 360 people guides you through the 14 domains of emotional intelligence and shows you the 9 mental and emotional patterns that ultimately cause people to be weak in any of these areas. Learn about the core conflicts we project onto our relationships.

How do schemas such as these affect our lives:

- Mistrust and Abuse
- Subjugation
- Unlovability
- Dependence
- MORE!

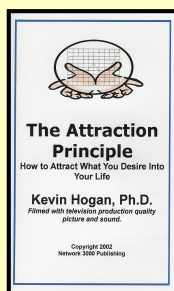


Whether you are in sales, do therapy or run a business, if you don't understand the fundamentals of emotional intelligence, you are doomed to fail. This one hour video covers all the basics and simplifies an extremely complex subject into easy to understand areas for applications to be applied.

1 VHS Videotape \$39.95.

[TO ORDER](#) (SECURE SERVER)

The Attraction Principle: How to Attract What You Desire Into Your Life! **NEW VIDEO!**



with Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

Learn the difference between success and failure in bringing about what you desire in your life. What is the EXACT formula that will enable you to manifest the dreams and desires you have been nurturing? Learn it all here. Kevin Hogan presents his Attraction Principle.

You will learn :

- The Phenomenon that occurs in the brain when we have Conscious Awareness
- Specificity—How specific should our visualization be?
- Sharing Your Dream with Others—Good idea or bad idea?
- The “It Wasn’t Meant to Be” Myth
- The formula for manifestation of your client’s dreams
- The importance of emotion when wiring new pathways in the brain
- The 8 Step Pattern to Attract What You Desire Into Your Life

- The 4 Key Mistakes that therapists make and how you can ensure success

Learn the exact pattern to follow for yourself, for your clients. Know exactly how to help others STOP SELF-SABOTAGE and attain their goals.

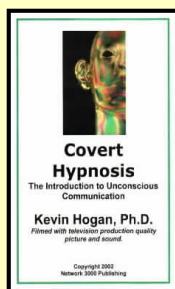
Ensure your success. Set goals, REACH and ATTAIN goals. Attract the people you desire into your life.

All these things are possible when you know HOW.

1 VHS \$39.95

[TO ORDER](#) (SECURE SERVER)

Covert Hypnosis: The Introduction to The Secrets of Unconscious Communication... LIVE! NEW VIDEO!



with Kevin Hogan

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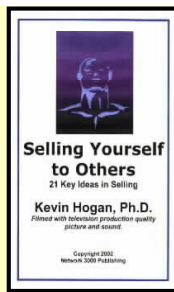
Join Kevin Hogan in front of a standing-room-only audience of over 400 people. Kevin reveals tips on how to sell, work with clients, **communicate effectively** and **utilize the space around you** to take command of every situation you find yourself in.

This fast paced one hour video filmed with studio equipment is a must to **enhance your unconscious communication skills**. Kevin had been ill with a serious vocal cord lesion for 4 months and was virtually unable to speak due to leukoplakia when he was given the clear by the doctor to give this dynamic and exciting presentation. Never more fun. If you miss this video you have missed a real treat. This video introduces you to covert techniques using body language and body positioning to gain compliance fast.

1 VHS \$39.95

[TO ORDER](#)

Selling Yourself to Others: 21 Key Ideas in Selling (That You Have Never Thought Of!) NEW VIDEO!



with Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

NEW!

Selling Yourself to Others: 21 Key Ideas in Selling (That You Have Never Thought Of!)

People buy **YOU** not just your products and services. This **brand new** video contains new selling strategies *never released before* based upon scientific advances in behavioral genetics and tested in real life selling situations! This one hour video will help you **increase your sales** in a scientific fashion. Best? It's amazingly **easy to learn and apply** this material!

For the first time, you will learn **concrete answers** to this sampling of questions:

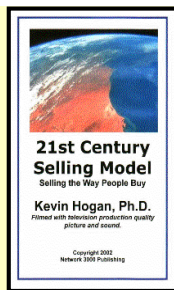
1. Which gives you the best chance at making a sale: Selling to one person, to four people, to 30 people?
2. Does a positive attitude increase sales? If yes, why? If not, why not?
3. Should you frame your sales presentation around the buyer or the buyer's family/group she belongs to?
4. Does it really pay to use the competition as leverage in selling? How do you know? Always? Never?
5. How does **locus of control** increase sales?
6. What is a **testosterone rush** and how does it get a customer/client to sell himself?
7. What is the **single key** to framing your products and services as adventurous or security oriented and how does it help you increase sales geometrically?
8. There are **seven core reasons** that people make decisions and buy anything. What are they?
9. What are the **key drives** that motivate people to say "Yes!"
10. How do your clients' desires and needs determine buying decisions?

Sound incredible? It is! This material will give you an insight into the quality and cutting edge factors that are in all of our new releases.

1 VHS Video \$ 49.95

[TO ORDER](#) (SECURE SERVER)

21st Century Selling Model: Selling the Way People Buy **NEW VIDEO!**



with Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

NEW!

21st Century Selling: Selling the Way People BUY!

Learn all the key triggers that **cause people to buy** in the new millennium. Based upon cutting edge research into sales psychology and years of experience, you will learn how to be the obvious answer to many of your clients' problems. You will discover how to **program the neurology of your brain** so you literally FIND success in selling yourself. You'll also learn how to create the outcomes of sales interviews BEFORE they happen. Most importantly, you will uncover the **secrets of developing personal mastery**...the focal point of how most of your customers will judge you and deem you worthy or not of buying from.

Everything in this video has been TESTED in real life by real salespeople whose lives depend on their making the sale. Every concept, strategy, tactic and game-plan in this program has been PROVEN successful at **raising your closing ratio** and igniting your personal self motivation levels to new highs.

This beautiful video is 90 minutes in length and contains material that has never been taught before on video or CD anywhere...by anyone!

1 VHS Video \$ 49.95

[TO ORDER](#) (SECURE SERVER)

Body Language: Get the Edge in Business and Personal Life **NEW VIDEO!**



with Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

NEW!

Body Language: Get the Edge in Business and Personal Life

Here it is! In this brand new video Kevin Hogan literally gives away almost all of the secrets of body language that haven't been released to date.

Best: You get to watch Kevin Hogan interact with Beth Bednar (former ABC TV anchor) "live" in the studio! Discover just how Kevin positions himself to put Beth at ease and in rapport instantly.

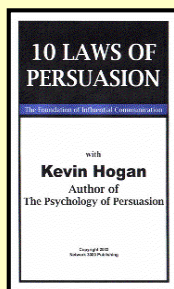
Then find out how people blow it...unwittingly...and make nonverbal communication mistakes in business and social situations. You will learn how to do it ALL right. This brilliant video is 85 minutes in length and covers every major strategy of body language that has been found to be effective in

sales and personal relationships.

1 VHS Video \$49.95

[TO ORDER](#) (SECURE SERVER)

The 10 LAWS OF PERSUASION



with Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

NEW!

The 10 Laws of Persuasion: The Foundation of Influential Communication

Taped live in a beautiful television studio at a Fortune 500 company, Kevin Hogan gives you the foundation for persuasive communication. Whether you are a leader in business, own your own business, or are a salesperson, you cannot successfully gain compliance without the material. The ten laws of persuasion include the Law of Time which is critical in getting people to "YES!" and keeping them there! If you've seen Kevin live you know how much information he packs into an hour. If you haven't, here is your chance to get a massive download of information about the key to emotional intelligence. The ability to influence is the key to personal mastery and success in life and business. The graphics are beautiful and help you understand and master each point. This video provides plenty of new material that has not been shared before and it's yours for 1/100th the cost of Kevin's full day training fee!

1 VHS Video Approx. 60 minutes \$49.95

[TO ORDER](#) (SECURE SERVER)

IRRESISTIBLE ATTRACTION: Unlocking Your Inner Magnetism



with Kevin Hogan and Beth Bednar

People form their first impression of you in the first four seconds! Maximize your natural attributes to create an instant bond with anyone you meet.

Irresistible attraction means bringing your charismatic you to all of your relationships. Whether you are moving toward intimacy or simply want to be at your best, this video takes you through the laws of attraction and charisma.

You will learn how to:

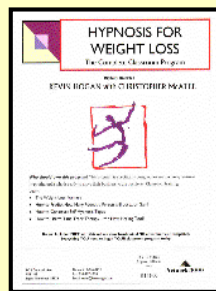
- Communicate with others at the Unconscious Level.
- Use easy to learn gestures and body positions to make or break a first impression.
- See what your (or their) eyes are really saying.
- What to say when you don't know what to say!
- Create chemistry with anyone at will.
- Words and phrases that virtually guarantee they will say yes!

Kevin Hogan is an author and certified instructor of hypnotherapy and a body language media expert.

Beth Bednar is a well known public speaker and real estate investor. She was an ABC-TV affiliate anchorperson and now does commercials and voice-overs.

1 VHS video \$ 39.95

[TO ORDER](#) (SECURE SERVER)



HYPNOSIS FOR WEIGHT LOSS: The Complete Classroom Program

with Kevin Hogan and Christopher McAtee

Now a 3-video-tape set! August 2000

Who Should Own This Program? The Hypnosis for Weight Loss Classroom program is specifically designed for the currently certified hypnotherapist who is ready to move their business to the next level: classroom training. This program is not suitable for someone who has not already been certified in hypnosis.

Bonus Tape: Live Classroom Footage

Kevin Hogan live in the classroom on the first evening of a 3-class series on weight loss. This video will show you EXACTLY how to teach your first night of class. Learn what material to cover and how to present the information effectively. How to handle Q & A from your classroom audience.

Volume 1: Ego States and the World's Most Profound Weight Loss Program Ever Created.

Overview: Kevin Hogan discusses and summarizes Ego State Therapy. The Hypnosis for Weight Loss: Classroom Program is introduced. Additional distinctions are made about:

- How ego states form.
- What the function of these parts are.
- How to gather information from various mind-states.
- Build rapport with all elements of an individual.
- How to resolve internal conflict.

- Weight loss strategies that are scientifically proven.
- How to teach a weight loss class.
- How to build an effective and profitable self hypnosis program.

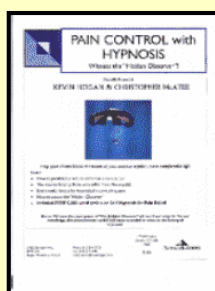
Volume 2: Weight Loss Program and Time Track Therapy

Overview: Kevin Hogan and Chris McAtee teach before 50 adult weight loss students in a public school as you see the results of their work discussed with students one by one. Add up the pounds of the people in class as they tell you how much weight they lost using Hogan's incredible self hypnosis program. Finally, Kevin describes Time Track Therapy in a rapid but thorough fashion.

- The Weight Loss Formula.
- How to predict almost exactly how many pounds a person will lose...or gain!
- How to construct self hypnosis tapes.
- How to utilize self hypnosis tapes.
- When should people listen to self hypnosis cassettes.
- How to utilize Time Track. The new healing tool!

3 VHS Video Tapes, Class Handouts, **and** actual course description write-ups - everything you need to start **NOW!** \$145.00

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PAIN CONTROL WITH HYPNOSIS and the "Hidden Observer"!

with Kevin Hogan and Christopher McAtee

August 2000

TO ORDER (SECURE SERVER)

“Are you ready to learn what REALLY works to reduce, eliminate and control pain with your clients? Would you like a REAL test of analgesia and anesthesia? Watch a client have her arm placed in a bucket of painfully cold ice...observe the client's actual hypnotic responses (NO pain at all!) to this sensory punishment, and then, for the first time ever on video, see the hidden observer tell you how painful it REALLY was. Hogan and McAtee show you powerful methods to help change your clients lives now!” Devin Hastings, C.I., author of the brand new video, 10 Steps to Controlling Diabetes

This in-depth video program contains the most powerful tools of hypnosis for pain relief ever put on tape. Here is what you will learn:

TAPE ONE

- Ethical and Legal Issues
- Physician Referrals
- Masking Pain
- How to Explain Pain and Relief to Clients
- Case Analysis and Intake

- Relieving Pain in the Short Term
- Trance As Dissociation
- Trance Altering Body Experience
- Pain AS the Induction when they Can't Relax
- Hypnoanalysis
- Fibromyalgia Pain
- Dealing with Fear/Anger/Resentment/Guilt
- Secondary Gain
- Regression for Pain Relief
- Re-Patterning the Brain
- Ego State Therapy for Pain Reduction
- Reducing the Emotional Response to Pain
- "Is it all in my head?"

Tape two of this program contains the most remarkable demonstration of pain control you will ever witness and hypnosis' most elusive phenomenon: "The Hidden Observer."

TAPE TWO

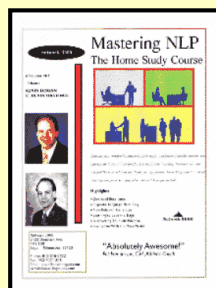
- Hypnotic Analgesia
- Anesthesia and Glove Anesthesia
- Dissociation
- Anchoring
- Direct Diminution
- Metaphor
- Mechanical Controls
- Thermometer, Dimmer Switch and Remote
- Displacement
- Demonstration of Hypnosis Completely
- Controlling Severe Pain
- THE HIDDEN OBSERVER PHENOMENON
- An interview with the:HIDDEN OBSERVER
- Ethics- Once More!

2 VHS videos plus BONUS Pain Control article!

\$ 99.00

Guarantee: If this isn't the most powerful tape, the most useful information you have ever seen about pain control, return it for a full refund

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MASTERING NLP: THE HOME STUDY COURSE

with Kevin Hogan and C. Devin Hastings

6 VHS Videos, Home Study Manual \$295.00!

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Appropriate to Certification and Master Level Students: These are the Most Powerful Tools NLP can offer you and you now can MASTER them in a fashion not normally experienced with video.

You've never experienced NLP like this!
Digitally recorded !

Tape One

- The Soul of NLP
- Anchoring that Really Works
- Extinguishing Anchors
- Finding Your Calm Button
- Warning I Brake for Hallucinations

Tape Two

- New Behavior Generator
- History of NLP
- Expectancy
- Relationships: Why We Love Who We Do
- Well Formed Outcomes
- Strategies

Tape Three

- Strategy Elicitation and Utilization
- What Makes Good and Bad Decisions
- Swish Your Way to Excellence
- Submodalities
- The Funniest Elicitation in History
- This is Your Trance Not Mine

Tape Four

- The FUN MetaModel!
- Stories for the Ages
- Circle of Excellence
- Profound Life Changes

Tape Five

- Finding Resources for Change
- Discovering Your Purpose
- Chunking Down to Find Your Path
- Mapping over Submodalities
- Understanding Values

Tape Six

- Hypnotic Language
- The Milton Model
- Memetic Illnesses
- Having Fun With Trance-Language
- Visual Squash
- Closing Comments
- Eye Accessing Cues Research Results
- Certification

6 VHS Videos and Home Study Manual \$ 295.00

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TINNITUS: Turning the Volume Down Video Set (4 hours)

with Kevin Hogan



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"Thanks for the update on tinnitus, everything helps. Using many of your techniques along with other information and some of your suggestions I have been able to help a number of clients achieve full remission and a number of others reduce the noise. I thank you and my clients thank you." Michael Smithwick MA,

LPC

WHO SHOULD OWN THIS PROGRAM?

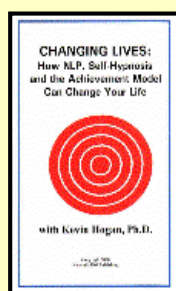
The Hypnotherapist who wants to sharpen their skills for working with tinnitus clients, and/or the tinnitus sufferer who wants to delve into the causes and treatments of tinnitus. **THIS IS NOT A SELF-HYPNOSIS PROGRAM.** This IS an informational video-cassette program.

Whether you have tinnitus or you are working as a therapist/doctor with people who suffer from tinnitus and hyperacusis, the approach for therapy is detailed here for the first time. The 4 hour video tape set shows you specific methods of reducing the volume of tinnitus AND the emotional impact it has on your clients! Kevin Hogan suffered from tinnitus of over 75dB for 30 months and that experience combined with endless research helped synthesize the tools for substantial reduction and elimination of the discordant noise. This program is the required program for therapists wishing certification in tinnitus. Two video's are taped live with a group of 30 people who suffer from tinnitus. The third video is a television interview with ABC's Beth Bednar. Combined they answer all of the questions every sufferer has and directs both client and therapist to the most effective modes of treatment. These are NOT self hypnosis tapes. These are tapes that instruct therapists and doctors of all kinds as to what course of treatments and therapies need to be considered with each client. Neurological re-wiring is covered in detail. Habituation, TRT, medication and osteopathic interventions are all discussed in depth.

{2 lbs. }3 VHS Videos \$99

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CHANGING LIVES: How NLP, Self Hypnosis and The Achievement Model Can Change Your Life and Others



Kevin Hogan, Ph.D.
With Special Guest Devin Hastings

This fast paced two hour live presentation shows you how to synthesize the best of self hypnosis, NLP and achievement strategies to help yourself and others change. This cutting edge program will show you:

- How to use the Achievement Model
- How to be fully present with others
- How to use reciprocity to build friendships
- What the three ingredients to success are
- How to shift the experience of frustrating and depressing thoughts in your mind.
- What the six human needs are and how to fulfill them
- Shift your experience instantly by changing the context
- Change your state of mind, now.
- The Real Meaning of Life

Network 3000 Publishing

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1 VHS Video approximately 120 minutes

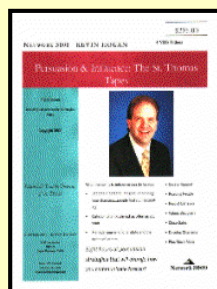
Introductory Price \$ 49.95

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PERSUASION AND INFLUENCE: The St. Thomas Tapes { 8 hrs }

with Kevin Hogan

February 2000



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Join Kevin Hogan and participate in the experience of creating persuasion and influence strategies for corporate America. This one day video course comes complete with the Persuasion and Influence Manual that the original participants received at the University of St. Thomas. Each person in this sold-out audience paid \$355 each to participate and learn from Kevin Hogan, the author of eight books, including the Psychology of Persuasion and Talk Your Way to the Top.

Bonus! Place your order now and receive **free** the 2 hour video Mastering Persuasion Strategies with Kevin Hogan (Retail \$95). This video was recorded live in the television studio and contains never before released tactics for building loyalty, strategic movement, creating instant rapport, and much more!

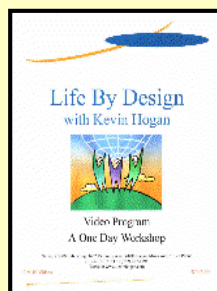
All four videos total 8 hours. \$ 195.00

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LIFE BY DESIGN: Transforming Your Future Forever {6 hrs }

with Kevin Hogan

February 2000



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Kevin Hogan guides you through your complete and unabridged video course for personal transformation. Life By Design gives you all the skills and strategies you need to transform your life into a journey rich with love and happiness. Life By Design begins with self-discovery and takes you on an adventure into your future. Using this course as your guide, you will be able to live the life you have dreamed and imagined.

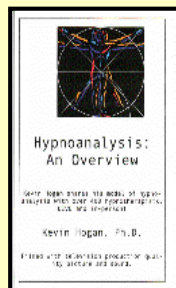
Life By Design will help you choose the direction in your life that you and only you want to travel. By living your life as you intend it, you help create your happiness. This program shows you how to know what it is you want your life to be about. This complete video course will guide you to accepting all that you richly deserve in life.

How much is your life really worth? Order today and this \$245 course is yours for only \$99.95.

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HYPNOANALYSIS: AN OVERVIEW

with Kevin Hogan



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"Recently I ordered your video, 'Hypnoanalysis', and I wanted to say 'thank you' for making this tape available. I appreciate the informative and dynamic overview of Hypnoanalysis which you present as well as your emphasis upon being client centered. Your video is a great addition to my library." Joseph Meador, M.S., Ph.D.

Kevin Hogan shares his model of hypnoanalysis with over 400 hypnotherapists LIVE and in person!

Wall to wall hypnotherapists crowd a convention center hall to hear Kevin Hogan present an overview of his model of hypnoanalysis. Join in the laughter and the tears as Kevin Hogan is at his very best.

Dave Elman called hypnoanalysis the "crown jewel of hypnotherapy". The ability to utilize hypnoanalysis is precisely what separates the outstanding hypnotherapists from those that are destined for mediocrity. Learning hypnoanalysis will revolutionize your career. This video presents a simple overview about what hypnoanalysis is about.

Kevin Hogan weaves stories of success and failure into this uplifting presentation. Anyone can read a script to a client. Is it time to really make a difference in the lives of your clients? Is it time for you to seriously begin your quest in learning about the crown jewel of your profession? You will learn the following from this fast-paced one hour presentation:

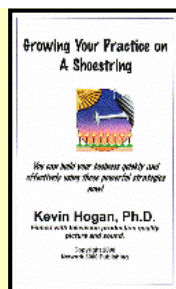
- What you must do before beginning therapy.
- New distinctions in utilizing regression.
- When to do "Parts" Therapy.
- Time Track Therapy: an Introduction.
- How to Make a Script.
- When to Use a Script.

This video is filmed with television production quality picture and sound and is being offered to you for only \$29.95. VHS.

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GROWING YOUR PRACTICE ON A SHOESTRING

with Kevin Hogan



TO ORDER (SECURE SERVER)

You Can Build Your Business Quickly and Effectively Using These Powerful Strategies Now!

"GROWING YOUR PRACTICE ON A SHOESTRING...is an awesome package. I

watched it about 2-3 times and felt I was missing something. Then there it was! Another viewing reveals the secrets right there. I must have studied the first eight minutes of your presentation for an hour plus. I don't know why I couldn't believe my eyes. 'This guy IS great', I thought to myself with a huge grin plastered across my face. Here on video I was able to experience again the same masterful persuasion I was only beginning to know in your class. The techniques, the charisma, the compliance, and of course the Man. Your work is truly art and it has been in large part my inspiration for an ever ascending direction in my life. What a wonderful spiral to be spun in... you help me to help myself to help others help themselves. Thanks for being a model of excellence. I look forward to future learning experiences with you whether material or personal. In essence of what I told you in class, " I will see you at the top." and for that to you I'm grateful." Christopher Horne, C.Ht.

Wall to wall hypnotherapists crowd a convention center hall to hear Kevin Hogan present his strategies and techniques for building a \$100,000 practice.

Join Kevin Hogan and over 400 hypnotherapists LIVE at the world's largest hypnosis convention. You will watch this video over and over as you begin to understand and apply the methods for building a practice of almost any size.

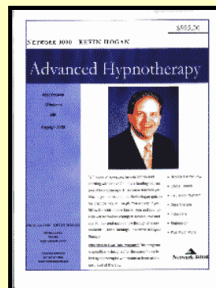
More helpful and relevant material is presented in this seminar about making your business grow than you can get anywhere from anyone. These strategies are all tested, tried and true. If you utilize the tools on this video, you will succeed. Nothing is left to guess work.

You will learn the following from this VERY fast-paced one hour presentation:

- Where to teach classes about hypnosis.
- What to teach in a class.
- How to get paid to market your practice.
- How to easily earn \$400 per evening.
- How to add three clients per day.
- How to write an effective newspaper article.
- The one time to write a yellow page ad.

This video was filmed with television production quality picture and sound. VHS video. \$29.95.

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ADVANCED HYPNOTHERAPY: HOME STUDY PROGRAM

with Kevin Hogan and Special Guest
Speakers

June 2000

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"I can't tell you what a part your tapes have already played in my practice! Already I've incorporated your tips, various ideas for therapy etc... the priceless data and abundant source of information supercede cost. Seeing this in action is a MUST for any NEW clinician! Thank you! Thank you! I thoroughly enjoy your style ---your affect--- the stories ---the priceless applications etc...Plus, when it's time to refresh, it's all there on tape should I ever hit a brick wall...I'll know where to find you!"

Margaret Bell, Cht.

"24 hours of non-stop, fast paced fun and learning with one of America's leading instructors of hypnotherapy. This course teaches you how to get the results that Kevin Hogan gets in his practice. You will laugh. You will cry. If you follow the instructions herein, you and your clients will be forever changed. Kevin's love and zeal for our profession show through at every moment."

Devin Hastings, Instructor of Hypnotherapy

Who Should Own This Program?

This advanced hypnotherapy home study program is specifically designed for the currently certified hypnotherapist who wants to learn what is at the next level of therapy. This program is not suitable for some who has not already been certified in hypnosis.

Twelve Volumes, VHS \$495.00 (For a limited time!) Cover price \$595.00

24 hours of advanced hypnosis material that you don't get from anyone else. Watch Kevin Hogan, Devin Hastings, Ron Stubbs and the finest trainers in the United States show you what it takes to be the best, get results and practice with peace of mind.

You will learn:

- **Volume 1: The Basics of Hypnosis, Your Therapeutic Approach, Your Business NEW! Recorded in 2002!!!**
What is Hypnosis?
What is Hypnotherapy?
Description of and discussion about benefits and drawbacks of Regression, Guided Imagery, Metaphor, Ego State Therapy, Suggestion and Kevin Hogan's CARPETS model of therapy.
The importance of 8-10 Sessions
Client Bill of Rights: It's the Law

Confidentiality
Sexual Misconduct and You
Billing Strategies
What Can You Do When they Don't Show?
Getting Permission to Share their Story
How Belief Can Change the Immune System

- **Volume 2: Your First Session With a Client and the Best Instructions You Can Utilize**

Overview: The first step in therapy with your client is obtaining a responsible case analysis. Then, you must choose an induction that is legal and effective. Hogan and McAtee guide you through the waters and show you exactly what to say and do.

Case Analysis - What Matters

The Exact Questions You Need to Ask in a C.A.

What Each Question Tells You About the Unconscious

How to Apply the C.A. to Your Hypnotherapy

How to Know if Your Client isn't Being Upfront With You

Inductions that are Legal and Quick

The New Dave Elman Induction

BONUS: Q & A about Insurance

- **Volume 3: Positive Regression - Your first session with a client should almost always end with a positive regression.**

Overview: Several elements of your first session will determine whether or not your client will come back. If you close with a positive regression, you will probably develop a client who is excited about getting well and one who trusts you. The positive regression is one of the most powerful tools in hypnotherapy. This volume covers the entire gamut of the positive regression.

When Else do you use a Positive Regression?

How Often Should You Run Through Events?

How Can You Anchor in These Resources?

How do These Experiences Prepare You for Difficult Work?

How to Build Long Term Rapport with This One Tool

Overcoming the Pitfalls of Regression in Session

- **Volume 4: Regression Therapy**

Overview: Learn how to utilize the most powerful tool known in hypnotherapy. Regression. This often misunderstood and mis-used modality will change the way you do therapy forever.

Fractionation

Inductions: Which to Use for Regression

Problems with Inductions

Regression Toward Cause Instead of TO Cause

Common Mistakes in Regression Therapy

Taking Notes to Find the Threads of Healing

Affect Bridge Skills

Overcome the Fear of Public Speaking

- **Volume 5: Dealing with Common Problems in Trance**

Overview: Learn how to work with the deaf and the hard of hearing. Learn what to do when something goes wrong in trance. Finally, learn the most powerful

convincer technique known!
Silent Induction for the Deaf
BONUS: Q & A about Regression Therapy
Dealing with difficulties in Regression
How to keep your client focused in Trance
What to do when the client gets off Track
Complex Regression Issues
Rapid Eye Movement Strategies for Trance and Healing
Demonstrations

- **Volume 6: The Masters Techniques**

Overview: Mastering the basics precedes advancing to the level of mastery. This tape answers the most critical questions you have always wanted to know the answers to.

New Dave Elman Demo
Deaf Inductions
Dealing with Disabilities
Avoiding errors in Emergence
. What happens when the client goes home
Difference between Psychotherapy and Hypnotherapy
The Womb
PLR Questions and Answers
Analysis vs. Ego State Therapy
All Memory Is False Memory
When is it appropriate to Forgive

- **Volume 7: The Business of Hypnotherapy and an Amazing Healing Story**

Overview: Part one of this tape covers the critical elements of the business of hypnotherapy. Part two is an exposition of one of the most remarkable healings recorded in Kevin Hogan's hypnotherapy career.

Office Décor
Office Location— Leasing and Location Tips
Insurance
Incorporating
Visa/Master Acceptance
Appropriate Client Seating
Marketing that Works and DOESN'T Work
Writing Articles
Radio and Television Exposure
A MIRACULOUS HEALING!

- **Volume 8: Ego State Hypnotherapy Part One**

Overview: The second most valuable tool the hypnotherapist has in doing healing work is that of ego-state therapy. Learn how to find the key issues of what is holding your client back and help them release it now!

How ego states form
What the function of these parts are
How to gather information from various mind-states
Build rapport with all elements of an individual
How to resolve internal conflict
Eliminate secondary gain
Gain internal agreement for individual congruency
FUN demo with Chris McAtee and Kevin Hogan
Questions and Answers about parts therapy

- **Volume 9: Allergies and Difficult Issues.** Knowing when to use analysis and how to work with difficult

issues will separate you from the rest of the field! Devin Hastings and Kevin Hogan show you how to do just that!

Overview: Kevin Hogan and Devin Hastings deal with difficult issues. Additional topics:

- Dealing with difficult issues.
- When NOT to use regression.
- When to use analysis.
- Allergy protocol with Devin Hastings.
- Cautions in working with allergies.
- Demonstration with allergy sufferer.

- **Volume 10: The Masters Tools**

Overview: Working with the deaf, constructing realistic positive futures for your clients and the nuances of hypnotherapy that advance you to the forefront of the field of hypnosis

- Demo with allergy sufferer (continued)
- Nuances of therapy—the extra mile.
- Deaf Inductions with Melissa Barnes.
- Working with the deaf.
- Time Track Therapy demonstration.
- Time Track Therapy briefing.

- **Volume 11: The Masters Techniques**

Overview: Tried and true inductions don't work with the anxious client. Now you will know what to do. Advanced inductions accomplish more than induce trance. You will learn that here. Subtleties of therapy you never thought possible.

- Advanced Dave Elman Induction.
- Demo advanced induction with Devin Hastings.
- Dealing with stressed clients.
- Inducing trance with anxious clients.
- Ericksonian Hypnosis.
- Advanced inductions with Devin Hastings.
- Q & A about Regression Therapy.
- Clarifications about Outstanding Therapy.
- Advanced Tools. From the Masters Tool Box.

- **Volume 12: Two Special Situations. Tinnitus and Children**

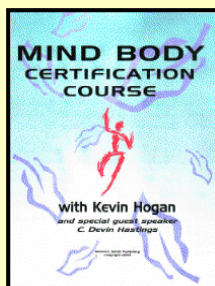
Overview: There are numerous special situations that can be helped with hypnotherapy. Working with those who suffer from tinnitus and helping children are two special areas of interest. This video helps you gain an understanding of both!

- How to work with kids.
- What are the confidentiality rules?
- How to build trust in kids.
- How to work with people who suffer from tinnitus.
- How to help people cope with the insufferable noise.
- How to help them ultimately turn the volume

down.

12 VHS videos \$ 495.00

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MIND BODY CERTIFICATION: Home Study Program

Understanding and Utilizing The Mind-
Body Connection

with KEVIN HOGAN, Psy.D. and special guest C. Devin
Hastings

RECEIVE AN IMPORTANT NEW CREDENTIAL

The Mind Body Therapist Level One Certificate (MBT) is awarded at the end of the course by the Minnesota Institute of Hypnosis and Hypnotherapy. (The MIHH is a state licensed school for hypnotherapy.)

"Your course was absolutely wonderful and I feel that it was a privilege to have been in your class. I have been able to apply many of your ideas and suggestions with my clients with great results. I just want to thank you for sharing your knowledge and making it possible for me to improve the help that I give to others." Marcia Finnegan

You will learn what Mind Body Healing really is, specifically how to tap into the power of the mind and communicate this information in very simple ways to your clients and their medical providers.

This is a very special two day certification course. Every hour is filled with immediately useful information that you can incorporate into your life and career right now! This course draws from cutting edge research in the fields of medicine, neurobiology, neuropsychology, social psychology and psychoneuroimmunology.

This is the most advanced information known about mind body healing and it is being disseminated to you in a fashion that you will be able to easily understand and utilize.

This course puts you on the same page as the people who you will work with in the professional community. You will have access to the same (if not better and more up to the minute) information that all the world's leading journals in mind body medicine offer.

You will learn specific strategies for helping your clients

including, reconnecting in their social life, hypnotic techniques to create expectancy, the attraction principle in mind body therapy, giving the life controls back to your client. You will learn how to use stories that will change your clients life and know how to eliminate those that don't.

A Sampling of What You Will Learn:

- NEW! Theater of the Mind! Kevin Hogan's newest innovation in the field of hypnotherapy. This tool regresses and reframes contemporaneously!
- NEW! Identify the 11 Maladaptive Mind Patterns a person may be experiencing and help them recover. (Including, Abandonment, Mistrust, Abuse, Unlovability, Deprivation and more.)
- NEW! Create Love Interventions for clients who have not experienced real caring and connection.
- NEW! The core reasons some people heal and others don't.
- NEW! Harness the power of desire, expectancy and conditioning to create the mind body response.
- Medically documented research that specifically shows what helps people heal faster after surgery.
- What helps children with asthma reduce attacks without medication.
- What helps some angina patients heal very quickly. (This is unbelievable!)
- The types of movies that actually change your germ fighting chemicals in your body.
- What makes some people virtually immune to poisonous plants (like poison ivy) while others suffer needlessly.
- The specific mechanics of mind body illnesses and how to explain them to clients!
- NEW! Factual basis for specifically how intimate relationships help return people to health.
- NEW! Help your client find the many kinds of love needed to return to good health.
- Discovery of meaning in life encourages healing. Here are the steps you need to take with your client to do just that.
- NEW! Create realistic optimism necessary for LONG TERM RESULTS!
- NEW! Hostility is literally killing your clients. Here is how to unplug the volatile episodes of anger.

This Program is for the Hypnotherapist who Cares!

Released June 2001

4 VHS Videos - 8 hours plus Manual \$ 295.00

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Guarantee/Return Policy:



Books: 100%

Video & Audio: Lifetime guarantee for replacing damaged or non-working tapes. As soon as we receive a damaged tape, we ship out a perfect copy the same day! No tapes may be returned for content reasons.

Tinnitus Reduction Program: 30 day Money Back Guarantee. No questions asked.

Training/Courses: As stated in the course catalog, application, brochure and/or enrollment agreement.

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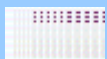
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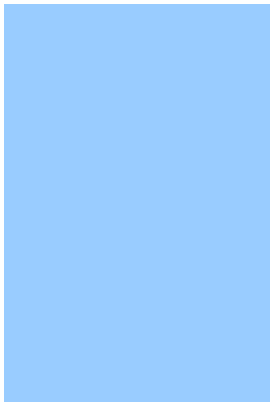
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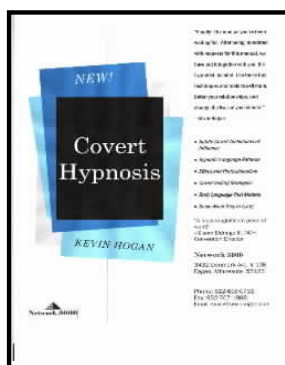
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COVERT HYPNOSIS: An Operators Manual for Influential Unconscious Communication in Selling, Business, Relationships and Hypnosis by: Kevin Hogan



Covert Hypnosis is the utilization of techniques and strategies to change the perception and behavior of others in a completely unconscious way. The optimal applications for covert hypnosis are in the fields of selling, advertising, marketing, relationships and of course, therapy.

"I got chills up my spine as I started flipping through your new book. I'm afraid I'm either going to have buy all rights to this thing from you and take it off the market, or buy all copies to keep you from selling it. This material is the most powerful stuff I've EVER seen for selling,

persuading, and motivating--- without anyone but you knowing it. Truly amazing. You've hit another one out of the park and over the stands." -- Joe Vitale, author of the best-selling series of "Hypnotic Writing" ebooks, including the new "Hypnotic Writing Swipe File" www.mrfire.com

This 100,000 word manual includes truly up to the minute scientific breakthroughs in the area of unconscious influence. For the simplicity of the reader the book is written with examples pertaining to either therapy or selling situations but of course the approaches discussed herein would apply equally as well to pastoring, teaching, training, and other relationship and group situations.

You will learn:

- Covert techniques for sports performance.
- Over 150 specific non-verbal communication techniques.
- How to stand and sit with people so they like you and believe your message.
- Strategies for pre-hypnotic therapy.
- How genes influence people's decisions and how to know in advance what they are.
- The basic thinking process of covert conditioning.
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- Discover the core 16 desires of every person you meet.
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- How suggestion can change visual recall.
- Two complete models for presenting material to others in a persuasive manner!
- How to make minor alterations in your physical appearance to influence others.
- How to tell a story so that the story delivers the message you want send!

I've shared this material with companies that have paid me \$5,000 per day. I've shared this information with the government of Poland to help construct strategies to fight the spread of HIV/AIDS. I've never put most of this information in print before. Now, instead of paying \$5,000 per day to have me teach this to you, you receive it in this dense manual for less than \$100. A lifetime accumulation of research and practice are now available for your success building and relationship enhancement!

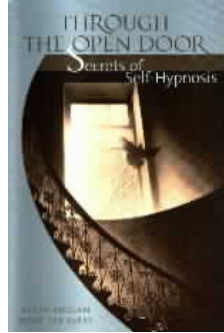
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THROUGH THE OPEN DOOR: Secrets of Self-Hypnosis

by: Kevin Hogan & Mary Lee LaBay



Get ready to be taken on a journey through your unconscious mind. Your mind is for you to take control of, and this book shows you how!

In a radical departure from current self-hypnosis and self-improvement books, internationally known hypnotherapists Kevin Hogan and Mary Lee LaBay contend that you can make lasting changes in your life by following simple, step-by-step blueprints for achievement, personal mastery, and emotional control. The authors share expertise gathered from a lifetime of research and successful therapeutic work to teach you how to:

- *Drastically improve your IQ and memory*
- *Permanently raise your self-esteem*
- *Overcome fear and build lasting self-confidence*
- *Have a baby and feel almost no pain*

When you do the easy self-hypnosis exercises in this book, you will notice a fundamental shift in your mind and body. You will be teaching your unconscious mind to pursue what you now want, and stop chasing after people and things it wanted when you were much younger. You really are in charge of much more that happens in your mind and body than you might guess. This book is like having an owner's manual for your life and mind!

Utilizing well-researched techniques of self-hypnosis, you can overcome your fears, lose weight or stop smoking, raise your self-esteem, significantly decrease the pains of childbirth, and strengthen your most important relationships. It is a wonderful tool for self-improvement that resides in all of us. This book shows you how to use self-hypnosis to make big and lasting changes in your life.

Embark on a journey of discovery that will lead you into a bright new future - one that you create and manifest. Following the simple guidelines described in this book, you will learn to:

- *Attain the balance you want in your life*
- *Dissolve self-sabotaging fears and be rid of unwanted habits*
- *Make better decisions - and stick with them*
- *Develop unshakable self-confidence*
- *Interpret your dreams*

"Hogan and LaBay simplify the complex tools of hypnosis and NLP into one easy to use volume. Manifest your destiny and live the life you've always wanted! This book shows you how." Laura Silva, creator of The Essential Mind Power Program and president of Silva 2000

To read an excerpt from this book, entitled **Do You Remember When You Forgot This?**, click [Here](#).

"Self-hypnosis can be a powerful technique for anyone seeking to overcome phobias, lose weight, stop smoking, ease the pangs of childbirth, or make other significant and lasting changes in their

emotional and physical well being. In Through The Open Door: Secrets Of Self-Hypnosis, Kevin Hogan and Mary Lee LaBay offer simple, easy-to-follow guidelines for employing self-hypnosis to achieve and maintain a desired balance in life; dissolve self-sabotaging fears and abolish unwanted habits; make and abide by better decisions; develop an enduring self-confidence; even interpret dreams. Exceptionally well written and an ideal introduction for the non-specialist general reader, Through The Open Door is a unique and invaluable contribution to any self-help, self-improvement reading list or reference collection."

Midwest Book Review

"Clinical hypnotherapists Hogan and LaBay do not contend that self-hypnosis is a panacea; they do, however, convincingly argue that it can improve the quality of life by tapping the unconscious, the part of the brain that psychoanalysts believe has a marked influence over behavior. In this "owner's manual for your life and mind", readers will learn via carefully explained meditations how to relieve pain, experience easier childbirth, break bad habits like smoking, lose weight, gain great wealth, and interpret dreams. The first hardcover book on self-hypnosis in quite some time, this should be a high-priority purchase, given the growing popularity of self-hypnosis and the authors' reputations as rising stars in the hypnotherapy field." Lisa Wise, Broome Cty. P.L., Binghamton, NY, Cahners Library Journal, December, 2000

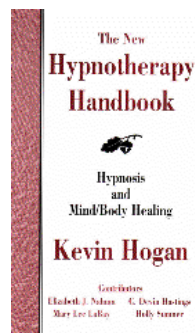
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- *Elizabeth J. Nahum*
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- *Holly Sumner*

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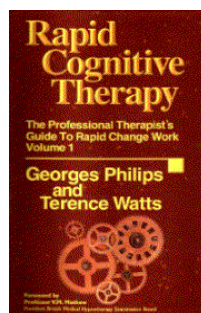
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Rapid Cognitive Therapy: The Professional Therapist's Guide to Rapid Change Work Volume One

by Georges Philips and Terence Watts

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This text is required reading and a pre-requisite to Kevin Hogan's Hypnotherapy Certification Course.

Rapid Cognitive Therapy presents a brief psychotherapeutic approach to working with clients. Along with a description of principles and an outline of methods, this book provides the reader with easy-to-understand techniques which can be used as adjuncts to conventional behaviourist and analytical approaches to therapy, including NLP and Gestalt work.

The authors describe in detail the art of Rapid Cognitive Therapy and give the therapist the means to get started quickly, outlining the structures for the first few sessions as well as providing full scripts for analytical and non-analytical work with the client.

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Ego States

by John G. Watkins

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This book is standard reading, and a pre-requisite for Kevin Hogan's Hypnotherapy Certification Course. The book explains theory and practice using the ego state concept. Ego states are the parts of our personality that cause us to act different ways in different situations. Ego state theory links normal personality functioning with its extremes, such as found in multiple personalities. The therapy integrates psychoanalytic practice and hypno-analytic techniques to discover and explore covert ego states, thereby effecting behavior change. With clear language and case extracts.

Book News, Inc.

Originators of ego state therapy explain the theory of this type of psychodynamic therapy and how to put it into practice, showing how to use the approach to achieve goals of psychoanalysis such as lifting of repressions, securing insight, and development of maturity and stability in personality structure. Presents follow-up studies comparing this approach with others, and addresses the current controversy over false memories and the implications for forensic practice. Of interest to psychoanalysts, hypnotherapists, and MPD/DID therapists. --
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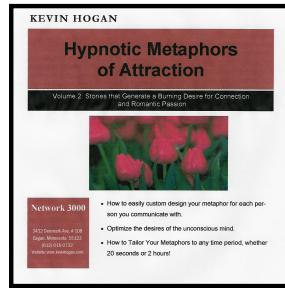
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Hypnotic Metaphors of Attraction: Stories that Generate a Burning Desire for Connection and Romantic Passion

by Kevin Hogan

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The next time your client wants to know what to do to be heard as more attractive, interesting, likable, sensual, and even a bit enticing, this is the CD that you can use to either let him/her listen to in session or you can use it as a template to weave three powerful metaphors for connection and attraction.

Two of the 16 core drives of human behavior are for connection (as in friends and community) and sex (including romantic affection). These two behavioral drivers have been effectively woven into the fabric of three powerful metaphors to help anyone master their confidence when talking with others. The first metaphor is fairly lengthy and is designed to unhook the most common fears of connecting with others while injecting the fuel of unconscious confidence and certainty into the client for communicating with anyone they might be attracted to. This metaphor is one the client can listen to in your office or home.

The other two metaphors are stories that the client can utilize when talking to that special someone. One metaphor is to be utilized the first time two people meet. The second story is one that is to be used when the person asks for a lunch/dinner/date commitment. They are compelling and rather difficult to say "no" too! These two stories need to be fine tuned for the client and take into account the person they are talking to. The total time to master these two charismatic metaphors for the listener is approximately one hour. This is truly a ground breaking CD program. You will be able to help build your client's level of certainty and confidence while giving them two very practical metaphors they can use in real life. A workbook is included so you know specifically where to make any changes due to specific client intake information. For the most part, all three metaphors are ready to be mastered immediately.

The hypnotic effect is one that is respectful of everyone involved and though remarkably powerful, the metaphors do have an ecology so they do not overwhelm the listener.

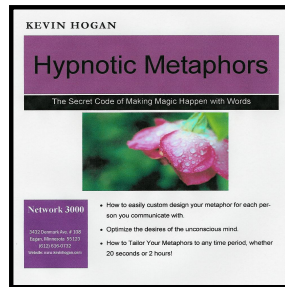
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Hypnotic Metaphors: The Secret Code of Making Magic Happen with Words

by Kevin Hogan

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Everyone craves the ability to weave metaphors that will take hold and mold the deepest parts of the unconscious mind. For the first time, you can learn the secret codes of symbols and learn how to generate metaphors like a seasoned artist. You literally will never need a script book ever again once you have this remarkable program.

You will learn:

- How to easily custom design your metaphor for each person you communicate with.
- How to weave the outcomes someone desires into your metaphors.
- Optimize the desires of the unconscious mind.
- How to use the Secret Codes and Meanings of Symbols to lay out your metaphors.
- How to Tailor Your Metaphors to any time period, whether 20 seconds or 2 hours!
- The Masters Secrets of Metaphor Effectiveness. Yes scientifically proven!
- Guarantee that no one could do it better than you can!

The secrets are all here in one CD and Secret Codes and Meanings of Symbols Workbook.

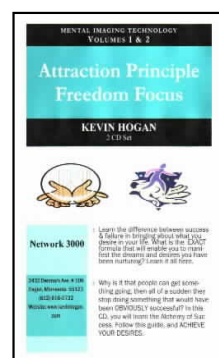
This CD and workbook is guaranteed to improve your communication and help you get your point across subtly and certainly to anyone you talk to.

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by Kevin Hogan



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New!! CD 1: *The Attraction Principle* on CD! Now you can own *The Attraction Principle* on CD and receive as a bonus the Attraction Principle Home Study Manual. The new material in this program isn't available ANYWHERE in the WORLD!

- You will learn how to completely overcome procrastination!
- Discover specifically how to manifest attractive people into your life.
- Find out the specific missing ingredients that cause most people to fail at manifesting the life they dream of...then learn how to make it all happen right in your life!

Do you want a business partner, a boyfriend, girlfriend, spouse, money, travel to an exotic location?

Have you ever been THIS CLOSE to getting what you wanted, yet it slipped away? Learn how you can assure yourself and your clients that you CAN reach those goals, virtually each and every time!

How do you get others to TAKE ACTION? How do you get people to move over the bridge of procrastination to the principle of attraction? And even more importantly, how do you do it yourself, FOR yourself?

The Attraction Principle is a pattern, developed by Kevin Hogan, for getting what you want in your life. It may seem a bit metaphysical, but the concept is actually grounded in the hard facts of neuroscience.

WHAT YOU WILL LEARN:

- Use covert hypnosis to direct your clients' thinking so they have the tools necessary to reach almost all of their goals.
- Uncover the two key parts of the Attraction Principle.
- Discover the ACTUAL FORMULA for getting results.
- Learn the starting point to clarity, and certainty of ownership.
- How to make a mental map of specifically what your client will do in order to acquire that result, person, or thing.
- What is the great destroyer of the Attraction Principle?
- Learn how to have a complete plan of action and a complete visualization to allow the brain to have a new neurological pathway to the outcome the individual will manifest in reality.
- The 4 Rules of the Attraction Principle
- What is the difference between attention and intention, and why is it important to you?
- WHY do people procrastinate?

Kevin Hogan created *The Attraction Principle* last year to help people help their clients and themselves. The goal is simple. Everyone deserves to lead the life they dream of. Now it is not only possible but it will happen. You'll be able to help every client you ever have with the detailed template enclosed. Finally, you can have it all...for

yourself. Please utilize this program's content by helping everyone you know manifest their every desire!

This incredible new series of CDs are meant to take you on a journey of powerful discovery. Begin with Volume 1 - The Attraction Principle, and learn how to attract the things, people, places YOU want into your life.

MENTAL IMAGING TECHNOLOGY VOLUME 2: Freedom Focus

by Kevin Hogan

New!! CD 2: Freedom Focus on CD!

Mental Imaging Technology (TM) is the next step up on the ladder of personal development, behavioral change and reaping the rewards of life. The Freedom focus is a VERY SPECIAL CD. Why? The Freedom Focus is more than important, it's about what life is about and can be experienced by almost anyone. This very powerful material helps you align your life or that of your clients in such a way that the individual will not only make the right decisions, but balance the risks and rewards in life in an elegant and efficient fashion. The Freedom Focus is complete in itself but I like to use it as the next step in life after the Attraction Principle (MIT Volume 1) . What's so special about The Freedom Focus?

- You will learn precisely how to find meaning in your life (or your client's).
- You will learn to go into the future and safely plan a rewarding and rich life experience filled with rich meaning.
- You will discover how to help those in your life see and feel what they can do in their future and how your futures dovetail together!

The Freedom Focus is a 38 step process that takes approximately two hours to complete whether you do it for yourself or a client. The best part is that there is a complete module about overcoming self sabotage, the key reason most people never find true meaning in life...and never achieve their dreams. Once you can help someone stop self sabotage they literally become a force of nature that can move things...and people. This program is very special and rich with meaning. Rooted in the philosophical work of former concentration camp survivor, Viktor Frankl and the most cutting edge neuroscience, I absolutely want you to own this material.

Many people feel chained to their jobs, their lifestyle. They feel imprisoned in this life. They *can't* leave their job because if they do they might not get as good a job. They don't want to try new things because they might fail. They don't want to let go of their current beliefs because they will wonder why they held those beliefs for so long. Was it all a waste of time? Does it mean the person is stupid or foolish? Moving toward freedom is extremely difficult and very scary for most people.

Sound familiar?

Gerald Coffee and Viktor Frankl were both prisoners in the truest sense. Kevin Hogan shows you what you can learn from their experiences, and utilize powerful change patterns in your life and your client's lives.

Self Sabotage: Why Everything Goes to Hell...How to Stop Self Sabotage, NOW and forever! What is it that causes us to DO something once an opportunity knocks, and then we fail to say, "YES!"?

We have all been there, the gold is in our hands, and we fail to close our palms and keep it.

The answer lies in the brain...Kevin Hogan will show you how the emotional brain can overcome self sabotage.

Once self sabotage is overcome, the sky's the limit. But what is the next step? Kevin Hogan will show you the EXACT pattern to ACHIEVE YOUR DESIRES.

An 18 page manual takes you through exercises that will make these elements real to you. Bonus: Learn Kevin Hogan's **10 Secrets of Success!**

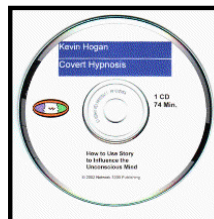
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by Kevin Hogan

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For the master communicator, audiences will laugh one minute and be reaching for a handkerchief the next. Meanwhile, dozens of covert messages are secretly being transmitted to the unconscious minds of the listeners via the powerful medium of covert hypnosis. Now, for the first time, I'm revealing specifically how I weave the exact messages I want an audience to act upon.

If you've seen me "live" you know two things. One: You feel compelled to follow recommendations and move forward on suggestions in an almost instantaneous fashion. Two, there is a sense of certainty that compels you to take action now.

Now, I reveal how I do this and encourage you to use these same steps

and techniques so you can make the sale, gain compliance or simply help others heal.

This brand new CD comes with an instruction guide that helps you design covert messages into the stories you tell both in print and verbally.

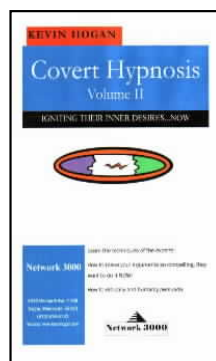
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by Kevin Hogan



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This is a *brand new* 2 CD program that is designed to show you how to motivate and compel other people to change their behavior as quickly as is humanly possible.

Benefit: You can utilize these covert tools on yourself because they link into the core drives and desires that you have.

Utilizing the 6 core human instinctual drives and the 10 core human desires, you can literally go inside and push the buttons that need to be pushed at any moment to gain compliance with others. This breakthrough **mind technology** has never been taught anywhere by anyone other than Kevin Hogan, and now you can be the first to utilize this information in business or to enhance your personal relationships.

The **two CD program** is brand new and contains a special SELF DIRECTED manual that you can use to begin to get other people to

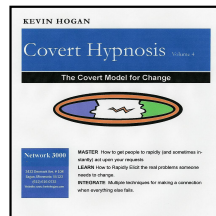
say, **"YES!"** ...and now! Never before has there been a product anywhere that shows the scientific basis for exactly what suggestions and questions work and which one's don't...and why! Now there is no mystery as to whether questions or suggestions will elicit the response you desire them to. **Igniting their Inner Desires** is not complicated. It does require a bit of time to master the key concepts. Once you do, you will be in control of every situation you find yourself in. This program is pure gold!

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1-74 minute CD with workbook \$ 49.95

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22 elements of Covert Hypnosis revealed for this first time anywhere. Never before released by anyone, anywhere. The complete **Covert Hypnosis Model** for change is here. Business? Sales? Consulting? Coaching? Therapy? Learn specifically how to generate change in their thinking with the **Covert Hypnosis Model**.

I've hinted about 3 parts of this model in Covert [Volume 1](#), Covert [Volumes 2&3](#) and in the [Covert Hypnosis Manual](#). But never have I revealed the complete model for utilizing Covert Hypnosis. Now you have all 22 components! You don't need to have any formal training in hypnosis to understand this groundbreaking program. What will you learn?

- How to get people to rapidly (and sometimes instantly) act upon your requests
- Multiple techniques for making a connection when everything else fails.
- How to use metaphors and stories.
- When to ask questions and what those questions should be.
- How to change attitudes.
- How to change behaviors.
- How to Rapidly Elicit the real problems someone needs to change.

- How to lead the client to internal resources that may help them instantly.
- Generate resources that have not been integrated in your client.
- Create reinforcing loops of behavior and belief that generate permanent behaviors.

This special 72:02 minute CD program comes with a literal map of how Covert Hypnosis works. This proprietary map and program have never been released to the public in any form and you have the introductory foundation that you have waited for. All future Covert Hypnosis programs will refer to this CD and map as a starting point for all future learning in this series.

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Copyright Free Music!! Finally! Now you can make the audio tapes you have wanted to have available for clients, students, friends and the simply curious. These three CD's are 100% copyright free. You can use the music on them 10,000 times and never pay another penny in royalties. There are very few good options for trance inducing music without paying a musician several thousand dollars to custom make music for you.

Now you can use this music which is absolutely perfect for your audio tapes. Two of the CD's are 46 minutes so they will fit PERFECTLY on each side of a 90 minute tape! The other CD is well in excess of one hour and is wonderful for clients who have insomnia. Just weave in your suggestions and metaphors around this perfectly entrancing music and you have a professional product! I have NEVER sold copyright music on my site before because most of the music I've heard is terrible. This music is SO GOOD I now OWN THE RIGHTS for SOLE DISTRIBUTION in the UNITED STATES. It's THAT good.

Special Offer! Take all 3 CDs below for only \$ 100.00. That's 1/3 off!

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TRANQUILITY

by: Hypnosense



Tranquility is a wonderfully relaxing stroll through an audio landscape which includes the sounds of pianos, oboe, violins, and choral voices. The ambience of music evokes serenity and relaxation. 45 minutes of seamless recording.

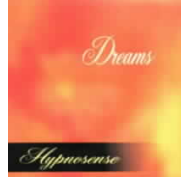
Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

1 CD \$49.95

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DREAMS

by: Hypnosense



Dreams, as its title suggests, is a softly orchestrated piece. It has gently undulating background, with an occasional muted piano accompanying the sound of human voice chorus, the whole providing an ethereal quality to encourage and support relaxation of body and mind.

It is ideal as background to relaxation, stress reduction or suggestion sessions, providing the perfect backdrop for the spoken voice. Dreams has 60 minutes of seamless recording.

Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

1 CD \$49.95

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CASCADE

by: Hypnosense



Cascade is a traditionally styled piece of orchestral music, with piano, massed strings, a choir, and a plaintive oboe that flits in and out of the scene.

Its carefully unstructured measures makes it perfect for use as background music for any hypnosis session; it is unobtrusive yet relaxing and provides a perfect accompaniment for the spoken voice. 45 minutes of seamless recording.

Like all our music recordings, it is copyright free, which means you may use it in your consulting room or as background to any CDs or tape cassettes you may produce for commercial sale.

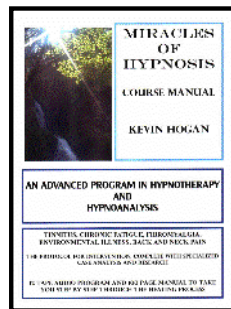
1 CD \$49.95

Copyright Free Music: Use this music with all your commercial products - worry free!

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Special Offer! Take all 3 CDs above for only \$ 100.00! That's 1/3 off!
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MIRACLES OF HYPNOSIS: The Advanced Course Hypnotherapy



by Kevin Hogan

[TO ORDER](#) (SECURE SERVER)

"Kevin, there was a gentleman in my office yesterday...I spent an hour with him and he said he had made more gains in that one hour than he had in the past five years. I share this because without you and your understanding of tinnitus which you shared with me, this man would still be suffering. You are a big part of any tinnitus healing that takes place in my offices." Don Rice

"I have been using your 'Miracles' program with many tears and great success. The best investment I ever made. I learned so much from it." Sharon Thornton

12 Digitally Recorded Audiotapes and a 100+ page manual!

"I've used this protocol since 1994 to help people heal. It is a significant part of the solution for facilitating the healing process in many individuals. If you don't feel this program helps your clients, return it anytime, for as long as you live, for a full refund. I've written many books, produced numerous video and audio programs. This is the most important piece of work I've presented to the hypnotherapist who truly cares about his client's future well being." Kevin Hogan

Who should own this program?

This program is for you, the hypnotherapist who is ready to learn or refine a number of useful distinctions in working with people who have been left behind by other professions. Every application and approach in this program has been utilized by Kevin Hogan at least 170 times in the clinical setting. This program is cutting edge and is based on both scientific research and clinical experience. Over 80% of what is in this program has never appeared on an audio or video program by Kevin Hogan. It is ALL critical to professionally assisting those in dire need of your help.

Kevin uses easy to understand language in describing the advanced hypnotherapeutic processes to you. On the twelve audio tapes he takes you step by step through the proper protocol an advanced

hypnotherapist will use to facilitate the healing process. You will hear stories straight from Kevin Hogan's casebook as to how hypnotherapy really can heal people. You will be given an in-depth introduction to Time Track Therapy which Kevin Hogan has developed and now wants you to utilize with your clients. Kevin uses his specialty of tinnitus reduction as your model for your area of specialty that you will soon select if you haven't so far.

Our website special is only \$195!

You will learn:

- What questions to ask in a Professional Case Analysis that point you toward Healing.
- How to Discover the Cause of a Client's Illness. (Physical and Emotional)
- How to Find the Specific Reasons Your Client is Ill when a Physical Exam Reveals that All Is Well
- How to Start and Finish the Healing Process with Your Client
- The Key Cause of An Illness Returning After You have Facilitated the Healing Process.
- How to Resolve Difficult Cases
- How to REALLY Generate Optimism, Courage and Enthusiasm for Your Client

Now, look at what you will receive in the manual!

No one ever gave you this did they?:

- The formula for healing.
- Resistance indicates healing is at hand, if you do this one thing.
- The most powerful case analysis ever devised.
- What you must do before beginning therapy with every new client.
- Tinnitus information for your clients that you can duplicate for FREE.
- Time Track Therapy: An outline of Kevin Hogan's addition to the field of hypnosis.
- Tinnitus Sufferer Case Analysis.
- Where tinnitus is in the brain.
- Saving Your Practice the Legal Way: The Mental Health Bill of Rights

Distinctions of Professionalism

- The best definition of hypnosis you will ever have to explain to your clients.
- What you need to know about false memories, when they are helpful, and when they aren't.
- How psychosomatic illnesses are created.
- The one mistake that amateur hypnotherapists don't know can lead to suicide.
- The most powerful case analysis ever devised.
- Environmental Illness and Multiple Chemical Sensitivity patterns.

- The six pillars of hypnoanalysis.
- How to understand an audiogram.
- Medications: Cost, Benefits and Side effects
- Psychiatric Diagnoses and Tinnitus.

This Program is for the 21st Century Hypnotherapist

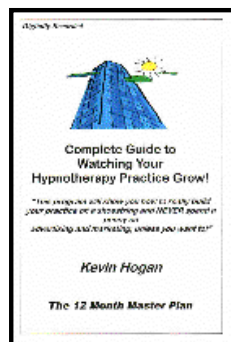
You hold in your hands the information you need to facilitate the healing of the clients you will be taking on. Chronic illnesses are experienced by nearly 1/5 of all people. Disorders from tinnitus to chronic fatigue plague people across the world and they need help that the medical doctor simply doesn't have time to help them with. Now you can. In fact, the medical doctor is normally very pleased to have your assistance as long as you are professional and respect him and his clients. This program provides you with essential elements of healing that no one may have ever shared with you!

12 Audiotapes and Manual \$195.

100% Lifetime Money Back Guarantee

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COMPLETE GUIDE TO WATCHING YOUR HYPNOTHERAPY PRACTICE GROW! by Kevin Hogan



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"Your marketing program is the best! It really works!! My private practice is growing steadily...with many successes but the most exciting...the shrinking of tumors on a patient's liver! I just followed your recipe!" Rev. Tom Leutner

This newly updated eight tape audio program is packed with Kevin Hogan's complete marketing program, and public relations strategies that have helped him build one of the largest hypnotherapy practices in the world. One of the best parts of building your hypnotherapy practice is that now you never have to worry about whether an ad will pay off because you will never place an ad. You won't have to worry about referrals from your clients because they aren't necessary anymore. You don't have to worry about paying your yellow page ad every month because now you don't need one.

What do you learn?:

- The EXACT strategies for earning \$50,000 income in the next year and \$70,000 the following year.

- Become the recognized as THE expert in hypnosis in your area.
- How to get on the radio for free.
- How to get tens of thousands of dollars of free advertising per year.
- How to get interviewed by newspapers with you as the expert source.
- How to get TV stations to get you on the air.
- How to run your business with no overhead.
- How to write articles that get you published!
- Get medical doctors to build your practice for you.
- Legal aspects of hypnotherapy no one has ever taught you.

This program will take show you what to do step by step to take you to the top of your profession. No one ever communicated real life marketing strategies that don't cost money until this program came along. This is how the very few people who are earning \$50,000 or \$100,000 per year in hypnotherapy do it.

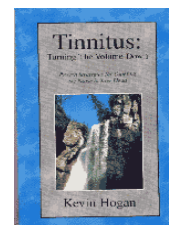
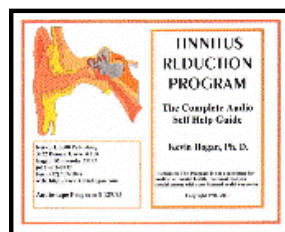
Why isn't Kevin charging \$5,000 for this program? Simple. The more qualified hypnotherapists that are doing good work the better it is for the profession. A big part of the problems we face in hypnotherapy is that hypnotherapists are poor marketers and even worse in creating ads that do not show our profession in it's best light. Kevin is all but giving this program away to improve the quality of the great profession of hypnotherapy worldwide.

Complete Program: \$125.00

100% Lifetime Money Back Guarantee

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TINNITUS REDUCTION PROGRAM (includes the book!)



by Kevin Hogan, Ph.D.

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WHO SHOULD OWN THIS PROGRAM?

Anyone with tinnitus who would like to reduce the volume of their

tinnitus through the use of self-hypnosis audio-cassettes, along with other strategies presented in the program.

The Tinnitus Reduction Audiocassette Program has helped thousands of individuals reduce the distress associated with tinnitus. In most cases, when individuals utilize the Tinnitus Reduction Program as part of a multi-modality approach to tinnitus reduction they experience long term improvement.

"I had meant to write before as I have had your tapes from July now. They have been wonderful and saved my sanity. My tinnitus is greatly reduced and my Meniere's under control. I return to your tapes as I find them excellent and I use them every night to go to sleep with. Thank you." Anne Clarke

Your seven tape program includes three hours of up to date information about how to reduce the volume and distress of your tinnitus. This portion of the program is updated regularly.

In addition to the reporting you will receive of what is working in the area of medicine, tinnitus retraining therapy, and other modalities, you will receive eight sides of self hypnosis tapes specifically designed by Kevin Hogan which assisted him in the elimination of his tinnitus. Now, you can utilize the same program as part of a multi-modal effort in reducing your tinnitus volume.

Kevin Hogan is a clinical hypnotherapist and although he believes his program for tinnitus reduction will help most sufferers, he also knows that one on one therapy with a skilled and experienced practitioner of tinnitus reduction hypnotherapy is likely to be a superior route.

If no one in your community has experience in reducing tinnitus suffering in clients using hypnotherapy then feel free to order the Tinnitus Reduction Program now.

The program includes the brand new book, Tinnitus: Turning the Volume Down which includes the latest developments in reducing tinnitus and hundreds of citations for further research.

Tinnitus Reduction Program and the 200 page book, Tinnitus: Turning Down the Volume - \$129.95

100% Lifetime Money Back Guarantee

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Video Cassette Programs

NEW! Raising Emotional Intelligence: An Introduction!

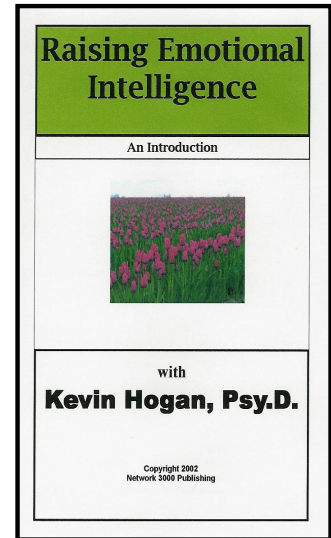
by Kevin Hogan

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This fast paced video shot "live" before an audience of 360 people guides you through the 14 domains of emotional intelligence and shows you the 9 mental and emotional patterns that ultimately cause people to be weak in any of these areas. Learn about the core conflicts we project onto our relationships.

How do schemas such as these affect our lives:

- Mistrust and Abuse
- Subjugation
- Unlovability
- Dependence
- MORE!

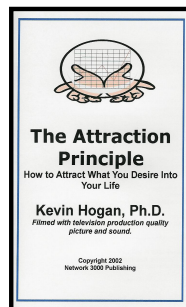


Whether you are in sales, do therapy or run a business, if you don't understand the fundamentals of emotional intelligence, you are doomed to fail. This one hour video covers all the basics and simplifies an extremely complex subject into easy to understand areas for applications to be applied.

1 VHS Videotape \$39.95.

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The Attraction Principle: How to Attract What You Desire Into Your Life! **NEW VIDEO!**



with Kevin Hogan

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Learn the difference between success and failure in bringing about what you desire in your life. What is the EXACT formula that will enable you to manifest the dreams and desires you have been nurturing? Learn it all here. Kevin Hogan presents his Attraction Principle.

You will learn :

- The Phenomenon that occurs in the brain when we have Conscious Awareness

- Specificity—How specific should our visualization be?
- Sharing Your Dream with Others—Good idea or bad idea?
- The “It Wasn’t Meant to Be” Myth
- The formula for manifestation of your client’s dreams
- The importance of emotion when wiring new pathways in the brain
- The 8 Step Pattern to Attract What You Desire Into Your Life
- The 4 Key Mistakes that therapists make and how you can ensure success

Learn the exact pattern to follow for yourself, for your clients. Know exactly how to help others STOP SELF-SABOTAGE and attain their goals.

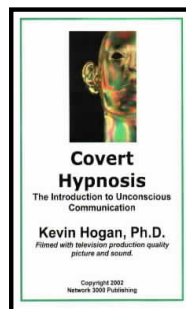
Ensure your success. Set goals, REACH and ATTAIN goals. Attract the people you desire into your life.

All these things are possible when you know HOW.

1 VHS \$39.95

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Covert Hypnosis: The Introduction to The Secrets of Unconscious Communication... LIVE! NEW VIDEO!



with Kevin Hogan

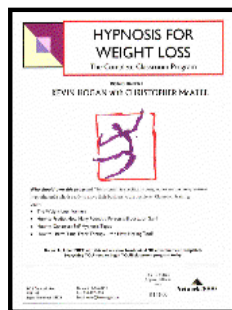
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Join Kevin Hogan in front of a standing-room-only audience of over 400 people. Kevin reveals tips on how to sell, work with clients, **communicate effectively** and **utilize the space around you** to take command of every situation you find yourself in.

This fast paced one hour video filmed with studio equipment is a must to **enhance your unconscious communication skills**. Kevin had been ill with a serious vocal cord lesion for 4 months and was virtually unable to speak due to leukoplakia when he was given the clear by the doctor to give this dynamic and exciting presentation. Never more fun. If you miss this video you have missed a real treat. This video introduces you to covert techniques using body language and body positioning to gain compliance fast.

1 VHS \$39.95

[TO ORDER](#)



HYPNOSIS FOR WEIGHT LOSS: The Complete Classroom Program

with Kevin Hogan and Christopher McAtee

Now a 3-video-tape set! August 2000

Who Should Own This Program? The Hypnosis for Weight Loss Classroom program is specifically designed for the currently certified hypnotherapist who is ready to move their business to the next level: classroom training. This program is not suitable for someone who has not already been certified in hypnosis.

Bonus Tape: Live Classroom Footage

Kevin Hogan live in the classroom on the first evening of a 3-class series on weight loss. This video will show you EXACTLY how to teach your first night of class. Learn what material to cover and how to present the information effectively. How to handle Q & A from your classroom audience.

Volume 1: Ego States and the World's Most Profound Weight Loss Program Ever Created.

Overview: Kevin Hogan discusses and summarizes Ego State Therapy. The Hypnosis for Weight Loss: Classroom Program is introduced. Additional distinctions are made about:

- How ego states form.
- What the function of these parts are.
- How to gather information from various mind-states.
- Build rapport with all elements of an individual.
- How to resolve internal conflict.
- Weight loss strategies that are scientifically proven.
- How to teach a weight loss class.
- How to build an effective and profitable self hypnosis program.

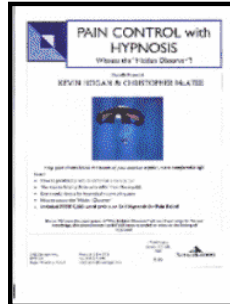
Volume 2: Weight Loss Program and Time Track Therapy

Overview: Kevin Hogan and Chris McAtee teach before 50 adult weight loss students in a public school as you see the results of their work discussed with students one by one. Add up the pounds of the people in class as they tell you how much weight they lost using Hogan's incredible self hypnosis program. Finally, Kevin describes Time Track Therapy in a rapid but thorough fashion.

- The Weight Loss Formula.
- How to predict almost exactly how many pounds a person will lose...or gain!
- How to construct self hypnosis tapes.
- How to utilize self hypnosis tapes.

- When should people listen to self hypnosis cassettes.
- How to utilize Time Track. The new healing tool!

3 VHS Video Tapes, Class Handouts, **and** actual course description write-ups - everything you need to start **NOW!** \$145.00
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PAIN CONTROL WITH HYPNOSIS and the "Hidden Observer"!

with Kevin Hogan and Christopher McAtee

August 2000

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*“Are you ready to learn what **REALLY** works to reduce, eliminate and control pain with your clients? Would you like a **REAL** test of analgesia and anesthesia? Watch a client have her arm placed in a bucket of painfully cold ice...observe the client’s actual hypnotic responses (**NO** pain at all!) to this sensory punishment, and then, for the first time ever on video, see the hidden observer tell you how painful it **REALLY** was. Hogan and McAtee show you powerful methods to help change your clients lives now!” Devin Hastings, C.I., author of the brand new video, 10 Steps to Controlling Diabetes*

This in-depth video program contains the most powerful tools of hypnosis for pain relief ever put on tape. Here is what you will learn:

TAPE ONE

- Ethical and Legal Issues
- Physician Referrals
- Masking Pain
- How to Explain Pain and Relief to Clients
- Case Analysis and Intake
- Relieving Pain in the Short Term
- Trance As Dissociation
- Trance Altering Body Experience
- Pain AS the Induction when they Can’t Relax
- Hypnoanalysis
- Fibromyalgia Pain
- Dealing with Fear/Anger/Resentment/Guilt
- Secondary Gain
- Regression for Pain Relief
- Re-Patterning the Brain
- Ego State Therapy for Pain Reduction
- Reducing the Emotional Response to Pain
- “Is it all in my head?”

Tape two of this program contains the most remarkable demonstration of pain control you will ever witness and hypnosis' most elusive phenomenon: "The Hidden Observer."

TAPE TWO

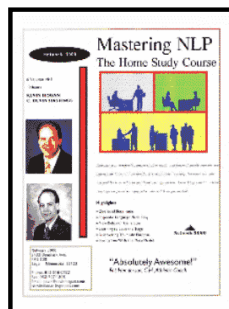
- Hypnotic Analgesia
- Anesthesia and Glove Anesthesia
- Dissociation
- Anchoring
- Direct Diminution
- Metaphor
- Mechanical Controls
- Thermometer, Dimmer Switch and Remote
- Displacement
- Demonstration of Hypnosis Completely
- Controlling Severe Pain
- THE HIDDEN OBSERVER PHENOMENON
- An interview with the:HIDDEN OBSERVER
- Ethics- Once More!

2 VHS videos plus BONUS Pain Control article!

\$ 99.00

Guarantee: If this isn't the most powerful tape, the most useful information you have ever seen about pain control, return it for a full refund

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MASTERING NLP: THE HOME STUDY COURSE

with Kevin Hogan and C. Devin Hastings

6 VHS Videos, Home Study Manual \$295.00!

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Appropriate to Certification and Master Level Students:
These are the Most Powerful Tools NLP can offer you
and you now can MASTER them in a fashion not
normally experienced with video.

You've never experienced NLP like this!
Digitally recorded !

Tape One

- The Soul of NLP
- Anchoring that Really Works
- Extinguishing Anchors
- Finding Your Calm Button
- Warning I Brake for Hallucinations

Tape Two

- New Behavior Generator
- History of NLP
- Expectancy
- Relationships: Why We Love Who We Do
- Well Formed Outcomes
- Strategies

Tape Three

- Strategy Elicitation and Utilization
- What Makes Good and Bad Decisions
- Swish Your Way to Excellence
- Submodalities
- The Funniest Elicitation in History
- This is Your Trance Not Mine

Tape Four

- The FUN MetaModel!
- Stories for the Ages
- Circle of Excellence
- Profound Life Changes

Tape Five

- Finding Resources for Change
- Discovering Your Purpose
- Chunking Down to Find Your Path
- Mapping over Submodalities
- Understanding Values

Tape Six

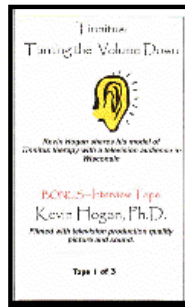
- Hypnotic Language
- The Milton Model
- Memetic Illnesses
- Having Fun With Trance-Language
- Visual Squash
- Closing Comments
- Eye Accessing Cues Research Results
- Certification

6 VHS Videos and Home Study Manual \$ 295.00

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TINNITUS: Turning the Volume Down Video Set (4 hours)

with Kevin Hogan



[TO ORDER](#) (SECURE SERVER)

WHO SHOULD OWN THIS PROGRAM?

The Hypnotherapist who wants to sharpen their skills for working with tinnitus clients, and/or the tinnitus sufferer who wants to delve into the

causes and treatments of tinnitus. **THIS IS NOT A SELF-HYPNOSIS PROGRAM.** This IS an informational video-cassette program.

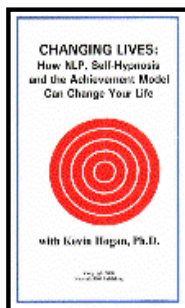
Whether you have tinnitus or you are working as a therapist/doctor with people who suffer from tinnitus and hyperacusis, the approach for therapy is detailed here for the first time. The 4 hour video tape set shows you specific methods of reducing the volume of tinnitus AND the emotional impact it has on your clients! Kevin Hogan suffered from tinnitus of over 75dB for 30 months and that experience combined with endless research helped synthesize the tools for substantial reduction and elimination of the discordant noise. This program is the required program for therapists wishing certification in tinnitus. Two video's are taped live with a group of 30 people who suffer from tinnitus. The third video is a television interview with ABC's Beth Bednar. Combined they answer all of the questions every sufferer has and directs both client and therapist to the most effective modes of treatment. These are NOT self hypnosis tapes. These are tapes that instruct therapists and doctors of all kinds as to what course of treatments and therapies need to be considered with each client. Neurological re-wiring is covered in detail. Habituation, TRT, medication and osteopathic interventions are all discussed in depth.

{2 lbs.} 3 VHS Videos \$99

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CHANGING LIVES: How NLP, Self Hypnosis and The Achievement Model Can Change Your Life and

Others



Kevin Hogan, Ph.D.
With Special Guest Devin Hastings

This fast paced two hour live presentation shows you how to synthesize the best of self hypnosis, NLP and achievement strategies to help yourself and others change. This cutting edge program will show you:

- How to use the Achievement Model
- How to be fully present with others
- How to use reciprocity to build friendships
- What the three ingredients to success are
- How to shift the experience of frustrating and depressing thoughts in your mind.
- What the six human needs are and how to fulfill them
- Shift your experience instantly by changing the context
- Change your state of mind, now.
- The Real Meaning of Life

Network 3000 Publishing

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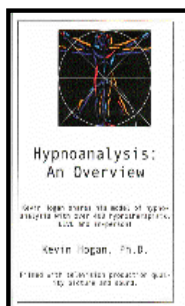
1 VHS Video approximately 120 minutes

Introductory Price \$ 49.95

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HYPNOANALYSIS: AN OVERVIEW

with Kevin Hogan



[TO ORDER](#) (SECURE SERVER)

"Recently I ordered your video, 'Hypnoanalysis', and I wanted to say 'thank you' for making this tape available. I appreciate the informative and dynamic overview of Hypnoanalysis which you present as well as your emphasis upon being client centered. Your video is a great addition to my library." Joseph Meador, M.S., Ph.D.

Kevin Hogan shares his model of hypnoanalysis with over 400 hypnotherapists LIVE and in person!

Wall to wall hypnotherapists crowd a convention center hall to hear Kevin Hogan present an overview of his model of hypnoanalysis. Join in the laughter and the tears as Kevin Hogan is at his very best.

Dave Elman called hypnoanalysis the "crown jewel of hypnotherapy". The ability to utilize hypnoanalysis is precisely what separates the outstanding hypnotherapists from those that are destined for mediocrity. Learning hypnoanalysis will revolutionize your career. This video presents a simple overview about what hypnoanalysis is about.

Kevin Hogan weaves stories of success and failure into this uplifting presentation. Anyone can read a script to a client. Is it time to really make a difference in the lives of your clients? Is it time for you to seriously begin your quest in learning about the crown jewel of your profession? You will learn the following from this fast-paced one hour presentation:

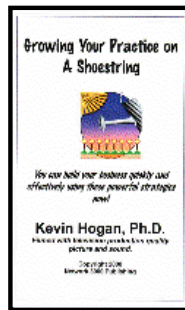
- What you must do before beginning therapy.
- New distinctions in utilizing regression.
- When to do "Parts" Therapy.
- Time Track Therapy: an Introduction.
- How to Make a Script.
- When to Use a Script.

This video is filmed with television production quality picture and sound and is being offered to you for only \$29.95. VHS.

[TO ORDER](#) (SECURE SERVER)

GROWING YOUR PRACTICE ON A SHOESTRING

with Kevin Hogan



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You Can Build Your Business Quickly and Effectively Using These Powerful Strategies Now!

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package. I watched it about 2-3 times and felt I was missing something. Then there it was! Another viewing reveals the secrets right there. I must have studied the first eight minutes of your presentation for an hour plus. I don't know why I couldn't believe my eyes. 'This guy IS great', I thought to myself with a huge grin plastered across my face. Here on video I was able to experience again the same masterful persuasion I was only beginning to know in your class. The techniques, the charisma, the compliance, and of course the Man. Your work is truly art and it has been in large part my inspiration for an ever ascending direction in my life. What a wonderful spiral to be spun in... you help me to help myself to help others help themselves. Thanks for being a model of excellence. I look forward to future learning experiences with you whether material or personal. In essence of what I told you in class, "I will see you at the top." and for that to you I'm grateful." Christopher Horne, C.Ht.

Wall to wall hypnotherapists crowd a convention center hall to hear Kevin Hogan present his strategies and techniques for building a \$100,000 practice.

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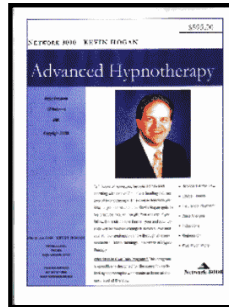
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Margaret Bell, Cht.

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Devin Hastings, Instructor of Hypnotherapy

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Client Bill of Rights: It's the Law
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Sexual Misconduct and You
Billing Strategies
What Can You Do When they Don't Show?
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How Belief Can Change the Immune System
- **Volume 2: Your First Session With a Client and the Best Instructions You Can Utilize**
Overview: The first step in therapy with your client is obtaining a responsible case analysis. Then, you must choose an induction that is legal and effective. Hogan and McAtee guide you through the waters and show you exactly what to say and do.
Case Analysis - What Matters
The Exact Questions You Need to Ask in a C.A.
What Each Question Tells You About the Unconscious
How to Apply the C.A. to Your Hypnotherapy
How to Know if Your Client isn't Being Upfront With You
Inductions that are Legal and Quick
The New Dave Elman Induction
BONUS: Q & A about Insurance
- **Volume 3: Positive Regression - Your first session with a client should almost always end with a positive regression.**
Overview: Several elements of your first session will determine whether or not your client will come back. If you close with a positive regression, you will probably develop a client who is excited about getting well and one who trusts you. The positive regression is one of the most powerful tools in hypnotherapy. This volume covers the entire gamut of the positive regression.
When Else do you use a Positive Regression?

How Often Should You Run Through Events?
How Can You Anchor in These Resources?
How do These Experiences Prepare You for
Difficult Work?
How to Build Long Term Rapport with This One
Tool
Overcoming the Pitfalls of Regression in Session

- **Volume 4: Regression Therapy**

Overview: Learn how to utilize the most powerful
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Fractionation

Inductions: Which to Use for Regression

Problems with Inductions

Regression Toward Cause Instead of TO Cause

Common Mistakes in Regression Therapy

Taking Notes to Find the Threads of Healing

Affect Bridge Skills

Overcome the Fear of Public Speaking

- **Volume 5: Dealing with Common Problems in Trance**

Overview: Learn how to work with the deaf and
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BONUS: Q & A about Regression Therapy

Dealing with difficulties in Regression

How to keep your client focused in Trance

What to do when the client gets off Track

Complex Regression Issues

Rapid Eye Movement Strategies for Trance and
Healing

Demonstrations

- **Volume 6: The Masters Techniques**

Overview: Mastering the basics precedes
advancing to the level of mastery. This tape
answers the most critical questions you have
always wanted to know the answers to.

New Dave Elman Demo

Deaf Inductions

Dealing with Disabilities

Avoiding errors in Emergence

. What happens when the client goes home

Difference between Psychotherapy and

Hypnotherapy

The Womb

PLR Questions and Answers

Analysis vs. Ego State Therapy

All Memory Is False Memory

When is it appropriate to Forgive

- **Volume 7: The Business of Hypnotherapy and**

an Amazing Healing Story

Overview: Part one of this tape covers the critical elements of the business of hypnotherapy. Part two is an exposition of one of the most remarkable healings recorded in Kevin Hogan's hypnotherapy career.

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A MIRACULOUS HEALING!

- **Volume 8: Ego State Hypnotherapy Part One**

Overview: The second most valuable tool the hypnotherapist has in doing healing work is that of ego-state therapy. Learn how to find the key issues of what is holding your client back and help them release it now!

How ego states form

What the function of these parts are

How to gather information from various mind-states

Build rapport with all elements of an individual

How to resolve internal conflict

Eliminate secondary gain

Gain internal agreement for individual congruency

FUN demo with Chris McAtee and Kevin Hogan

Questions and Answers about parts therapy

- **Volume 9: Allergies and Difficult Issues.**

Knowing when to use analysis and how to work with difficult issues will separate you from the rest of the field! Devin Hastings and Kevin Hogan show you how to do just that!

Overview: Kevin Hogan and Devin Hastings deal with difficult issues. Additional topics:

- Dealing with difficult issues.
- When NOT to use regression.
- When to use analysis.
- Allergy protocol with Devin Hastings.
- Cautions in working with allergies.
- Demonstration with allergy sufferer.

- **Volume 10: The Masters Tools**

Overview: Working with the deaf, constructing realistic positive futures for your clients and the nuances of hypnotherapy that advance you to the

forefront of the field of hypnosis

- Demo with allergy sufferer (continued)
- Nuances of therapy—the extra mile.
- Deaf Inductions with Melissa Barnes.
- Working with the deaf.
- Time Track Therapy demonstration.
- Time Track Therapy briefing.

- **Volume 11: The Masters Techniques**

Overview: Tried and true inductions don't work with the anxious client. Now you will know what to do. Advanced inductions accomplish more than induce trance. You will learn that here. Subtleties of therapy you never thought possible.

- Advanced Dave Elman Induction.
- Demo advanced induction with Devin Hastings.
- Dealing with stressed clients.
- Inducing trance with anxious clients.
- Ericksonian Hypnosis.
- Advanced inductions with Devin Hastings.
- Q & A about Regression Therapy.
- Clarifications about Outstanding Therapy.
- Advanced Tools. From the Masters Tool Box.

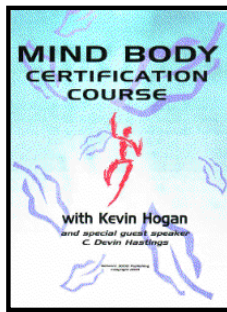
- **Volume 12: Two Special Situations. Tinnitus and Children**

Overview: There are numerous special situations that can be helped with hypnotherapy. Working with those who suffer from tinnitus and helping children are two special areas of interest. This video helps you gain an understanding of both!

- How to work with kids.
- What are the confidentiality rules?
- How to build trust in kids.
- How to work with people who suffer from tinnitus.
- How to help people cope with the insufferable noise.
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with KEVIN HOGAN, Psy.D. and special guest C.
Devin Hastings

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This is the most advanced information known about mind body healing and it is being disseminated to you in a fashion that you will be able to easily understand and utilize.

This course puts you on the same page as the people who you will work with in the professional community. You will have access to the same (if not better and more up to the minute) information that all the world's leading journals in mind body medicine offer.

You will learn specific strategies for helping your clients including, reconnecting in their social life, hypnotic techniques to create expectancy, the attraction principle in mind body therapy, giving the life controls back to your client. You will learn how to use stories that will change your clients life and know how to eliminate those that don't.

A Sampling of What You Will Learn:

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- NEW! Create Love Interventions for clients who have not experienced real caring and connection.
- NEW! The core reasons some people heal and others don't.
- NEW! Harness the power of desire, expectancy and conditioning to create the mind body response.
- Medically documented research that specifically shows what helps people heal faster after surgery.
- What helps children with asthma reduce attacks without medication.
- What helps some angina patients heal very quickly. (This is unbelievable!)
- The types of movies that actually change your germ fighting chemicals in your body.
- What makes some people virtually immune to poisonous plants (like poison ivy) while others suffer needlessly.
- The specific mechanics of mind body illnesses and how to explain them to clients!
- NEW! Factual basis for specifically how intimate relationships help return people to health.
- NEW! Help your client find the many kinds of love needed to return to good health.
- Discovery of meaning in life encourages healing. Here are the steps you need to take with your client to do just that.
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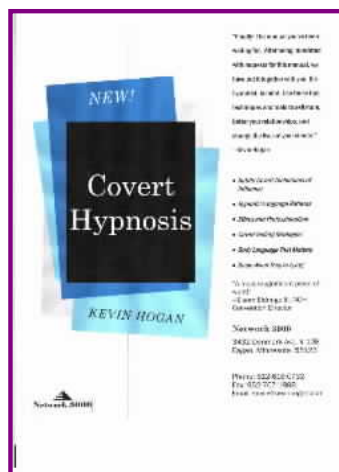


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Covert Hypnosis in The Mind Body Connection

Kevin Hogan



NOW AVAILABLE!

Covert Hypnosis includes messages (environmental, nonverbal and verbal) that create change in the mind of another or a group without the awareness of the other person or group. These messages can be sent with intention or accidentally but the unconscious mind responds regardless of intention. Three quick examples will help you understand what covert hypnosis before discussing how to use covert hypnosis for mind body healing.

Environmental: All behavior is contextual to some point. We behave differently in a church (reverently) than a library (quietly). We behave differently in a class room (studiously) than we do at a football game (boisterously). Our emotions are different at a funeral parlor (grief) than they are at a baby shower (joyous). You are far more likely to speak out in a group of five people, for example, than a group of 500 people. Behaviors can be influenced by the setting and/or context in which they are taking place.

Verbal: All behavior is influenced by spoken communication to some point. People respond to the words we say in some fashion. The response differs from person to person and context to context and is also influenced by the nonverbal communication of the sender and receiver. (This is why the results of using scripts in therapy are so across the board from client to client for therapists who use such tools. They only account for verbal communication.) The language we use, the intonation of our voice, the pace of our communication and the actual word choices all cause some experience in your clients. The experience could be heightened resistance or increased probability of compliance depending on all of the other variables mentioned here.

Nonverbal: All behavior is influenced by nonverbal communication to some point. The client's nonverbal behavior influences himself and the therapist in

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ways that are rarely noted consciously by the therapist. For example: The client may have a very closed body posture and the therapist picks up on this at the unconscious level. The therapist processes this information unconsciously as a sign of the client not liking the therapist. The astute therapist could pursue this nonverbal information. The distracted therapist will never know the difference. Additionally and probably more importantly is the effect of the therapist's nonverbal behavior on the client. Does the therapist smile at the client? Does the therapist have an open posture toward the client? Does the therapist nod in affirmation of the client's presenting issues? Is the eye contact appropriate to the setting? These are all basic examples of how communication is altered by the covert nonverbal messages of the therapist.

Mind Body Connection: The mind body connection is now a simple fact of life. There are thousands of studies that show that the brain influences the body and the body influences the brain. Here are some examples of the thousands of examples that are in the Mind Body Home Study Course:

1. Exercise improves some kinds of depression.
2. The number of friends a person has can lengthen life of some cancer patients, reduce depression, and lengthen life of people without current health issues.
3. When people are consciously aware of what they are eating they tend to eat less and thus reduce risk for diabetes, depression and obesity.
4. Hostility increases the risk of heart disease.
5. Meditation increases the immune response.
6. SSRI medications decrease and regularly cure depression in the majority of individuals.
7. The more control a person believes they have in the healing process the more likely they are to improve from some kinds of illnesses.
8. Individuals who are assigned a friend in research on depression find that mild depression is alleviated in 12 weeks when the sufferer meets with her new friend each week for one hour. (Note this is mild and not severe depression.)

As you can see the brain doesn't cure the body in all cases. Nor does the body mend the brain in all cases, but the influence of each on the other is clear. The connection between mind and body is a fact.

As a therapist there is no doubt in my mind that there is little you can do that is more important than becoming a new "rock" in a person's life. In the era of brief therapy (6-12 sessions) it is certainly difficult for therapists to establish the true long term relationship that is so helpful in creating permanent change in people's hearts and minds. Nevertheless, people suffering from chronic pain, chronic illness, depression, anxiety and a host of diseases can still benefit from your love and compassion on a short term basis.

Becoming a rock in someone's life means that you are a stabilizing influence to them. You listen to their problems and help them talk about their issues. You accept them without judging their plight, their decisions and who they are. You do not judge or try to change their spiritual beliefs. You do not interject your beliefs into their lives. You simply listen...which is virtually synonymous with love.

The human animal has evolved to NEED physical and emotional connection

with others. Although society has all but taken away our right to touch our clients (sexual misconduct, etc.) it has not taken away our right to emotionally connect with our clients and it is here that we can create fundamental long term change in our client. The compassionate practitioner is the successful practitioner. Greater than any technique or tool, the therapist who truly creates an atmosphere of loving understanding with their clients is the one who is most likely to gain the greatest long term results. In fact, I often speculate to my advanced certification course participants whether our jobs would be necessary if friends and family of our clients listened with love to our clients.

How do you use covert hypnosis to help the mind heal the body and the body heal the mind?

Covert hypnosis is subtle influence. I suggest you subtly create pre hypnotic suggestions that encourage the client to make critical changes in their life which will optimize their chances for healing. I also suggest you utilize some of these covert suggestions after any trance that is done in your office. Two or three suggestions per session are all it takes to make a difference if you are perceived as an authority in your field. If you are not, no amount of suggestion will significantly impact your client to any significant degree.

“I can see you walking one or two miles per day but I’m not sure I can see you in the gym, at least not yet.” The covert suggestion for light exercise like walking will add years to your client’s life and when suffering from some kinds of depression may just save your clients life. A few subtle covert hints at walking could just change the quality of your clients life forever. Walking as noted earlier can help reduce the effects of diabetes, obesity, heart disease, not to mention lower blood pressure and, well, you get the idea.

“Not only do I see you feeling less depressed in the future, I see someone who sticks to their medication religiously, takes walks and begins reconnecting with old friends and loved ones that make you feel good...” As you can see, in one simple suggestion we touch on the three most likely things to help a person resume a normal life from depression. (Medication, exercise and heart connections) The key is to phrase that last part correctly. You don’t want your client spending time with just anyone. You want your client investing their life-time with people who **MAKE THEM FEEL GOOD** inside. This is the great healing force. The love of other people, of a person’s friends literally creates longer life spans and reduces the devastation of many major illnesses of the body and brain.

“I’m not sure I can see you giving up donuts and rolls forever or entirely, but I do see you beginning to eat foods that will make you feel better **BEFORE** you eat the rolls and donuts...” People will not respond well to you taking away their favorite foods and in fact it isn’t legal for you to prescribe such a course of action without a medical degree. However, to covertly suggest eating foods like cantaloupe, spinach and healthy alternatives before eating their daily regiment of junk food will probably be enough to start a person on a healthy habit that could completely change their life in just a few months!

In the [Covert Hypnosis Manual](#) you learn thousands of questions with embedded suggestions on how to sell the unconscious mind of others on just what it is they need. Ethically utilized covert hypnosis is far more powerful than suggestive therapeutics because of the total sum of positive signals

received environmentally, verbally and nonverbally on the part of the client combined with the fact that almost all covert strategies encourage the client to tell you the solution to their own challenges.

Covert strategies are not a cure all in and of themselves but they are among the most powerful ways to create long term change in the context of brief therapy, not to mention the obvious benefits in business and ethical selling practices. The mind body connection benefits most from covert work because the client is continually involved in the process giving the client back control of their own life ultimately free to find a new rock to replace you!

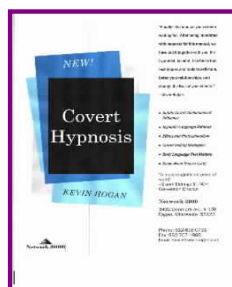
If you could give one covert message to your clients that will be appreciated for a lifetime it's this: "And you know, whenever you need someone to listen to you, someone who really wants you better now, it's me and I care and understand. Until you are comfortable and feel healed, I will be here for you."

The covert and overt messages of compassion and understanding are those that we have all wanted for millennia. Forego the "5 minute cure" for the 12 week healing of a lifetime.

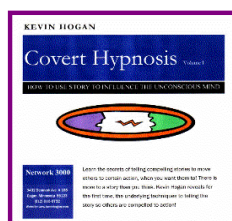
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See Kevin Hogan in person! For information on upcoming Covert Hypnosis Workshops, see the [Brochure](#). Or, register on-line [HERE](#).

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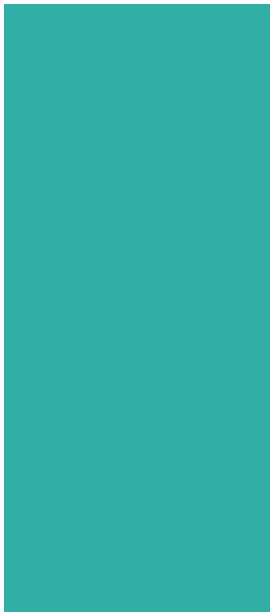
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