

THE HYPNOTIC APPROACH TO
SUCCESSFUL SALESMANSHIP



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HYPNOSIS FOR SALESMEN

BY ARNOLD FURST, Ph.D.

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HYPNOSIS for SALESMEN – A Warning to Future Generations

It is the year 2008. The presidency of the United States has, for the first time, been captured by a non - U.S. citizen through the illegal use of mass hypnosis techniques. As with Adolph Hitler in the 1930s, only with a much more sophisticated manner and use of mass media, mob hypnosis became a tool in dragging an entire nation toward destruction by corporate fascism. As of 2010, it appears that the greatest potential for destruction and misery may have passed for us. But the danger is still present. The resulting costs to the citizens of this country have been colossal, and far greater disaster only narrowly averted for now.

It is critical that future generations remember the destructive potential that lay in those who seek to exploit weakness within the human mind. It is for this reason this book is preserved. The temptation for similar misuse in the future is too great; and there is no doubt in my mind, that the persons behind the 2008 fraud or their heirs will try for a coup against the U.S. again.

The people of the U.S. are, I believe, good-hearted. Only through a deceitful bending of their wills, and through mass deception, can they be made slaves in supporting the perpetration of evil in the world.

The mass media have been mainly corrupted to the core, and have themselves (at least for a time) become mesmerized dupes in support of a momentary American decline into Fascist barbarism. So many of them are ignorant fools, with self-interest foremost in their hearts in the best of times. The mass media cannot be trusted.

Therefore it is incumbent upon you, dear reader, to take the task of education upon yourselves. You must pass this information along to many others, and they to still more... or our freedom, once completely stolen, may become lost forever.

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A Word From the Publisher

Hypnosis For Salesmen? Can a salesman really hypnotize his prospect and close a sale? Can he hypnotize himself into believing that he is better than he really is? These were the questions that arose in my mind when Mr. Furst brought his manuscript to me.

And as I read his manuscript I found these questions were fully answered, but not as I had expected.

Surely every salesman is aware of the tremendous influence suggestion has in the everyday transactions. The difference between these suggestions and those administered when a subject is under hypnotic sleep is only in the degree.

The skilled hypnotist's ability to suggest is the result of training, and his knowledge of basic rules and techniques. He knows by training just what to say in order to get the proper response. He also knows what not to say in order to prevent confusing the subject's mind.

Perhaps the most important part of salesmanship when combined with hypnosis is its influence on the salesman, himself. This is especially true when he is in a "slump." When he thinks that he is doing his very best, Furst points out that he has, in reality, only scratched the surface of his capabilities.

Mr. Furst has combined the art of selling with the skill of sug-

gestion to a degree that those who read this book will realize—that every salesman has been using hypnotism in a small way all along but he didn't realize it until he had read this book. He will also learn how little he does know of the subject and after his first few experiments will become an avid student in the application of this age-old skill.

Mr. Furst points out that the ability to hypnotize another person is not necessary to the use of its principles, but knowledge of how it is performed is a real factor in the utmost application of these tenets to the art of selling.

A top salesman before he turned author and lecturer, Mr. Furst graphically describes these principles in his book, principles that have been gleaned from over 25 years in the field of hypnotism until now he is a much sought-out speaker at medical and dental meetings. His talks have been heard at colleges, state hospitals and medical institutions throughout the United States.

He has written various books on the subject including "Case Histories in Hypnotherapy," which is now being prepared for its third English edition. This book is circulated as a textbook within the medical profession in four continents.

As a world-renowned entertainer, he has made five trips around the world; has been the American delegate to the World Congress of Magicians, and has appeared at almost every overseas U. S. Armed Forces base.

The subject matter in "Hypnotism for Salesmen" is original and is an outstanding contribution to the field of selling. The addition of these tools to your sample case will bring results immediately. And these results will open your eyes to the limitless facets of hypnotism when applied to salesmanship. Start reading this book now and learn how to use the full scope of your capabilities.

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CHAPTER ONE

Introduction To Hypnosis

Hypnosis is a subject which is greatly misunderstood. Some textbooks report that hypnosis cannot be defined and no one understands why it works or what it is. Aside from this cloak of ignorance, hypnosis is often covered with a bundle of superstitions and mis-conceptions.

Many of the most experienced hypnotists of the past hundred years were professional entertainers. They deliberately tried to give the false impression that they had a "remarkable power" over their subjects and as a result by their speech and gestures left their viewers with the idea that the hypnotized person was subject to the will of the hypnotist and could be forced to do anything the performer desired.

When members of the medical profession tried to duplicate the demonstrations they had witnessed in the carnivals and side-shows they naturally had little success since they lacked the self-assurance gained from years of experience and often enhanced by the knowledge that the "volunteers" were sometimes "stooges" or "pre-conditioned accomplices." To excuse their failures, these bunglers invented fantastic explanations to cover their ineptitude.

When understood, hypnosis is neither mysterious, amazing nor wonderful. It is a skill which can be acquired and used by those who are meek and un-assuming as well as those who are

dominating and aggressive. Like all skills, proficiency in its use can be gained only from constant practice and experience.

Expressed in the simplest of terms, hypnosis is the giving of instructions in such a manner that the subject receiving the instructions feels compelled to follow them because of a strong desire to please. Actually the subject is not in the power of the hypnotist and retains the ability to accept or reject any of the suggestions given him.

Let us imagine the following situation. A young lady is sitting in a car which is stuck in a mudhole. She has been trying unsuccessfully to drive the car out of the hole and when a young man approaches she begs him to help her. He asks her to follow his suggestions and she agrees. Thereupon, the young man suggests the lady put the car into reverse gear and in this manner she drives out of the mud hole. The young man did not have any control over the car. He did not make the young lady put the car into the reverse gear. He had no power over the lady or the car. The young lady could have rejected the suggestion and perhaps she might have thought of the proper thing eventually without the man's help. She followed his suggestion only because she had faith in his knowledge of the proper thing to do in this situation.

Although, the word, hypnosis, is derived from the Greek root for sleep, hypnosis is not sleep. The hypnotized person may have the appearance of being asleep but he is actually awake. Psychologists have proved by the use of the electrocardiograph and other devices that the hypnotized person has the reflex responses of one who is awake. The person who is asleep can not hear what we say and can not answer us. He is not conscious of his movements and does not have the ability to control them. On the other hand, a person who is hypnotized can hear every word; he does answer our questions and is conscious of his movements and can control his actions. Actually, the hypnotized person is more keenly aware of what is taking place since his senses are sharper and he can think more clearly. He can also summon unusual strength and exert remarkable control over his body.

There are many different ways in which one person can give instructions to another. We shall consider just a few in the order in which they might prove to be **least effective**. Which of the following is most used by parents when they instruct their children? Could salesmen become more successful by using a more effective manner of giving instructions?

REPETITIOUS PERSUASION. (Commonly known as nagging). Anyone who has lived with a nagging wife or mother will agree that the constant repetition of a request is likely to cause a negative reaction, and most certainly not the prompt compliance desired.

SALESMANSHIP. By presenting sufficient motivation, a desire is created and thus the person receiving the instructions feels that he is acting in the manner desired because it is to his advantage.

PSYCHOLOGICAL PERSUASION. This is the same as "salesmanship" except that the motivation presented is directed to a greater degree towards our sub-conscious desires. For example, merchandisers know they will sell more "cold cream" if they present it as a "beauty cream" rather than a "cleansing cream." An excellent book on this subject is "The Hidden Persuaders" by Vance Packard.

SUGGESTION. This is the presenting of instructions in such a subtle manner that the person following the instructions is not aware of the reason for his actions. Unfortunately, this is often mistakenly confused with hypnosis.

CONDITIONING. This is the manner of training a person to respond to instructions automatically. For example, the soldier is conditioned to jump to his feet when his officer shouts, "Attention!"

HYPNOSIS. A feeling of rapport is established and strengthened to the extent that the person receiving the instructions has an

intense desire to obey them and thus please the hypnotist. The person following the instructions feels a lack of responsibility for his actions and will often insist that he felt compelled to obey and will even try to hide his embarrassment by declaring his inability to recall what transpired.

Even less effective than outright "nagging" is the giving of negative instructions. Sometimes it is almost impossible to obey some negative instructions. For example, if you are asked NOT to think of this page during the next thirty seconds you will find your attention returning to the page unconsciously you direct it elsewhere. Equally foolish is the custom of saying the exact opposite of what we wish others to do. The Judge said to the prisoner, "I will let you go this time but I know you will go right out and get drunk again." When the man was arrested several hours later he explained, "What the Judge said kept running through my mind and it seemed like there was nothing left for me to do but get a drink."

In view of the fact that hypnosis is obviously the most effective manner of inducing hypnosis, it is surprising to find so many of the traditional methods of inducing hypnosis are dependent upon the less effective repetitious persuasion. In order to establish the feeling of rapport necessary for hypnosis, it is likely the hypnotist will use some salesmanship by offering a reason or motivation for the subject to be hypnotized and he may call upon his knowledge of psychology; the power of suggestion and any conditioning the subject has received in the past. However, he should not be repetitious since each time he repeats his instructions the person about to be hypnotized recognizes a lack of self-confidence on the part of the hypnotist and tends to become impatient and begins to question what is said.

When simple directions are given briefly and without repetition they can be considered as "commands" and the person to whom they are directed is more likely to follow them without question or hesitation. When these directions are repeated the impli-

cation is that the person speaking did not feel he would be obeyed at first. When the individual receiving the instructions realizes this, he recognizes the fact that he has a choice between obeying or not obeying and then it becomes a matter of his responding due to a strong need or desire to be hypnotized or else he follows the instructions as a result of fatigue brought about by the constant nagging. His resentment against this might easily strengthen his power to resist once he learns that the hypnotist lacks self-confidence and can not compel him to obey.

When this principle is understood, it becomes obvious why the "brush-off technique" and other speedy methods described in this book are so much more effective and valuable to those learning this skill and using it for the first time.

All persons who have the capacity of understanding simple directions (such as: sit down; stand up; close your eyes; etc., etc.), can be hypnotized to some extent. There are, of course, a great many variations in the response between individuals and some will respond more readily to one technique than to another while some will respond more quickly to one hypnotist than to another.

Having a knowledge of a great variety of hypnotic techniques is important for two reasons. Primarily, it enables the hypnotist to select the particular technique which seems to suit his manner and personality best. Secondly, it makes possible the use of a great many different techniques when a subject fails to respond at once. The hypnotist should be prepared to change from one technique to another since sometimes the changing of the position of the subject from that of sitting in a chair to standing against a wall will make the difference between success and failure.

When you realize everyone can be hypnotized, under certain conditions, to some extent, by one hypnotist or another, you will not accept failure without having exhausted a wide range of techniques and you will be well pleased with your percentage of successes.

CHAPTER TWO

How To Hypnotize

A feeling of rapport must be established between the hypnotist and the subject before the hypnotic procedure is begun. This is relatively simple when hypnosis is used by a physician or hypnotherapist or for any therapeutic purpose since the patient is likely to have a feeling of rapport for anyone interested in helping him. This can be strengthened, however, by the hypnotist offering to give the subject additional suggestions which will appeal to his sub-conscious desires. For example, the hypnotist should suggest that children will have a greater ability and success in sports and with their school work.

When hypnosis is being used for demonstration purposes the hypnotist should make the subject feel that there is a personal interest in him as an individual and that the hypnotic session will assist him in solving his personal problems as well as the problems discussed.

Your smile, your voice and the manner in which you arrange the subject before you begin to hypnotize him will express your sincerity and concern for his well-being. You must avoid questions at this time, however, as the subject would prefer to place his confidence in someone who "knows all the answers."

Apart from the feeling of "rapport," there are three other

factors which must be present before a person can be hypnotized. Before you can hypnotize an individual he must know you are a hypnotist; that you are trying to hypnotize him; and also there must be some motivation for him to allow himself to be hypnotized. Next it is necessary to gain his attention and to direct it from one part of his body to another. When the subject accepts the fact that he is being influenced by the hypnotist, he begins to follow the instructions without reservation and usually to the fullest extent of his ability. Thus the hypnotist is able to assist the subject in using the ability he already possessed, but to a greater extent and determination.

If the subject is sufficiently impressed by the hypnotist and knows of his reputation as a capable hypnotist it is only necessary to speak briefly to the subject before he feels himself influenced and begins to respond to the instructions given him.

THE "EYE-TO-EYE" TECHNIQUE

One of the favorite methods for inducing hypnosis used by the author of this book is the "eye-to-eye" technique. This has the advantage of being very simple. It takes a very short time and allows the hypnotist to watch the subject and judge how responsive he will be.

The subject is asked to sit in a firm chair and is given the following explanation. "Since being hypnotized is nothing like being asleep, I want you to sit in this firm chair so you will be somewhat alert and better able to concentrate and follow the instructions I give you."

The subject is asked to sit with his feet flat on the floor and with his hands, resting in his lap. Generally the subject will sit with the palms of his hands turned down. (See figure ONE). When this happens the hypnotist gently lifts the hands and turns them over so that they rest in the subject's lap with the palms turned up. (See figure TWO). This is most important as the subject will be aware of a feeling of helplessness when he is sitting with open palms. The hypnotist lifts the hands an inch or two and then al-

lows them to fall back into the subject's lap. This is necessary as it allows the hypnotist to discover if the subject is tense and unyielding. If that is the case, the hypnotist asks the subject to relax and then he lifts the hands again and drops them limply into his lap. A common reaction at this point is for the subject to smile or laugh. I always say, "It is perfectly all right for you to smile or laugh, as there is nothing serious about what I am going to do and there is no reason for you to be frightened or concerned." In some instances the laughter is actually caused by a desire to disturb the hypnotist and the giving of permission at this point is enough to stop it completely. Also, the "negative suggestion" is deliberately used by the hypnotist to cause the subject to become concerned and take his instructions seriously.

You ask the subject to concentrate his attention upon the small reflection of light that he sees in the pupil of your left eye. You focus your attention on the bridge of his nose as you want to be able to notice if he shifts his gaze. Once you have the undivided attention of the subject you breathe slowly and deeply as that is the manner in which you want the subject to breathe and there is bound to be a certain amount of "sympathetic reaction" between you and the subject. Speaking in a soft voice, you say, "I want you to look at the small reflection of light in my left eye. When I count 'three' I want you to allow your eyes to close and your eyeballs will roll upwards and your head will become very heavy and tired. You will not go to sleep. You will hear everything I say and know everything that takes place. One . . . two . . . three." When you see the subject's head begin to nod you say, "When I count to 'three' your head will begin to nod and slowly fall. One . . . two . . . three."

For our purpose we can consider that you have succeeded when the subject's head begins to nod and eventually falls against his chest.

There are several negative reactions from the subject which might have occurred. These take place during the first few sec-

onds and assist the hypnotist in judging how responsive the subject will be. First of all, if the subject does not look directly into your eye, he is asked to follow your instructions. Next indication that everything is not progressing properly would be if the subject does not close his eyes at the count of "three." You are prepared for this bit of resistance, however, and as you ask the subject to close his eyes, you slowly raise your right hand with the forefinger and middle finger extended and after a brief pause, to assure yourself that the subject is not about to respond willingly, you bring these two extended fingers to the subject's eyelids and you close the eyes for him. If the subject opens his eyes when your fingers are removed you say, "No, I want you to allow your eyes to remain closed until I ask you to open them."

Another possible reaction to your having deliberately closed the subject's eyes for him would be for the eyeballs to roll upwards as you close the lids and then you can consider that you have succeeded as the rolling upwards of the eyeballs is an indication to be desired since it shows some degree of cooperation.

If the subject just stared at you as you pulled his eyelids down, you can consider you are in the same position you were in when you started. The subject has not responded, but you do not know how soon he will begin to react. Therefore, you continue as before, suggesting his eyeballs will roll upwards and his head will become heavy and tired and nod slightly.

In this technique there are five "check points" which help you decide if the subject is responding. First is the resistance you meet when lifting his hands slightly and allowing them to drop into his lap. Secondly, when asking him to look into your left eye. Third is when you ask him to close his eyes. Fourth is when you note if his eyeballs are rolling upwards and fifth is when his head begins to nod. If these are all negative you may consider the subject has not responded to this technique but just the same give him the usual beneficial suggestions and ask him to open his eyes when you count to "seven." When he opens his eyes, remind him

that you did not want him to go to sleep but rather to feel relaxed for a moment as the very slightest trance would be sufficient in treating his problem.

This eventuality is very remote, but if it happens do not be discouraged. I have had several experiences in which I felt I had not influenced the subject in the least and yet later I received reports of complete and lasting results derived from those sessions which I had considered to be unsatisfactory.

If the subject responds and his head falls against his chest, the hypnotist has a choice of "testing" the subject or just giving him some beneficial suggestions. The "testing" is often done for the benefit of the subject who wishes to feel that "something" has happened and also it is valuable to the beginner who is unfamiliar with the use of hypnosis and does not recognize the lethargic breathing as readily as the experienced hypnotist.

Under no circumstances should it be possible for the subject to feel that he was not "a good subject" or not influenced by the hypnotic suggestions. To tell a subject that at the count of "three" his head will fall against his chest makes it possible for him to resist and declare that his head did not fall as the hypnotist had predicted. Instead, the hypnotist should tell the subject he will feel his head get heavy and tired. The hypnotist should then watch carefully to see if there is any movement or lowering of the head. If the hypnotist sees the subject raise his head defiantly at this point he should change his tactics instantly. If the subject's head does move slowly downward or nods slightly it would then be wise to say, "At the count of 'three' your head will begin to nod slightly."

After the hypnotist sees the desired indication that the subject's head became heavy and tired and was lowered, he can give the subject one or more "tests." However, the "test," be it a "swaying test"; a "hand rising test"; or a simple test of being unable to open the eyes, should never be given until the hypnotist is certain it will be effective to some extent. These "tests" and other hypnotic techniques are described in Chapter Six.

To insure that some degree of satisfaction will result from the time devoted to hypnotherapy, I always include the following three-part formula along with any therapeutic suggestions. I say, "You will find the improvement will be very slight at first and very gradual; you will notice the slight improvement, however and you will be well pleased with the amount of improvement you notice."

A common fault amongst hypnotists is the habit of being repetitious. Since hypnosis is sometimes induced by the use of repetitious suggestions, they fall into the habit of repeating all the suggestions and this has the same sort of negative effect that the constant repetition of instructions would have on a person who is not hypnotized.

THE HYPNOTIC PRESCRIPTION

One way to overcome the habit of unnecessary repetition of suggestions is for the hypnotist to sit down and write out the hypnotic suggestions he intends to give the subject during the hypnotic session. This has an added value as it gives the subject a chance to request additional beneficial suggestions and by so doing the subject indicates his full acceptance of the idea of hypnosis and provides the hypnotist with additional incentives which will help make the subject responsive.

In writing the hypnotic formula or "prescription," care should be taken that all instructions be expressed in positive terms. The power of "negative expression" is well illustrated by the "stunt" in which the stage hypnotist hands a person a very full glass of water and acts as though he is holding an imaginary glass of water himself. The performer shakes his hand from side to side and says, "Now don't be nervous. Do not shake your glass of water. Try very hard to keep the water from spilling."

The person holding the actual glass of water promptly begins to splatter water from his glass all over the stage. He receives one suggestion by watching the hypnotist shake the imaginary glass of water. The second suggestion is received by the state-

ment, "Now, don't be nervous." Nervous is the only word in that sentence that is suggested. The third powerful negative suggestion is presented by the statement, "Try very hard to keep the water from spilling." The implication is that the person will find it difficult to hold the glass steady even if he does try very hard.

The hypnotic formula should be as brief as possible and contain several suggestions as follows: You will be calm and relaxed. You will feel stronger and healthier. You will feel very sleepy when you go to bed at night and completely wide awake in the morning. You will be pleased with the realization that you are being helped by hypnosis.

The hypnotist must make every effort to control the urge to ask the subject questions regarding the success of the previous session. By asking questions the hypnotist reveals his doubt and uncertainty and exposes his limited ability. Instead, he should feel capable of saying with confidence, "I am sure you noticed some improvement." Questions asked during the hypnotic session will also disturb the subject since he would prefer to believe that he is acting without any control over his behavior.

YOUR FIRST SUBJECT

When you are about to use hypnosis for the first time, it is best if you can wait for the proper situation where the subject feels there is a good reason for you to hypnotize him and requests that type of treatment from you. When the subject asks for hypnotic suggestions it would be wise for the hypnotist to insist that his time was limited but after reconsidering, he agrees to give the subject a minute or two before leaving for an important appointment.

If you are impatient to get started practicing hypnosis it might be necessary to ask a friend to allow himself to be hypnotized. A good logical reason must be given for this request. Under no circumstance should you reveal that you are inexperienced or uncertain regarding your ability to hypnotize as that would be disastrous and most likely to result in failure. You might begin by con-

...telling to your friend that you have the ability to hypnotize but you are now trying to develop the technique of hypnotizing to a very slight degree. Most people can understand that it takes a certain amount of control to drive a car at the constant speed of six or seven miles per hour. Using that as an example, you can explain how you wish to perfect your ability to hypnotize to a very slight degree so your subjects will hear everything and know everything taking place while they are in the hypnotic trance. You might be able to suggest a good reason for hypnotizing your friend, such as improving his health or school studies or removing some undesired habit.

You should explain that you will be using a slightly different technique from the one you usually employ and therefore you will proceed slowly. If the subject responds by going into a fairly deep trance you can congratulate him for being "very responsive."

Select someone who does not know you very well. Members of your own family are very often the most difficult to influence as they are familiar with your background and training. In most cases, a person just a bit younger than yourself is the ideal subject as he will be impressed more easily and yet be able to follow your line of thought as you issue your instructions.

CHAPTER THREE

How To Awaken The Subject

A young lady recently told me that she greatly enjoyed being hypnotized and then remarked that there was one suggestion I gave her which upset her and made her very unhappy. I know I was very puzzled by this statement until she explained, "Yes, I was very angry when you told me I would open my eyes at the count of 'seven.' Being hypnotized was so pleasant I wanted it to last much longer."

When you realize how pleasant a person feels in the hypnotic state, you must accept the possibility that some of the subjects will refuse to open their eyes when you wish to awaken them. This can be overcome, to some extent, by concluding the hypnotic session with several beneficial suggestions and finally saying, "At the count of 'seven' you will open your eyes and be fully and completely awake. You will feel well rested and refreshed and alert. One . . . two . . . three. Hold your head up. Four . . . five . . . six. Shoulders back. Seven! Now open your eyes and feel wide awake and very pleasant."

Situations where a subject responds nicely to all suggestions given him and yet insists he was at no time hypnotized or under the influence of hypnosis are by no means rare. The subject is conscious of having heard everything and having felt he acted in

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a completely voluntary manner. He is likely to rationalize his actions and say he followed the instructions only because he wanted to see what was going to happen and he knew all the time how to respond to the suggestions, if he had so desired.

It is much easier and wiser to prevent the subject from feeling this way than to try to remedy or correct this impression after the hypnotic session. As soon as it is apparent the subject has responded to some extent, he should be told he will be able to hear every word spoken by the hypnotist. Next the least change in his condition is called to his attention and he is asked to be conscious of the fact that his head feels heavy and tired. He is asked to be aware of all "tests" that take place. For example, the hypnotist should say, "I want you to realize your arm does feel very light as it floats up in the air" or "Now I want you to try to bend your arm and I want you to realize your arm does feel stiff and straight and it is impossible for you to bend your arm right now no matter how hard you try."

Before awakening the subject, the hypnotist should say, "When you awaken you will feel like you had a very pleasant little nap. You will realize you were hypnotized because your head and body felt heavier and tired and when you open your eyes you will feel so much more rested and refreshed. You will want to be hypnotized again because it is such a pleasant feeling."

By the reference to a "nap," it is often likely the subject will have amnesia as he may consider a "nap" to mean he was asleep and so he will declare he could not remember anything that took place. The precautionary suggestions given above will at least cause the subject to say, "I could hear everything that was said and I did feel heavy and tired and I do know I was hypnotized."

One suggestion which is sometimes rejected by the subject is the one for the subject to open his eyes and no longer appear to be hypnotized. The subject may reject this suggestion because he feels happy and comfortable in the hypnotic state or it might

be because the subject realizes he can get a great deal of desired attention by rejecting that suggestion. There is absolutely nothing to worry about if the subject does not open his eyes when instructed to do so. Don't forget, he is AWAKE!

If the subject had been hypnotized for a long time and appeared to be in a deep trance, you might suspect you had started to awaken him too quickly. In that case, you would offer the subject a few more seconds or half a minute to prepare himself for the awakening suggestions. This time you might intensify the suggestions by saying he will feel completely rested and anxious to wake up. However, if you suspect the subject is trying to cause you concern or gain attention, it is very simple for you to poke him gently in his ribs and remind him that although he was hypnotized . . . he was also awake.

It is possible for a person who is watching another person receive hypnotic suggestions to become hypnotized himself. Ordinarily one might suppose that this unexpected subject would also be responsive to any instructions given to him by the hypnotist. This is, of course, very often the case. But there is another very disturbing and unexpected development that might occur. That is, the second and unintended subject will, however, hypnotized himself into going asleep and is therefore not at all responsive to the instructions given to him by the hypnotist.

During my hypnotic demonstrations I have several times found members of my audience become hypnotized as they intently watched and listened to the hypnotic suggestions I was giving another subject. On two occasions, I found that these unintended subjects did not respond at all to my suggestions and I recognized that I had no control over them since they were asleep and not in a hypnotic trance. Therefore, I used the same technique on them that I would have used in hypnotizing a person who was asleep. This is described in Chapter Six.

There is no more danger in waking a person who has gone to sleep as the result of self-hypnosis than there is in waking a

person who has gone to sleep as the result of being tired. By the use of conscious self-hypnosis, the individual keeps full control over himself just as the hypnotist retains control over his subject. When an individual goes to sleep as the result of self-hypnosis he does not have any more control over his body than he would normally have while he were asleep. However, he is actually asleep and can be awakened in the same manner as you would awaken anyone who is sleeping.

CHAPTER FOUR

The Stages Of Hypnosis

Many books contain a collection of terms given to the various depths of hypnosis and an effort is made to indicate the differences between the stages of hypnosis.

There is no need for you to be concerned about the "depth of the hypnotic trance" which is so difficult to define and measure and which is often transient and elusive depending upon the situation and the subject. Many subjects will respond more readily to one hypnotist than to another and sometimes one technique will prove more effective than another. The successful treatment of the subject should be the prime interest of the hypnotist rather than the degree of hypnotic influence he was able to produce.

Due to a lack of understanding, some hypnotists seem to be afraid of hypnosis and they treat it with great caution and hesitation. I saw a hypnotherapist put a patient into a hypnotic trance and then very quietly he tip-toed to where I was standing and he began to speak to me in a low whisper.

"Why are you being so quiet and why are you whispering?" I asked. "Your subject knows I am here and that you are talking to me and he can hear you as distinctly as when you whisper as he could if you spoke in your normal tone of voice."

"Isn't this true?" I asked the hypnotized subject and he nodded his head in reply.

It would have been possible for the hypnotist to have given the subject a suggestion that he would not hear what was being said and then the subject, when questioned by the hypnotist, would have answered that he had not heard. However, in either case it is silly to act as though the hypnotic trance is as delicate as a soap bubble.

The hypnotist must remember that the subject is awake and that the subject's eyes are closed only because the hypnotist asked him to close his eyes. At any time during the hypnotic session, the subject can open his eyes and the hypnotist must not allow himself to be surprised when this happens. Should this occur, it is only necessary to point at the subject and command him to close his eyes again.

The subject may begin to worry about the extent of the trance and sometimes will doubt he is being influenced by the hypnotist and, therefore, he will "test" to see if he can open his eyes. If this happens, it is often effective for the hypnotist to give the subject a "test" in which the subject finds he can not open his eyes. On other occasions, the subject might open his eyes because he was startled or felt that the hypnotist was no longer giving him his undivided attention. I found that this happened sometimes when I was interrupted during the hypnotic session by the doorbell or a ringing telephone. Therefore, I have found it better to awaken the subject before tending to an interruption and then I put the subject back into the hypnotic trance rather than ask him to remain in the hypnotic state.

It is not important if the subject has his eyes open or closed. A person can be hypnotized with his eyes open and there are many techniques of inducing hypnosis which do not depend upon the subject closing his eyes. Also, the hypnotist can ask the subject to open his eyes and in so doing to remain in the hypnotic trance to the same depth or to even pass into a deeper depth than he was in when his eyes were closed.

It is not always necessary to put the subject into a deep trance. However, when the subject responds readily it becomes a great temptation to suggest that he go into a very deep trance especially since it takes so little additional time or effort. After the subject is in a deep trance it is possible to suggest to him that the next time he receives hypnotic suggestions he will respond quickly and he will grow as heavy and tired as he is at that time. You can give to the subject who is in a deep trance the following instructions: "The way you feel right now is what I shall refer to as 'CONDITION A' and the next time I hypnotize you, I want you to go back into this deep sleep until you are again in 'CONDITION A.'" Then, at the next hypnotic session, the hypnotist begins with his usual technique but as soon as the subject responds to some degree, he says, "Now I want you to feel yourself going deeper and deeper until you are in 'CONDITION A' and when you are in that state, I want you to raise your right hand and we will continue."

CHAPTER FIVE

Dangers Of Hypnosis

Most of the fears of hypnosis are due to ignorance and certainly a little knowledge is always dangerous. However, the person in jeopardy is more often the hypnotist rather than the subject.

Since the hypnotized person is awake, it is foolish to fear it will not be possible to awaken him. Also, the subject will certainly not do anything he does not want to do so he has nothing to fear in that direction.

In carrying out post-hypnotic suggestions or during periods of regression, the subject may respond by crying or appear to be hysterical. The hypnotist has the power to change the mood instantly by asking the subject to think of something pleasant or to forget everything and go into a deeper trance.

The hypnotized subject can accept or reject any suggestions given to him and always retains the ability to open his eyes or go into a "state of sleep" should he so desire.

Since hypnosis is a learning process, it is quite natural that a subject will respond more readily to hypnotic instructions after he has been hypnotized a number of times. This indicates that he has a better understanding of the instructions and not that he has "lost control" over his will and is in the hypnotist's power.

It would indeed be wise for the hypnotist to be hypnotized himself as in this way he will have a better understanding of the "hypnotic state" and realize the amount of control over his facul-

"ties" me" hypnotized subject retains. Also, he will realize that the subject may feel "heavy and tired" or "light and exhilarated" depending upon the instructions given to him as he enters the hypnotic trance.

There are some unfortunate consequences that may result from the use of hypnosis but these are dependent upon the intelligence of the hypnotist and not upon the use of hypnosis. Children can hypnotize each other and use hypnosis in a foolish manner, such as putting dirty pins and needles into the flesh of their playmates. In this case, the danger of infection is present and it is a real danger and certainly must be considered.

The use of hypnosis could be considered dangerous to the person who uses it without full understanding as he will be in constant fear of many non-existent dangers. It is possible for dishonest subjects to accuse the hypnotist of having secured valuable information from them or having forced them into illegal or immoral acts. Almost all such cases which were taken to the courts have been decided in the favor of the hypnotist but the danger exists and the wise hypnotist will use discretion and protect himself from such accusations whenever possible.

It would be dangerous for the hypnotist to attempt to use hypnosis in a wrongful manner. The entire situation was well summed up in the final paragraph of "An Experimental Investigation of The Possible Anti-Social Use of Hypnosis," by M. H. Erickson. His conclusion was that hypnosis could not be used to induce hypnotized persons to commit wrongful acts against themselves or others and by such attempts the hypnotist would be taking the serious risk of condemnation, rejection and exposure.

CHAPTER SIX

Additional Methods Of Inducing Hypnosis

On various occasions I found it possible to devote only a minimum amount of time to an individual and learned later that the hypnotic suggestions had been completely accepted and the subject was well satisfied with the results. On the other hand, when the hypnotic session extended over a period of half an hour or longer, the outcome was less successful.

THE "BRUSH-OFF" TECHNIQUE

This has led me to adopt what I call a "brush-off" technique. I try to assume a casual manner and treat each complaint presented as being very simple to "cure" by the use of hypnosis. Frequently, I explain that I can not hypnotize the subject at that time due to an appointment I suddenly remember and then I reconsider and offer to hypnotize him anyway, explaining that his particular problem responds to hypnosis so readily that the entire session will take no more than a few minutes. After that sort of introduction, it never has taken very long for the subject to respond to the hypnotic suggestions.

I believe that the hypnotherapists sometimes help to defeat themselves when they have a long preliminary talk with their patients. In some instances the patients are able to mentally fortify themselves and build up a resistance to the suggestions that they are about to receive. I feel that it is somewhat like the morning

bather who stands at the edge of his swimming pool for several minutes before jumping into the cold water. He is preparing himself for the shock and initial unpleasant feeling of the cold water by creating a "psychological set" whereby he anticipates the situation in which he is about to find himself and is thus better equipped to adapt himself.

This was illustrated by an experience I had recently in hypnotizing a friend who had a sore back. I used the "swaying and falling" technique and found him very responsive and was able to relieve his condition. Several days later, he reported that his back was somewhat better but that it still pained him. I offered to give him some hypnotic suggestions again, and this time I found that he was completely un-responsive to the "swaying and falling" technique. Therefore, I used the "eye-to-eye" technique and again he went into a hypnotic trance. He reported some slight improvement the following day but complained that the hypnotic sessions tired him considerably. I was very much interested in experimenting with him since I had never before had a subject who responded

so well one day and yet was so completely un-responsive the next day to the same technique which had been used so effectively. This time I found the "eye-to-eye" technique was no more effective than the "swaying and falling" technique had been on the second attempt. I discovered that it was necessary to use a completely different technique on this man at each session as he did not react immediately to each technique as it was useful on him.

The "eye-to-eye" technique described in Chapter Two seems to be the best for general use. It has the decided advantage of being the most personal and it avoids the establishment of the feeling of rapport. Also, the subject is not liable to the embarrassment of failure. However, due to the various conditions and inevitable differences in the hypnotic response of the subjects, it is well to be familiar with a variety of methods which can be used effectively to induce hypnosis.

THE "EYE-TO-FINGER" TECHNIQUE

The "eye-to-finger" technique can be used easily in semi-darkness and when both the hypnotist and the subject are seated side by side. The hypnotist holds his right forefinger directly in front of the subject's face and he watches carefully to observe the subject's steady gaze and see if his eyes close promptly at the given signal.

As in all techniques in which the hypnotist speaks, he should try to control his breathing so that it is slow and regular. The verbal instructions are almost the same as those given in the "eye-to-eye" technique. The hypnotist says, "I want you to look at the tip of my finger and listen to the sound of my voice. When I count to 'three' I want you to allow your eyes to close. Your eye-balls will roll upwards and your head will feel very heavy and tired. One, two, three."

When the hypnotist sees the subject's head nod or lower somewhat, he continues, "Now when I count to 'three' your head will begin to nod and slowly fall against your chest and you will feel much heavier and tired. One, two, three."

THE "EYE-TO-PENCIL" TECHNIQUE

Those who prefer to have the subject look at the tip of a lead pencil instead of their finger feel that in this method the attention is focused on a more exact point. The subjects who have a pre-arranged idea that some mechanical device is necessary for the induction of hypnosis will find the "eye-to-pencil" technique more acceptable. The hypnotist speaks in exactly the same manner as in the "eye-to-finger" technique.

THE "EYE-TO-CRYSTAL BALL" TECHNIQUE

In some instances the "eye-to-crystal ball" technique is effective when the subject feels that his attention is held captive by the fascinating crystal. If the crystal ball is rather large and properly introduced it will be impressive and cause older subjects to respond quickly. The hypnotist speaks in exactly the same manner as in the "eye-to-finger" technique.

"FLICKERING CANDLE FLAME" TECHNIQUE

Having the subject look at the flickering flame of a candle is one of my favorite methods when hypnotizing an elderly person who is past sixty-five years old. The "eye-to-candle flame" technique will tire the eyes and cause the subject to close his eyes readily when the hypnotist gives the signal. Since this technique is dependent upon fatigue, to some extent, the hypnotist should ask the subject to concentrate his attention upon the flickering flame for twenty or thirty seconds before he asks the subject to allow his eyes to close at the count of "three."

"SWINGING OBJECT" TECHNIQUE

Having the subject watch a shining swinging object is one of the classic techniques associated with hypnotists and so might prove to be effective when used on subjects who have seen such a swinging object. The movement of the subject's eyes from side to side is expected to cause fatigue and create the desire to close his eyes as instructed. The hypnotist says to the subject, "Watch the swinging object and allow your eyes to close at the count of 'three.' As your eyes close, your eyeballs will roll upwards, your head will feel heavy and tired and you will feel drowsy. One, two, three."

"INK SPOT" TECHNIQUE

A good friend of mine has found it effective to put a small ink spot on the back of a child's hand and place that hand in the child's lap. He speaks as follows: "Look hard at the ink spot because it is going to slowly start to come closer and closer to your eyes." After the hand starts to raise, he continues, "Now the harder you try to get away from the ink spot the faster and faster it will move towards your face and when you feel your hand touching your face you will close your eyes and your head will become heavy and tired and you will go to sleep."

This is obviously a technique designed for very young children and when presented by a professional doctor or dentist is likely to be most effective. The advantage here is that the hyp-

notist does not continue until after he had seen the child begin to raise his hand. In very rare instances it has been necessary to urge the hand with the ink spot to move upwards, but just the very minimum assistance from the hypnotist's forefinger has been sufficient.

"EYE-TO-COIN" TECHNIQUE

A bartender told me he has used this "eye-to-coin" technique for the past five years on hundreds of his patrons. One night he watched one of his regular patrons hypnotize several of the bartenders who were in his bar. The demonstration was concluded with the suggestion that those who had been hypnotized would sleep well and have no after-effects the following morning. The next night several patrons who had taken part in the demonstration returned to the bar and reported that they had slept well and had awakened without their usual "hangover."

The bartender could see the value of knowing how to remove the symptoms of a "morning after" so he hurried to his friend who had demonstrated hypnosis and he asked for instructions as to how he could hypnotize his patrons who complained of headaches and illness due to excessive drinking. He was told to secure a new Roosevelt dime and to have the subject sit at the bar with his right hand resting in his lap and the left hand resting on the bar. The dime was then placed face up on the back of the left hand. The subject was to be instructed to stare at the nose on the face of the dime until his eyes closed and his head grew heavy and fell on to the left arm resting on the bar.

Some responded quickly as the dime was placed on their hand and they received the instructions. Others took much longer so the bartender left them and went about his duties until their eyes closed and their head dropped on to their arm. In either case, as soon as the patron's head fell forward, the bartender told him his pain and discomfort would be gone and then awakened him. "However," the bartender concluded, "the dime must be new and shiny or it will not work." He explained that often he has

had to send out for a new coin when one could not be found in the bar.

This technique based upon fixation alone has the advantage of being without a time limit and the avenue is open to try again with a newer and more shiny dime, if necessary.

"COUNTING" TECHNIQUES

Various techniques in which the subject is asked to open and close his eyes are based upon the idea of fatigue. These are so simple that they are often used by children. Originally, the hypnotist counted slowly and the subject was asked to open and close his eyes at each number. This was continued until the subject became exhausted and no longer opened his eyes. Other variations call for the subject to call out the numbers as he opens and closes his eyes and sometimes the subject is asked to count backwards from 100 to 1 as he opens and closes his eyes. The idea behind this technique is that the subject will realize finally that he can not open his eyes and he will credit his loss of power to the ability of the hypnotist.

"GO-TO-SLEEP" TECHNIQUE

In view of the fact that so many people confuse hypnosis with sleep it is not surprising to learn that some hypnotists are successful with this technique. They place the subject in a very comfortable chair and simply ask him to "try to go to sleep." Sometimes the subject is asked to listen to soft music and sometimes he is asked to watch and listen to a metronome. William James, the famous psychologist, would tell his subjects to listen to the ticking of a clock and to allow the monotonous sound to put them to sleep.

THE "SHOCK" TECHNIQUE

The "shock" technique is perhaps the most dramatic manner of hypnotizing a person. I saw a hypnotist in London arrange a group of about forty men and women in folding chairs which were placed in a semi-circle. The subjects were asked to close their eyes and take a deep breath. Then they were told to

exhale. Again they were asked to take a deep breath and then exhale. This continued for several minutes and finally they were breathing in unison more and more rapidly. Suddenly the hypnotist stamped his foot on the floor, clapped his hands together loudly and at the same time shouted, "Sleep!"

The entire group responded by slumping down in their seats and everyone seemed to be in a hypnotic trance. I know that many had been hypnotized in this manner previously and perhaps some of the others had witnessed a similar demonstration on another occasion. Nevertheless, the effectiveness of this rapid technique could not be denied. The entire group was treated at the same time for the hypnotist spoke to them as follows: "You each have a problem. Think of your problem. Now decide if you wish to keep the problem or if you wish to be rid of the problem. Have you made your decision? You do wish to be without that problem, don't you? Fine. Now visualize yourself without that problem. You are pleased, aren't you? You can do without that old problem very nicely and you won't let it ever trouble you again."

HYPNOTIZING IN THE DARK

When hypnotizing a person in the dark it becomes necessary to depend entirely upon verbal instructions. This technique is exactly the same as that used when hypnotizing a person over the telephone. In this method the subject is asked to be seated or to lie down in a comfortable position. He is asked to close his eyes and to feel his head and body grow heavy and tired. If the subject has been hypnotized previously it is only necessary to ask him to feel the same way he felt the last time he was hypnotized. Then the beneficial suggestions should be given and the subject awakened. If the subject had not been hypnotized previously, I prefer to use some "test" so that he will accept the idea that he was influenced by the hypnotic suggestions.

"DRY LIPS" TEST

An excellent "test" for the technique described above is to ask the subject to think of his lips becoming dry. I say, "When I count

to 'three' you will find your lips becoming very dry and parched. Your mouth will feel most dry and uncomfortable and you will have a great desire to swallow. One, two, three. Now I am going to count to 'three' again and this time you will open your mouth and take in a big breath of air. 'One, two, three.' Now I want you to swallow that breath of air and it will seem like you had a sip of cool, refreshing water. Run your tongue over your lips and you will find that your lips are more comfortable and your mouth will feel more pleasant."

the hypnotist saying a word. is heard and understood by the sub-
ject as well as by any audience that might be present. That rather remarkable statement serves to impress the subject, however, and when the hypnotist stands behind the subject, the subject feels puzzled and bewildered. He wonders what will take place and what he will be expected to do. It is impossible for him to reject any of the suggestions given to him by the hypnotist as he feels he will have no way of knowing what the hypnotist desires as long as the hypnotist does not speak. This unusual situation

BACK AGAINST THE WALL TECHNIQUE

Now without having said a word, I have eloquently indicated to the child that I expect he will soon fall into my arms and he can see that I have made the necessary preparations to catch him. By judging the distance from the wall before I put the chair in its rather unusual position and even my having selected one chair as against another, all served to show the young child that I knew what I was doing and my extended arms certainly testified to my self-confidence.

My instructions to the subject are very simple. I say, "Please stand with your back straight up against the wall. When I count to 'three' I want you to close your eyes. One, two, three. Now I want you to try to bend over the next time I count to 'three.' You will find your back has become stiff and rigid and the harder you try to bend your back the more stiff it will become. When you try to bend over your arms and you will fall asleep. One, two, three."

Through all this there is no difficulty in bending over because he is standing so close to the wall. However, I have found the simple instructions above were all that were needed in almost every case. I recall that once I had to urge the child to fall forward by saying, "You feel your body getting heavier and heavier and it is falling, falling, falling right over and into my arms."

"HOLE-IN-TOP-OF HEAD" TECHNIQUE

A somewhat older yet often effective technique is to ask the subject to close his eyes and imagine that he is looking through an imaginary "hole-in-the-top-of-his-head." The hypnotist can look at the subject's closed eyelids and can see if the eyeballs are turned upwards as directed. When it is apparent that the subject has followed these instructions it is explained to him that if he concentrates his attention on the "hole-in-the-top-of-his-head" he will find that his eyelids will be stuck together and he will be unable to open them. This is true because it is impossible for us to open our eyes while our eyeballs are

turned upwards. The hypnotist should keep the subject's attention focused on the top of his head and direct him to try to open his eyes with the following spoken suggestions: "Keep looking through the imaginary 'hole-in-the-top-of-your-head' and try to open your eyes. You will find your eyes are tightly stuck together and the harder you try to open them the more tightly stuck together they will become."

"EYES STUCK TOGETHER" TEST

This technique above can also be used as a most effective "eyes stuck together" test. In the middle of a hypnotic session recently, the subject opened his eyes and said, "Look, I can open my eyes."

I explained that I had not been concerned about his eyes being open or closed, but I could easily cause his eyes to become tightly stuck together. I said, "Hold on, the eyes of the head are stuck together."

HYPNOTIZING A SLEEPING PERSON

When you realize that a person who is hypnotized is actually awake, you can understand more readily that before a person who is sleeping can be hypnotized he must be awakened to some extent. The hypnotist actually takes the sleeping subject out of his "state of sleep" and puts him into a "state of hypnosis." In order to accomplish this, the hypnotist must be very careful, but it is done so skillfully and gradually that the subject is not fully aware of the transition period when he is awake. The hypnotist begins by speaking softly to the sleeping subject and tells him he can hear what is being said but will not be disturbed and will remain calm and relaxed. After some time, the hypnotist asks the subject to indicate that he can hear the suggestions given to him by following some simple instructions such as moving his head. Other "tests" can be performed and by suggesting that the subject go into a deeper and deeper trance, he can even be questioned and instructed to speak his answers clearly and distinctly. At the end of the session, it can be suggested that he will pass from the hypnotic trance back into a condition of natural sleep.

This is the technique I most frequently advise parents to use to instill in their children habits of cleanliness and good behavior. In such instances I remind the parents to stress the facts that they love the children and that a degree of improvement is all that is desired. The formula used in all therapeutic suggestions is as follows: "There will be a slight improvement. You will notice the improvement, however, and you will be well pleased with the improvement."

It should be remembered that in this technique, as in all techniques described in this book, the four basic factors necessary for the induction of hypnosis must be present. Thus it follows that the sleeping person must have some degree of rapport previously established between himself and the hypnotist and the sleeping person must know the operator **IS** a hypnotist; that the hypnotist is talking to **HIM**; and there must be some motivation for the hypnosis.

"YOU-DO-AS-I-DO" TECHNIQUE

A friend of mine is a medical doctor. He has developed this technique which he uses on very small children who are five or six years old. He sits the small child on the examining table in his office and says, "Now you follow exactly as I do and I promise you that you will have no pain. Now hold your finger like this and touch your nose." The Doctor continues, "Right. Now I promise you will have no pain but you must do exactly as I do. Do this." This time the Doctor touches the top of his head with his forefinger. The child imitates that action but the Doctor always corrects the child to show him that he has an exact spot in mind. The Doctor always says, "Not here, but right on top."

This is done so that the child will know that he has to follow the instructions exactly and if this technique fails, it is possible for the hypnotist to try again by saying to the child, "You see, you did not follow me exactly and you did not touch the right spot and now we will have to try it again until you do it correctly."

After the child has touched the top of his head, the Doctor says, "Put your hand down and look into my eye. Not that eye, but this eye. Now I will count to three and you will close your eyes and you will feel very sleepy." Sometimes the child's manner indicates that he is influenced and the Doctor says, "Now, you feel fine and you feel no pain." On other occasions, he sometimes presses his hand firmly against the child's hand which is resting on the examining table and he says, "When I take my hand away, your hand will feel very light and it will go up in the air." When the Doctor removes his hand, the child's hand follows and this "test" is usually all the assurance he needs before he operates on the child.

THE "ARM-BENDING" TEST

The "arm-bending test" is a most effective technique when used upon teen-agers and others who are conscious of their muscles. It is based upon the principle that we can not exert force in two different directions at the same time. Obviously if we are pushing our fist away from our body, we can not pull our fist in towards our body as we would be doing if we were to bend our arm.

My procedure in presenting this test is as follows: After the subject has responded by nodding his head when I said it would feel heavy I say, "Now I will count to three and I will move your right arm into the air but this movement will not disturb you at all. One, two, three." After raising the subject's right arm I say, "When I count to three this time I want you to try to bend your right arm. Actually the harder you try the more stiff and unyielding it will become. Just the same, I want you to put forth a great effort as I know that by so doing there will be a slight beneficial effect. One. I want you to clench your fist very tightly and dig your fingers into your palm. Two. I want you to push your fist far out away from your body and as you do, you will feel your elbow lock and your arm will become rigid and stiff. Three. Now you will try to bend your right arm and you will try

very hard, but the harder you try, the more difficult it will become and your arm will feel like solid steel."

After it is apparent that the right arm is rigid and the subject can not bend it, I often lift the left arm up into the air and say, "Now both arms feel rigid and you find you can not bend them. This time when I count to three, your arms will slowly drop to your sides and the stiffness will go out of them and they will feel limp and heavy and your head and body will feel limp and heavy and tired and you will feel yourself falling into a deeper state of hypnosis. One, two, three."

THE "REFLEX" TECHNIQUE

One of the simplest and almost infallible techniques is the "reflex" technique. I often use this technique when I find it necessary to instruct someone in the use of hypnosis as quickly as possible. Its effectiveness is based upon the fact that the first portion provides the necessary "phenomena" as the result of a natural reflex action. The subject is conscious of this strange feeling and is thus easily overwhelmed into responding to the second portion of pure hypnotic suggestions.

You have the subject stand facing you with the right side of his body about one foot from a wall. His hands down at his sides. You tell him to press the back of his hand hard against the wall and you explain that if he follows all of your instructions you will hypnotize him. Ask him to take two steps to his left so that he is several feet away from the wall and then tell him his right hand will begin to feel very light and start to float up in the air. This happens as a natural reflex action and is encouraged somewhat by the subject watching the hypnotist raising his own left hand as though it is rising in the air of its own volition. Actually this is the first portion of this technique and can be considered to be a "trick" which helps you gain the subject's confidence.

Immediately after the subject's hand rises in the air, you stand seven or eight feet in front of him and ask him to point to your toes with his right forefinger. You illustrate by pointing

your left forefinger at his toes. You tell him his right hand will begin to rise again and instruct him to continue to look at whatever part of your body his right forefinger is pointing. You then slowly start to raise your left hand with the extended forefinger and your verbal suggestion along with the suggestion given to him by your left hand will usually be sufficient for him to 'respond' and when his hand starts to rise this time you will know that it is not a reflex action but that it is a real response to the hypnotic suggestion you are giving.

As the subject's hand continues to rise, you tell him you want him to allow his eyes to close as soon as he finds his forefinger pointing at your eyes. Explain that as his eyes close his right hand will feel heavy and tired and his entire body will feel heavy and tired and will fall forwards into your arms because you are ready to catch him.

When the subject points to your eyes and then closes his eyes, you step a bit forward and brace yourself and he falls into your arms. You can then consider that he is in a slight hypnotic trance and you can have him sit in a chair or lay on a bed or couch and then you can try other "tests" or suggest that he go into a deeper trance; or you can merely arouse him by telling him to open his eyes when you count to 'seven.'

HYPNOTIZING AN INTOXICATED PERSON

Some college students once asked me to hypnotize a young lady who had been drinking a great deal and refused to be quieted. They had seen my hypnotic demonstration and therefore earnestly asked for my assistance. At that time I thought it was impossible to hypnotize a person who was under the influence of liquor. I decided it would be best for me to make an attempt at hypnotizing the young lady and then if I failed I could explain later the reason for my failure.

I asked the girl to sit in a chair and look into my eyes.

"I see four eyes," the girl said.

Laughing, I said, "Just look into any one of them. When I count to three you will raise your eyes and you will feel heavy and tired."

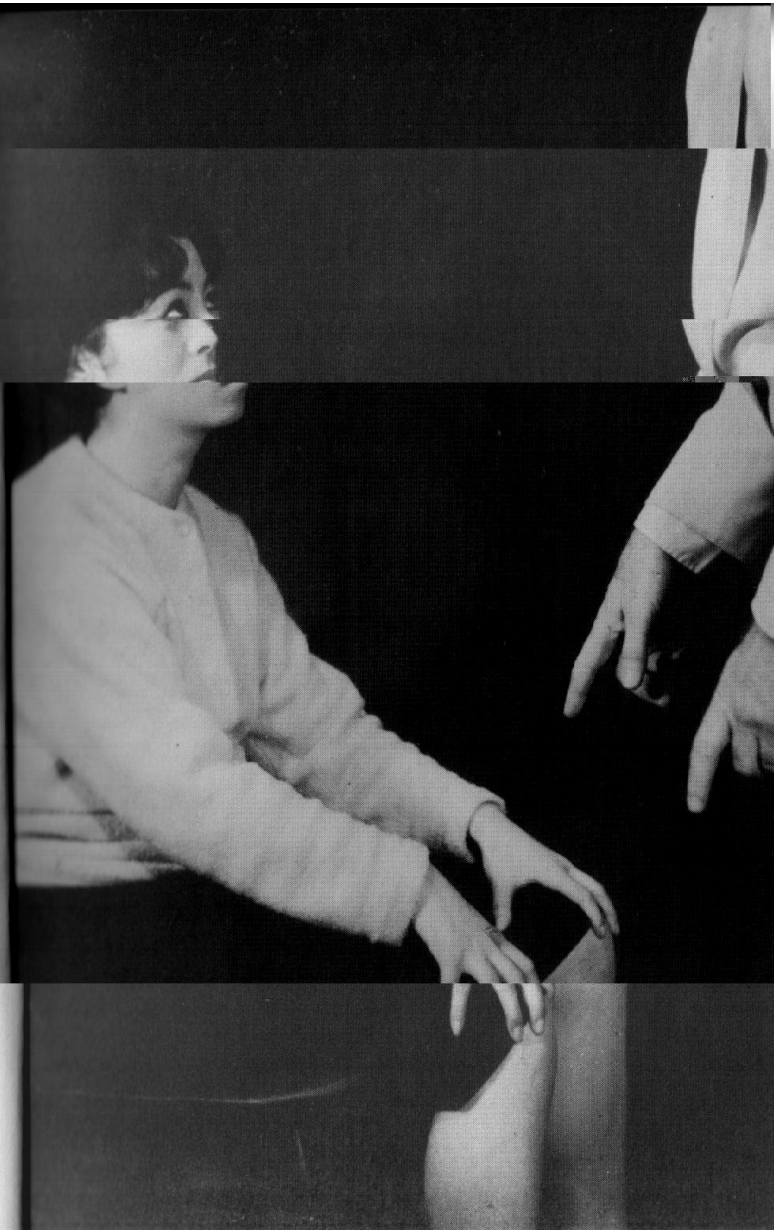
"You know," the girl replied, "my head is getting heavy."

I was delighted and surprised, but I ignored her remark and went on with my counting and when I said, "three" the girl closed her eyes and seemed to go into a deep hypnotic trance. I suggested she would feel rested and refreshed and awoken feeling as though she had been taking a short nap. When I asked her to open her eyes, she told me how very pleasant she had felt while she was hypnotized and she asked me to visit her so that I could hypnotize her again.

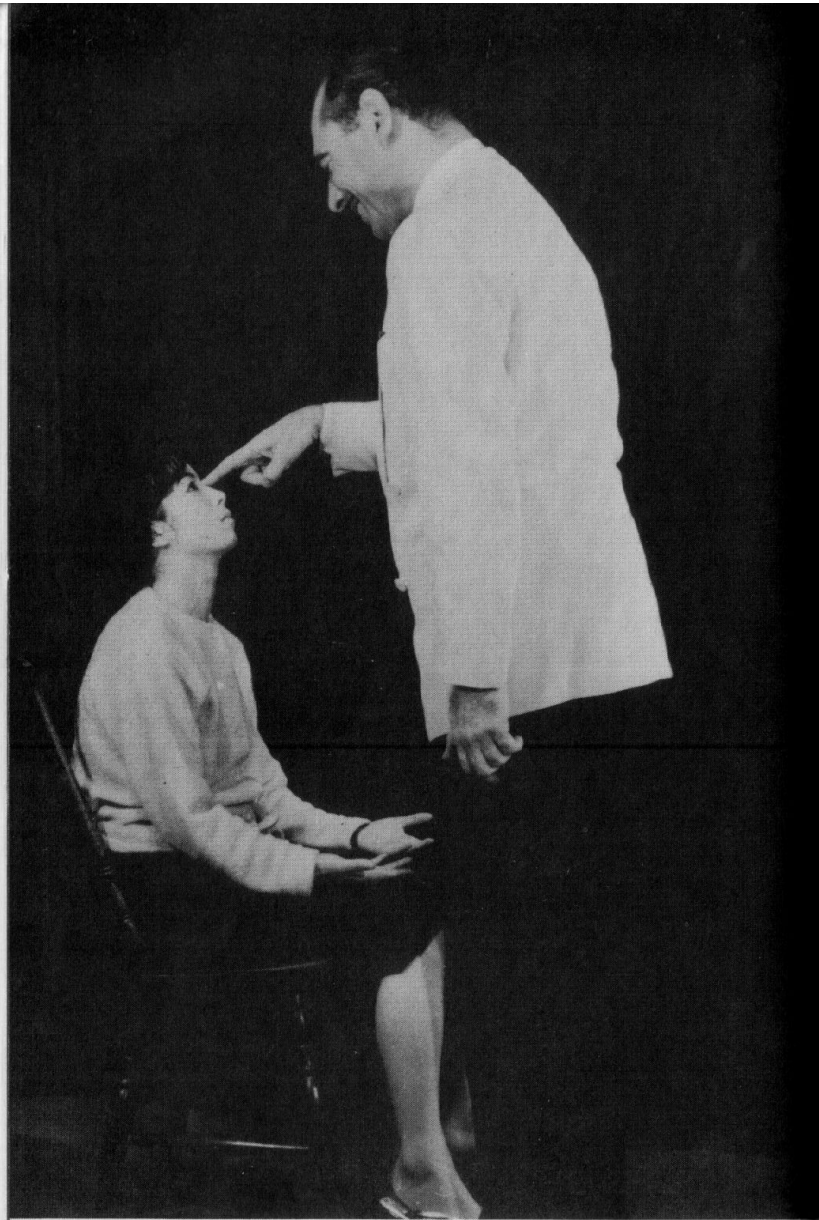
My demonstrations at N.C.O. Clubs and Officers' Clubs at military bases in Europe and The Orient have afforded me many opportunities to hypnotize persons who have been drinking and I feel the only important difference in working with such individuals is to stress the feeling of rapport which is always so very important in almost all situations. I usually tell a "drinking audience" that they can continue to talk and laugh since there is absolutely nothing serious about my demonstration which is presented for entertainment purposes only. This remark usually quiets the group quickly.

Frequently at these performances the subject will say, "You know, I just can't keep from smiling."

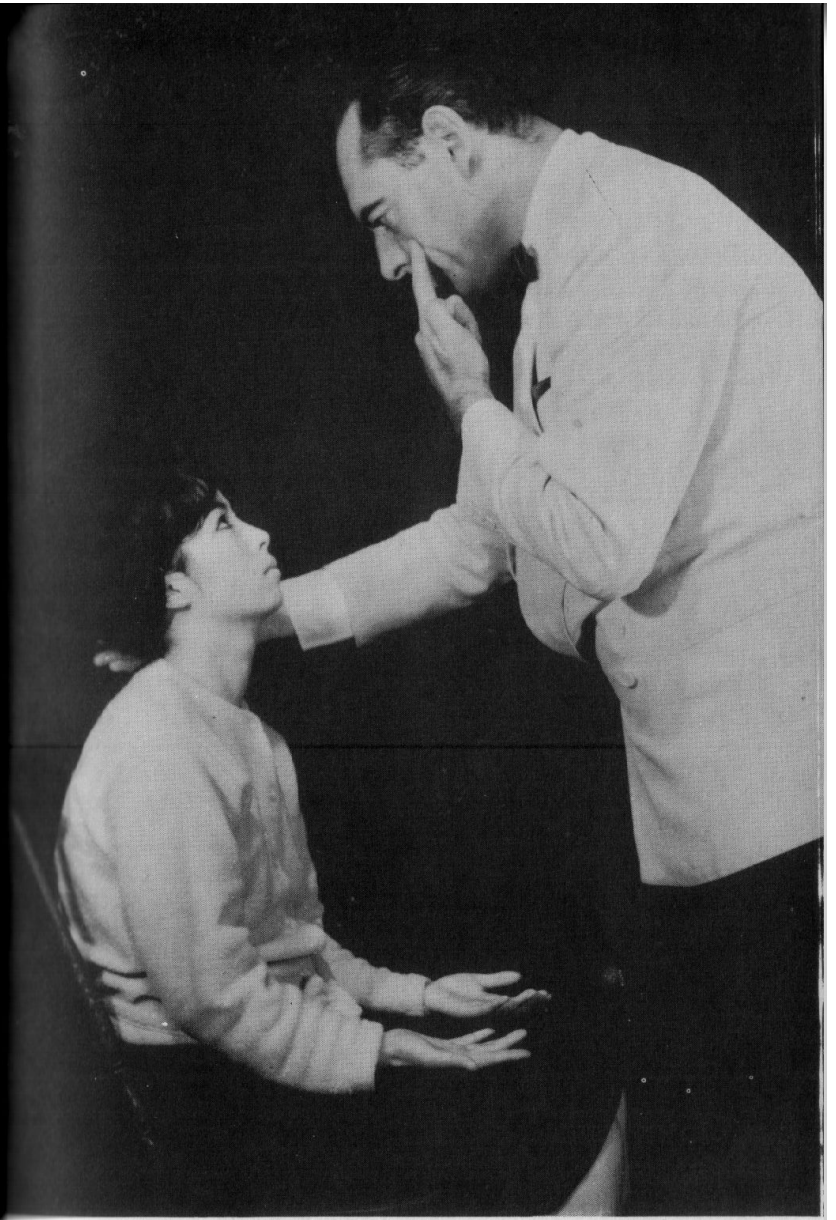
"Go right ahead and smile all you want," I tell them, "I am pleased that you can keep from laughing out loud." After that remark I look into the subject's eye intently and I have found a serious expression often replaces the silly grin.



This is the wrong position for the subject's hands. When the hands are held in this position they give the subject a sense of stability and security.



As the hypnotist touches the subject's forehead at the top of the nose, he explains that the small amount of pressure he will use will be enough to make it impossible for the subject to rise from the chair.



After placing the subject's hands in the proper position, the hypnotist points to his left eye and instructs the subject to gaze into that eye.



In using the "reflex" technique, the hypnotist asks the subject to stand with her right hand pressing hard against the wall. The hypnotist stands with his left side against the wall and illustrates the position he wishes the subject to assume.

The subject is asked to take two short steps away from the wall and to notice the lightness in her right hand and the strange manner in which it seems to be rising in the air of its own accord.

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