Introduction
to
Hypnosis
and
NLP

Table Of Contents

Introduction

Greetings!

My name is George Hutton. Thanks for downloading this guide.

I'm the creator of MindPersuasion.com, your source for everything you need to know about NLP, hypnosis and influence to achieve mastery in all areas of your life.

Not only can you use this information to persuade your own mind, making it easier than ever to achieve what you want but you can also use the tools and information here to persuade the minds of others, easily creating opportunities wherever you go.

I've broken this short guide into several small sections, each covering a broad overview of NLP and hypnosis.

These tools have proven to be incredibly successful and have helped people recover from life long problems, heal old emotional wounds, develop magnetic social skills, and become incredibly persuasive and charismatic which can easily help people like you to achieve much more business, personal and social success.

No matter what you'd like to accomplish in life, understanding how hypnosis and NLP works will make it much easier.

Not only will you have a much richer and more resourceful view of the world, but it will allow you to get the skills you need to easily achieve your dreams.

So take your time, read through this guide, and learn as much as you can.

Chapter One

What is hypnosis?

Hypnosis is a very powerful, and very useful tool that you can not only use on yourself to achieve incredible personal growth, but you can also use it on others to both to help others, and to persuade others.

But, what is hypnosis? How does it work? In order to understand how hypnosis works, we've got to understand how the mind works. All of our minds have something called a "critical factor" or what some people have called a "gatekeeper."

Think of this as kind of a sentry that keeps out harmful information. Scientists believe it was developed through evolution to keep us from believing things that can harm us.

One of the reasons for this is because humans are born a lot less "developed" than other animals. Over the course of human evolutionary history, we kept getting bigger brains. But our (women's) hips got to a certain point beyond which we wouldn't be able to walk if our heads kept getting bigger at birth.

But, our brains kept growing, because having a bigger brain was much better than having a smaller brain. So we started being born much less "developed." Compared to all the other mammals, we spend a much larger percentage of our life in childhood.

This means our brains can soak up information much more readily compared to other animals who rely solely on instincts. However, this presents a problem, as believing everything we were told might be dangerous.

We developed this "critical factor" to help us filter out good information and bad information.

It's that trigger inside our brains that give off the, "I don't think that's true," feeling.

Like if some guy came up to you on the street selling a watch, you'd have a creepy feeling and you wouldn't trust him.

On the other hand, if you were in a department store with a recognized name, and looking at some watches with familiar brands, you'd feel a lot better.

Imagine life without that critical factor, or gatekeeper. We'd automatically believe everything somebody told us. It would be really easy to take advantage of, and we'd be broke pretty quickly.

So because of this "filter," everything we see, everything we hear, it doesn't get accepted as true unless it gets accepted by that gatekeeper.

The source of this information is very important. If we trust the source, and the information sounds credible, then our gatekeeper will let it in.

It's like our mind is a nightclub, and the gatekeeper is the big bouncer out in front. Unless you are on the list, you aren't getting in.

Unless we feel familiar with the source of this information, this gatekeeper is going to reject it.

The gatekeeper is not just in charge of our conscious minds, the gatekeeper is in charge of our unconscious minds. In order for something to be fully accepted to us, it's got to be accepted by our gatekeeper at all levels.

For example, if somebody tells us something that seems logical on a conscious level, it might not sound very good, or it actually might sound dangerous, on an unconscious level.

For example, somebody doing some cold calling, where they are calling up random names and trying to convince them to buy something. While this may not sound dangerous on a conscious level, it's going to feel very dangerous on an unconscious level.

So the statement, "cold calling people is easy," may sound easy consciously, but it's definitely not true on an unconscious level. That's why cold calling people can be the worst part of sales.

So if you were to convince somebody that cold calling is easy, you would have to convince both their conscious gatekeeper, and their unconscious gatekeeper.

And that is exactly what hypnosis does. It is a collection of language patterns and techniques that work to disable those gatekeepers on all levels, so you can retrain your thinking.

Sometimes, we disable this gatekeeper ourselves. When we watch a movie, for example, we don't want to be questioning everything that happens. We just basically shut off our gatekeepers and go along for the ride.

It's also important to understand that there are different levels of our unconscious, and stronger and stronger gatekeepers at each level. The deeper we go, the harder it's going to be to disable that gatekeeper.

It would be difficult to convince somebody after a twenty minute hypnosis session to jump off a building.

But that is possible over an extended time, and in a controlled environment. There are plenty of cases throughout history where people have been persuaded to do things that are in violation of their own personal safety, including suicide. This goes beyond hypnosis and into the realm of brain washing.

But for our intents and purposes, we are going to learn hypnosis and

various language patterns to disable those gatekeepers which will help us help ourselves, as well as help other people.

And many times, you'll find that helping other people means persuading them to buy a product or service that you know they will benefit from.

And this is very exciting, because it opens up the door to a lot of possibilities that most people don't even know about, letting us achieve things that most people only dream about.

But with some basic skills, you can persuade yourself, and others with a great degree of influence.

Chapter Two

Direct Hypnosis

Direct hypnosis is where the person knows they are being hypnotized. All the commands are very clear.

This is the case where somebody is swinging a watch, or saying things like "you are getting sleepy... you are relaxing... "

Once they are at a deep enough level of hypnosis, and those gatekeepers that we talked about earlier are taking a break, they can begin to dismantle some thoughts or beliefs that are not helpful.

For example, somebody who wants to lose weight may seek hypnosis. They may have a belief on an unconscious level that equates overeating with feeling emotionally fulfilled. Or maybe they equate eating with stress release, so they turn to food as a means of relaxation, as a conditioned response.

Once they are in a sufficient state of hypnosis, the hypnotist can build up their self esteem, their self confidence, and disconnect those feelings of emotional fulfillment with eating.

They can also retrain any links there are between eating and seeking positive emotional states. Like they may go for a walk instead of eating some cookies in order to relax, and feel just as satisfied afterwards.

Obviously, it's not enough to know that if you eat too much you'll gain weight. We have to fix those beliefs on an unconscious level.

By understanding what those beliefs are, and coming up with some replacement beliefs that are a lot healthier, direct hypnosis can be really helpful.

You can also use this to stop smoking, to be more socially outgoing, to be more assertive in certain situations, to be able to take not take rejection personally.

If you are in sales, imagine how much money you could make if you could get rejected all day long and not be phased by it. It would feel the same as going to the library and looking through all the books for money.

Plenty of people have used direct hypnosis to overcome what they thought were tremendous barriers keeping them from achieving what they wanted.

Sometimes hypnosis doesn't work right away. Unless we understand why we do things, on an unconscious level, it's going to be hard to fix some of our behaviors.

For example, if you've got some kind of eating problem, it may not be enough to convince yourself, on an unconscious level, that you enjoy exercise. There might be some deeper emotional issues that need dealing with.

Often times people go in to deal with those deeper emotional issues, usually from childhood, and find out that as a secondary benefit, they discover many other positive changes that they weren't necessarily looking for.

With some dedication and openness at looking at our own issues, direct hypnosis can be incredibly powerful.

Chapter Three

Self Hypnosis

Self hypnosis is very powerful. It's just as powerful as direct hypnosis, or even more so, because you can practice it a lot more frequently.

It basically involves giving yourself positive statements, or visualizing positive situations while you are under a deeply relaxed state.

For example, if you were to sit back in a comfortable chair, in a quiet room, and just start breathing in and out very slowly.

And when you breathed in you said to yourself, "I am..." and then when you breathed out you said, "relaxed."

And while you were breathing in and out you pictured a chalkboard up there in front of you, with a big number written on it.

And with every breath, you could see the number count down. You'd start off by seeing a number ten, then a slow breath, in and out, and you'd notice how the number changes to a nine.

The closer you get to one, the more relaxed you become.

When you reach the number one, you start making positive statements to yourself, like,

I enjoy talking to people...

 I enjoy exercising...

Any other statements that support the life you are trying to create.

Or, instead of saying statements to yourself, you can visualize yourself

actually living the life you are trying to create.

The richer your visualization is, and the stronger the emotions that you associate with it, the more likely it will come to pass.

For example, it's good say to yourself, "I enjoy talking to people."

It's better to imagine that you're actually in a crowded social area speaking to a lot of people.

It's even better still to imagine you're in a crowded social situation, and you're talking to plenty of people, and other people are asking you how it's so easy for you to be so outgoing.

The more sensory elements you involve, the better.

Now, obviously, the more often you do this, and the longer you do this with each session, the more rapidly you can change your life.

However, in order to get the most out of self hypnosis, you've got to understand the real issues. For example, if you were trying to become a better salesperson, you'd have to understand any reasons behind your fear of rejection or cold calling that you might have.

This is sometimes why going to a professional hypnotist, at least once or twice, can be helpful.

Then once you've got your issues identified, doing consistent self hypnosis can really work wonders.

Many people have literally created millions of dollars for themselves, cured themselves from lifelong ailments, and developed some incredibly useful social skills with the consistent application of self hypnosis.

Chapter Four

Indirect or Covert Hypnosis

Covert, or indirect hypnosis does the same thing as regular hypnosis, in that it circumvents the guy outside guarding the club, but it uses a slightly different approach.

In direct hypnosis, you are basically putting the guard, that sentry of our thoughts to sleep. Throwing some sleeping powder in his face, and then waltzing right into the club.

You get the person relaxed, get them counting down from ten, and imagining that they are in their favorite place, and then start to slowly introduce those statements or change those beliefs that they want changed.

The big difference with indirect hypnosis is that you still get those ideas in there, but instead of putting the guard to sleep, you kind of sneak around him. You use various techniques to get him looking one way, while you slip in right under his nose.

This is very useful when you want to gain better access to somebody's unconscious, but you can't really get them lie down on a couch while you swing a watch in front of them.

This was developed because often times, people would come in for therapy, but they would still be resistant to traditional hypnosis.

They had some kind of problem, and even though they were sitting in a hypnotists office, they wouldn't want to go into trance.

So a very skilled and creative hypnotist, Milton Erickson, developed a method of hypnosis that didn't depend on the conscious knowledge of the patient.

Somebody would walk into his office, tell him about their problem, and he would go off on some random tangent, talking about a seemingly unrelated story. Then the client would leave, wondering what in the heck just happened.

But then a few weeks later, they would realize that their problem had vanished.

These patterns were later reverse engineered by Richard Bandler and John Grinder, the cofounders of NLP, and constitute what we now call conversational hypnosis.

They can be used any time you want to persuade somebody to do something, and think it's their idea.

They work because they are artfully vague, so the listener has to kind of fill in the blanks using their own experience, which means they won't resist.

For example, I could conjure up a good feeling in you by saying, "remember that time, last week on Thursday night, when you were at that restaurant eating pizza?" Obviously this would only work if I already knew a lot of information about you.

But if I said, "Remember that time just a little while ago, when you were feeling so good because of what you were doing, and you just didn't want that experience to end? That was a wonderful feeling, wasn't it? And all those things you were doing just made it so much better?"

Notice how much more vague this is than the first sentence? It works to the extent you will fill in the blanks on your own, with your own experiences. I don't even have to know what they are.

For example, if you are selling somebody a car,and you use these patterns, they'll walk away with a new car and not feel like they were convinced to buy it. Because the actual reasons they came up with would be their

reasons based on their own experiences.

They will feel like they made up the decision to buy the car completely on their own.

You can use these in any situation where you want to persuade somebody, without making it sound like you are persuading somebody.

As you can imagine, when you develop these skills to do that you'll be a lot more resourceful in pretty much any situation.

That's why no matter what kind of business you are, what your relationship situation is, or what your social life is like, you can dramatically improve all of these with these patterns.

Chapter Five

What is NLP?

Neuro Linguistic Programming. Using words to change the way you think. It's a very general term, and when you study NLP, there's an endless amount applications and uses.

There's basically three areas of NLP that people focus on, and they are all very important, very useful, and very helpful.

The first is personal changework. There are tons of "techniques" or "procedures" in NLP that people can use with each other, or on themselves to make themselves more resourceful.

There's the famous ten minute phobia cure, which can cure a lifelong fear, like snakes or clowns, in as little as ten minutes.

There are endless stories of people going from being terrified of being in the same room as a snake, even if it's in a cage, to being able to hold one without a problem.

Any kind of fear or anxiety you have can easily be obliterated with some kind of NLP procedure.

Some work instantly, while others take some daily practice before they take hold.

Some work better in pairs of people, while others can be done on your own, right there at home.

These techniques can be invaluable to you if you need to reduce fear or anxiety in any area of your life.

Chapter Six

NLP Communication Skills

Another fantastic, and huge area of NLP is communication skills. When most people communicate, t hey kind of just blurt out a jumbled collection of words. Sometimes they work, sometimes they don't.

Now, this is fine if you are just hanging out with your friends, but if you are trying to achieve some kind of outcome, like selling something, or getting somebody to agree to go along with you, or even having a discussion with your spouse or partner, not having some concrete communication skills can easily lead to disaster.

However, once you learn and practice some of the communication skills that NLP has, you'll be a much more effective communicator. Your verbal and nonverbal message will be a lot more congruent.

You'll be able to choose a clear intention for your communication so that you'll have a clear idea of what you want.

You'll also be able to use some high powered techniques that will gently get the other person much more congruent with what it is that they want. This will make you like a real hero, as they'll start to associate their desire with whatever it is they want, with you.

Imagine what you could do with that!

You'll be able to read the body language of the person you are speaking with, so that you'll have some clear and immediate feedback telling you exactly how successful you are in getting to that intention.

There is a huge collection of specific tools and techniques that can make you much more persuasive, both verbally and non verbally, and both in face to face conversations, phone calls, and even in text, like sales letters

and emails.

In short, with NLP, you can supercharge your entire range of communication skills, making you much more effective, confident and charismatic.

Obviously, there is a lot of overlap between the skills of NLP communication as well as covert hypnosis and persuasion, so in learning one, you'll be learning a lot of the other one.

Chapter Seven

NLP Modeling

This last part of NLP is actually how NLP was created in the first place. When Richard Bandler and John Grinder, those guys who "invented" or "discovered" NLP studied Milton Erickson and figured out exactly how he was so effective, they were modeling him.

They were looking at his language, mannerisms, tonality, and reverse engineering it to see exactly what he was doing to get such good results.

And in doing so, they developed a set of skills on how to develop a set of skills. It was another way to "learn how to learn."

It's based on the idea that we all learn from copying people. When we are very young, we look to our role models, usually our parents, and basically copy everything they do.

Most of the time, this natural learning process is unconscious. We don't really understand what we are doing. We just keep trying until we get it right.

Later on, we go to school and we try to learn consciously. This is very ineffective, very frustrating, and very inefficient. It's precisely why are usually don't like school very much.

If you think about the most important lessons you've learned in life, chances are they didn't come in school. That's because our brain was designed to learn while sitting in an uncomfortable desk while listening to some boring teacher go on and on.

The natural way we learn is by modeling. And that is one of the most powerful parts of NLP. Once you learn how model, this "meta learning" skill will allow you to learn pretty much everything you want.

For example, if you'd like to be a writer, you can model the writers you like the most. If you'd like to be a better salesperson, you model the best salesperson in your company. If you'd like to be a better communicator, you simply model the best communicators that are out there.

Instead of reading tons of books and trying to reinvent the wheel, with NLP modeling techniques, you basically just copy the people who's skills you want to have.

So you see, there's a huge amount of "stuff" in NLP. It's basically a set of tools you can apply in any area of your life, and get tons of massive benefits. No matter what you want to achieve in life, NLP can help you get there quicker, easier and more elegantly.

Chapter Eight

Presuppositions of NLP

Now inside, NLP, there are a few presuppositions, these are things that are assumed to be true before you even get started.

It's kind of like in geometry where you start off with the basic assumptions that all lines are straight, and all triangles have three corners, and then you can build on those to prove other more complicated theories.

The presuppositions in NLP can't really be proven or disproven, they just kind of make sense, and are just accepted to be true.

The most basic ones are as follows:

1) Behind Every Behavior, There is a Positive Intention

This means no matter what you are doing, training for a marathon or shooting up crack, you are trying to achieve a positive intention. While it may look like, from an external observer, somebody who sleeps in an ally and drinks whiskey till they pass out every night is trying to kill themselves, in reality they are trying to achieve something, and their behavior is the best choice they've got, given their circumstances.

This both helps us to not judge others, as well as not judge ourselves. A lot of our problems are caused because we look back on some of the things we've done, and we think we are "bad" for making some of the decisions we'd made, when in reality, we were making the best choice we had at the time, and trying to achieve something positive in our lives.

Obviously, a positive intention doesn't automatically create a positive outcome. The history of the world is filled with people trying to achieve positive outcomes, at least for themselves, and created huge disasters for themselves and everybody around them, even on a global scale.

2) The Map is Not The Territory

This means that our map of the world, meaning the way we imagine it in our heads, is not the world. We are limited in what we see, what we hear, and what we feel. So any map, any representation, we create with those sensory inputs is necessarily going to be a limitation.

Example, you're walking down the street, you make eye contact at someone and smile, and then they spit on the street. That brief encounter lasts only about three seconds.

You have no idea what they were thinking, what happened to them in their childhood, what they even had for lunch. All you have is a brief, three second picture in your mind of what you think happened.

This doesn't even come close to all the information that exists describing why they did what they did.

Maybe they don't like you. Maybe they didn't even notice you and are recovering from the stomach flu. Maybe they just got yelled at by their boss for three hours about something that wasn't their fault.

3) Anything Can Be Accomplished if it's Broken Down Into Small Enough Chunks

How do you eat an elephant? One bite at a time. You can achieve any goal you'd like, so long as you break it down into manageable steps. You want to lose 300 pounds? Start off by losing one. Once you've lost one pound, lose another.

A huge problem people face when setting goals is they set them so big, which is fine, but then they don't break them down into daily activities. If all you have is a huge goal, it's going to be hard to stay motivated. You need to take small, daily steps.

When you take small, consistent steps in the right direction, there's really not a lot you can't accomplish.

4) The More Choices You Have, the Better

Any choice is better than no choice. And more choices are better. In any given situation, the person who has the most options, the person who has the most things they can choose to do, will generally be the one who finds a way to get what they want.

If you only have one plan, and it fails, you're screwed. But if you have a plan A, a plan B, a plan C? Then you'll have a much better chance of achieving your goals.

Now, some people don't like to make backup plans, because they believe that this will in part create failure, as they'll be faltering their positive expectations of the future. However by planning for all possible contingencies, you'll only increase your chances of success.

5) People Have all the Resources They Need

Most people tell themselves they can't achieve X until they do Y. But the truth is that right now, everybody, including you, has everything you need to achieve anything you want.

Sure, one of those things might be the ability to model others and learn new skills, but you don't lack anything. For example, if you wanted to improve your golf game, you might have to spend some time practicing, or even taking lessons, but you don't lack the ability to do that.

If you wanted to become a public speaker, you already possess the skills needed to speak, to stand there, to feel confident, and to come up with some interesting information.

It's like having the ingredients to make cookies. You've got all the ingredients, you've just got to mix them all in the right proportions. You've

got all the ingredients inside you to make anything you want, and do anything you want.

One of the biggest blocks to success in any area of life is that a lot of folks think that they are "broken" and can't be fixed. They believe systems and strategies work for others, but not them.

Truth?

You are absolutely complete, exactly the way you are.

Right here, right now.

Chapter Nine

How To Learn NLP

So, now you know the incredible power of NLP. How do you learn it? How do you practice it? The first thing to realize is that NLP is a skill, more than a set of subjects to be studied.

And just like any skill, the more you practice them, the better you'll get.

Now, inside of this idea, there is some good news, and some bad news.

The bad news is that a large part of practicing NLP is getting out there and interacting with others. You can do this two ways.

One is to join a group of practitioners and simply practice some of these techniques. However, many of the communication techniques work best when the other person doesn't really know you are doing them.

This means getting out there, and engaging with others as often as you can, and simply playing around with some of these patterns.

Why is this bad news?

Because a lot of us aren't that confident. Most of us can't simply start up a conversation with a stranger and start using these language patterns and non verbal techniques.

They feel "strange" enough when we use them with people that know we're using them, and where we're "supposed" to be using them, like in a seminar. But in a bar or other social gathering, with somebody you've just met?

Forget about it!

A lot of people are what some people refer to as "seminar junkies" they spend thousands and thousands of dollars going to seminar after seminar, but they never really apply these skills in the real world. They think they just need to learn, "one more trick," or "one more set of patterns."

But unless you're content to sit on the sidelines and watch other people have all the fun, you've simply got to get out there and put these skills to use.

Most people are pleasantly surprised not only how amazing these patterns and techniques work out there in the "real world," but also that nobody has a clue what you're doing.

The good news is that a lot of NLP deals with personal change work. That's perfect, because you can learn all these tools for personal change work to overcome any anxiety you have about getting out there and using NLP communication skills.

This can serve as a powerful, one two punch. You can learn and practice the personal change work, on yourself, as often as possible. Then once you get to a certain level of comfort, you can get out there and start playing around.

The more you practice one, the more you'll want to practice the others. And the more you see good results with the communication skills, the more you'll want to do more changework on yourself so you can get out there and do even more work.

Pretty soon you've got this awesome, self perpetuation skill creating machine that just keeps getting better and better.

You'll automatically become more charismatic, more persuasive, and much more confident. You'll be able to walk into any room, talk to anybody, and persuade them to do pretty much anything.

Bottom line?

NLP is one of the most important things you can learn in life. The more you learn, the more you'll want to learn. Also, the more you learn, the better at life you'll get, making it easy for you to get whatever you want out of life, and have fun while doing it.

Your health will improve, your relationships will improve, your social life will improve, and your income will definitely improve.

The more you learn these skills, the better your life will be.

If you had a magic wand, and you could create life just the way you wanted it? What would you do?

Well, NLP is that wand.

The world is waiting for your magic.

Chapter Ten

Contact

I always love to hear from readers and am more than happy to answer any questions you've got. I also provide counseling, coaching, copywriting, and many other services.

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