



Hypnotherapy Certification Class

By: Steve G. Jones

www.AmericanAllianceofHypnotists.org

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Welcome to the online hypnotherapy training program!

I am very pleased and excited to announce the launch of our brand new Online Student Resources area, which has been created for the benefit of all our current and former students.

This area will provide you with valuable tools, ideas and info; enhance your learning experience as a whole; and further increase the likelihood of success in your career.

I invite you to now log-in via the following link:

<http://www.AmericanAllianceofHypnotists.org/OSR.htm>

Username: student

Password: hypnosis321

As you will discover, features of this new area include:

- A growing library of helpful links, tools & information
- Copies of past student work (audio and written) on all modules including Pre-talks, Inductions, Deepenings, Scripts, Amnesia, and Trance Termination

I look forward to developing and enjoying this new area with you; and, as such, please don't hesitate to email me with your questions, suggestions or feedback at

Steve@SteveGJones.com.

Note:

a. The Online Student Resources area is a private and password-protected area for students of Steve G. Jones only. As such, please keep your username and password in a secure place.

b. You will be notified directly by Steve G. Jones should these main access details change at any time in the future.

You may use this link to access these materials [[Class Books Online](#)].

- Basic Hypnotherapy for Professionals- Hypnosis Book by Steve G. Jones, M.Ed.
- Hypnotherapy Inductions and Deepenings Volume I - Hypnosis Book by Steve G. Jones, M.Ed.
- Hypnotherapy Scripts Volume I - Hypnosis Book by Steve G. Jones, M.Ed.
- Business Guide for Hypnotherapists (Office set-up, websites, forms, advertising online, and more!) by Steve G. Jones, M.Ed.
- HIPAA Form
- Client Ledger
- Cancellation Policy
- Intake Form

- Parental Consent Form
- Progress Notes
- Record Sheet

It is time to begin the journey that has led so many people to fulfilling careers as hypnotherapists.

Go back to the table of contents, locate Module 1, and begin working on it. After you have finished Module 1 continue through all of the modules until you have finished Module 8 (Final Exam). Then you can return the homework from all of the modules and the completed final exam to me.

Please send the session transcription and recording of your complete hypnosis session to me electronically at:

<http://dropbox.yousendit.com/stevegjones>

Please let me know if you have any questions or challenges.

In order to satisfactorily complete this program, your overall grade must be a B or higher. Your homework for each module is scored on a 50-point scale. You must average a 40 on all of your work to complete this program. You are graded on 7 assignments (modules 2-8). Module 1 is not graded.

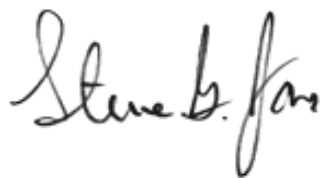
Below is the grading system used for each individual module.

45-50 = A
40-44 = B
35-39 = C
30-34 = D
0-29 = F

Enjoy the class!

For any questions, please email me at: Steve@SteveGJones.com

Sincerely,

A handwritten signature in black ink that reads "Steve G. Jones". The signature is written in a cursive, flowing style.

Steve G. Jones, M.Ed.
Clinical Hypnotherapist

Hypnotherapy Certification Class

Steve G. Jones

www.AmericanAllianceofHypnotists.org

Module One

Introduction

In the 1950s, the American Medical Association took notice of hypnosis after a patient underwent a thyroidectomy (removal of the thyroid) while in a hypnotic trance induced by a hypnotherapist. No other painkiller or anesthesia was used.

Since then, hypnotherapists have made powerful strides toward changing public perception about hypnosis. Doctors continue to use hypnosis to calm their patients, and to ease pain during procedures. They regularly tell patients how easy recovery will be. Additionally, doctors tell patients a procedure is common and comes with a high degree of success. Because these phrases are delivered by an authority figure, they act exactly the same as hypnotic suggestions and become reality for the patient. There are also more obvious hypnotic suggestions given to patients by doctors trained in hypnosis. And for over a century, dentists have used hypnosis to ease discomfort during dental procedures.

In addition to using hypnotic techniques themselves, doctors and dentists regularly refer patients to hypnotherapists for help with weight loss, smoking cessation, and overcoming fears about dental and surgical procedures. Before the 1950's, the medical profession scoffed at hypnotherapy. Today they are readily embracing it as a complement to long-standing medical procedures.

At no other time has the world of hypnotherapy been as wide open with exciting possibilities as it is now. Because more and more people are exploring and accepting the benefits of hypnotherapy, a much greater need now exists for qualified hypnotherapists to open practices. The goal of this course is to give you—a potential or practicing hypnotherapist—a strong base for building your practice. You will be guided through a basic hypnosis session, and you will be given homework opportunities to use and modify your technique so that you can help others lose weight, find love, and increase their financial success, among other things.

For the latest information about hypnosis and the hypnotherapy world, you can visit www.hypnotistsalliance.com, the Web address for the American Alliance of Hypnotists, of which I am the founder and director. The Alliance started as a network of hypnotherapists in America, but is now open to everyone in the world. Become a member. It's free. Among other things, this site lists local hypnotherapists and classes available in your area.

My Background

I have over two decades experience in hypnosis. I am a graduate of the University of Florida, a certified clinical hypnotherapist, a member of both the American Board of Hypnotherapy and the National Guild of Hypnotists, president of the [American Alliance of Hypnotists](#), and director of the [Steve G. Jones School of Hypnotherapy](#).

I am also on the Board of Directors of the American Lung Association in Los Angeles, CA. I currently live in Savannah, GA, but I see clients and teach classes worldwide.

I have a client-base consisting largely of people who need to lose weight or gain confidence. Other clients include sales teams interested in boosting motivation and increasing income, singles searching for love, insomniacs desiring proper sleep, and smokers wanting to change their habits, to name just a few.

It is my hope that this course will breed a cadre of hypnotherapists with a strong commitment toward practicing with integrity, thus altering negative perceptions about hypnotherapy while allowing people to make positive changes. To this end, I am providing you with the tools to change peoples' habits and perceptions, and to help them overcome fears. I know that you can help your patients find love, make a fortune, and reach their optimum level of physical fitness through hypnotherapy.

For more information about me, as well as hypnotherapy, I invite you to visit my personal Web site www.stevejones.com. There, you will find a collection of hypnotherapy CDs, mp3's, and audio books. Among the recorded sessions, you will find over 120 titles including Weight Loss, Unlimited Motivation, and Unlimited Confidence. You also will find a link to my e-mail address, steve@stevejones.com. With that in mind, I wish you all the luck and prosperity the world has to offer, and am available to answer your questions or address your concerns.

About Hypnotherapy

OK, enough about me. Let's get back to hypnotherapy...

To get things started, I want to address and debunk some of the numerous misconceptions and myths about hypnotherapy.

First of all, hypnotherapy is not a Zen-like trance in which the client, also referred to as the patient, is in some sort of metaphysical state. From time to time clients will experience this; however, the goal of hypnosis is to get the client into a very light trance, also known as "Alpha." When in Alpha, a client is up to 200 times more suggestible and is therefore more able to receive messages that influence positive change.

Anything deeper than Alpha (Delta or Theta) is helpful, but not necessary.

Stages of Consciousness

Hypnotherapy deals with four stages of consciousness: Beta, Alpha, Theta, and Delta.

Normal awakening consciousness is called Beta. In Beta, a person's brain is fully functional and in an alert state. It is paying attention to and processing stimuli from the outside world.

In Alpha, a person is slowed down slightly and is therefore more focused and able to dedicate his train of thought to one thing. Equate Alpha to the state you are in when watching TV, or when you have been driving for a lengthy period. When driving, your attention is focused on the elements of driving. Outside stimuli play a lesser role. At first, you may be aware of things around you, such as cars and pedestrians. After prolonged driving, your attention shifts to what is happening directly in front of you. This is Alpha.

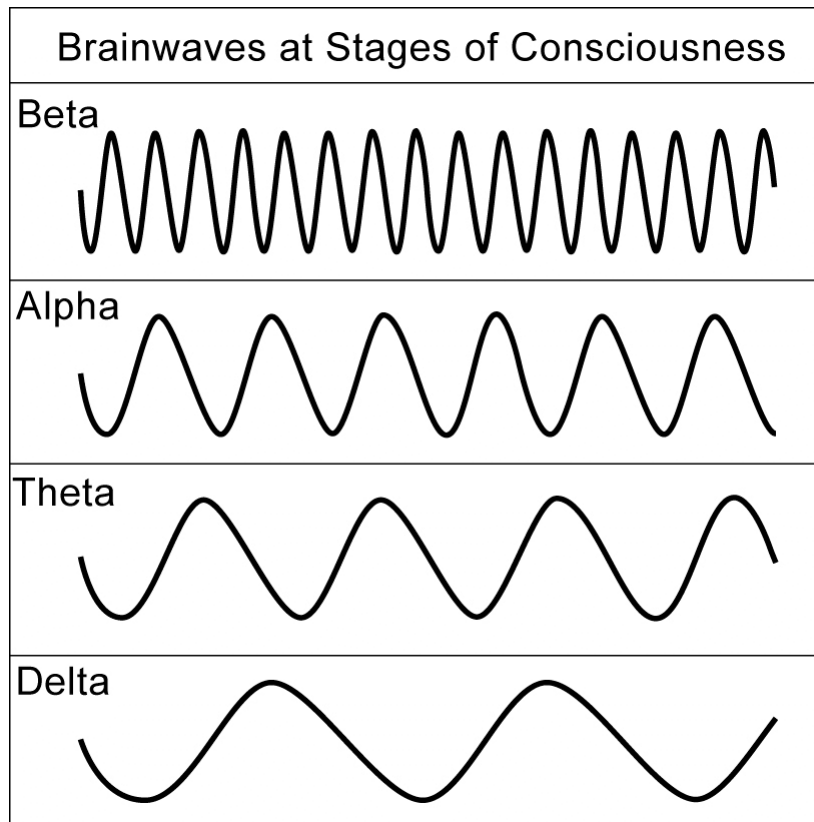
Alpha is a "not-really-here, not-really-out-of-it" phase. In Alpha, outside stimuli are no longer distracting the client, who is then able to receive habit-altering messages from a hypnotherapist.

It is important to note that, like driving in a trance, patients in hypnosis still can react as things happen. A common misconception about hypnotherapy is that clients under hypnosis cannot react, and therefore the hypnotherapist has ultimate control over the patient. In Alpha, the patient is always in the driver's seat. The patient is fully capable of reacting and making decisions.

Some patients under hypnosis go deeper than Alpha into Theta or Delta, and most patients will transition between Beta, Alpha, Theta and Delta during the hypnosis session. Some patients will never attain Theta or Delta, regardless of what the hypnotherapist does. However, almost everyone will fall into Alpha on the first session. Techniques for guiding patients to Theta or Delta are more complex, and are beyond the scope of this course.

Those techniques are taught in my advanced class. You should know, however, that there are tests for ascertaining how deeply a person has fallen. Some methods of hypnotherapy are more effective in Theta and Delta. (Incidentally, the person whose thyroid was removed while under hypnosis was in Delta.)

Because patients generally toggle among the stages of consciousness in any given hypnotherapy session, most will have the experience of only remembering some of the things the hypnotist says. Patients often believe they remember everything, but actually remember very little.



What is hypnotherapy?

Hypnotherapy is the most immediate tool for changing beliefs and/or behaviors. Of all the therapies, hypnotherapy will produce the most immediate results. Hypnotherapy is a combination of hypnosis and therapy, which is one of the many attributes separating it from stage hypnosis. Traditionally, a hypnotherapist will spend about half of his or her time talking to the client while the client is in Beta (normal awakening consciousness). The remainder of the time, the client will be in hypnosis (Alpha or lower). Hypnotherapy works by combining hypnosis with precise, outcome-oriented therapy and targeting the subconscious mind.

Hypnotherapy is quite different than traditional therapy. Instead of spending years with a therapist, clients who undergo hypnotherapy will have an efficient, fast, and reliable means of altering negative behavior.

It is important to note that hypnotherapy is not for everyone. Some patients want to spend years in traditional therapy getting to know themselves and examining the roots of their behavior. Some patients will even respond better to long-term non-hypnotic therapy. Hypnosis is just one of the thousands of ways a person can achieve his goals; however, if your patient wants immediate results, hypnotherapy is the most effective tool.

The beauty of hypnosis is that a person's body does not know the difference between imagining something and having it happen. As far as the body is concerned, the physiological responses are the same regardless of whether the client is imagining something or it is happening.

The client therefore has the advantage of intellectually knowing that a situation is happening only in the imagination and physically responding as though it has happened. The client gets the benefit of tackling his fears, losing weight, or becoming motivated without even having left the hypnotherapist's chair. The client is still reclined in the chair, yet as far as his body knows, he has conquered his cravings, lost weight, learned how to speak to romantic interests, etc.

This means that when it comes time for the client to eat healthy foods, or go on a date, or stop procrastinating, his body will feel as though he has already done this, and he will therefore have the confidence and ability to move forward.

Responsibilities of a Hypnotherapist

To help move hypnotherapy into the mainstream, hypnotherapists should adhere to the following guidelines:

1. Do no harm. This course provides powerful tools for tapping into the subconscious mind. In doing so, you must first make a commitment to making only positive changes in your patients' lives. If you have a client whose idea of a "positive change" differs from yours, you have a responsibility to refuse to perform therapy on that client. For example: If a weight loss client wants to lose 15 pounds in one week, you should explain to him that this is unhealthy. Then offer a more reasonable plan, and refuse to treat him if he insists on attempting to lose 15 pounds in one week.
2. If hypnotherapy is not working on a given patient, stop treatment and refer the patient elsewhere. Do not waste time with clients. If you continue to treat a client who is not getting the results he wants, you will have wasted your client's time and money, and damaged not only your reputation, but also the reputation of hypnotherapy in general. Not all patients will respond to hypnotherapy, and not all patients will respond to your method of hypnotherapy. Accept this, and move on if goals are not being met. For example: Let's say you have a client who is a mortgage broker and wants to make more money. You should initially have her agree to three to six sessions. At the end of those sessions, you must assess how the treatment is progressing and if it is of any benefit to the client. I always assign homework to patients to get a measure of how invested they are in their own change and to keep them moving toward their goal. For this client, I would have her make a certain number of calls per week. If she has not made calls after the third session, we are obviously wasting each other's time. I would then terminate the hypnotherapy.
3. Set reasonable, solid, and productive goals. Set goals that are attainable. Aim high, but give your clients time to respond. Never promise clients that they will, for instance, lose 50 pounds in three weeks. Instead, do research and set a

reasonable goal. Do not set your clients up for failure. For instance, with the mortgage client discussed above. I would break up her homework into small steps. In week one, she should make ten calls. In week two, she should make 20 calls, etc. Expect that your client will get off to a slow start. Perhaps she will not do the homework at all the first week. Keep in mind that many people expect you to wave a magic wand that forces them to accomplish their goals. These people are waiting for a zombie-like trance to take over their mind and body and cause them to make those calls uncontrollably. By week three, reality should set in. The patient either understands that she has to work or I explain to the patient that she is wasting her money. Believe it or not, some clients would be happy to undergo hypnosis for years because it makes them feel and appear like they are trying. Never allow this. When hypnosis works, it works quickly. Long-term, wonderful effects may reveal themselves later, but most of the change begins to happen within a few weeks. Take things slowly when you have a client who wants to lose 100 pounds, for example, but make sure he is at least doing his homework and making small steps forward.

4. Follow all state and federal laws. For instance, legislation in early 2003 requires California hypnotherapists to disclose certain information to their clients. It is YOUR responsibility to know the law in your area concerning hypnotherapy. Consult an attorney if you have to. Do the right thing in your practice. Unlike many medical professionals, hypnotherapists are given a lot of leeway. In many states, we are not strictly regulated. In any situation, you have a built-in compass for right and wrong. Use it. Treat people with care and respect.
5. Check with your client's physician before performing hypnosis to determine whether the client has a medical condition related to his or her hypnotherapy goals. Perhaps your client wants to lose weight, but has a history of bulimia that he "forgot" to mention. Make sure that you have permission (a signed form or letter authorizing the treatment) from a client's physician before moving forward when you are treating any medical condition using hypnosis.
6. Likewise, if another healthcare professional refers a client to you for treatment of a specific problem, treat only that problem. You have not been handed a blank check. Respect the process of the M.D., hypnotherapists, or psychotherapist. Do your job, report your findings to the healthcare professional, and end the treatment.

Hypnotherapy Overview

A general hypnotherapy session begins with a pre-talk. This is where you explain hypnosis to the client and reassure them about the power of their mind. Next is the induction, which is the initial attempt to drop the client into a light trance. After the induction, the hypnotherapist will conduct a deepening which drops the client into an even deeper trance, as the name suggests. The hypnotherapist will then use a script, which is the therapy-portion of the session. The script includes suggestion for change. Upon finishing the script, the hypnotherapist will segue into amnesia, which suggests that the client's mind will forget the session. Finally, the hypnotherapist will use trance termination to bring the client out of hypnosis. In this course, each of the above steps will be covered in detail.

However, each client is different, so the therapy session might be changed depending on the client's needs. Hypnotherapists should be flexible. Always remember to think on your feet. Do research so that you can take alternate paths if you are on a course that does not seem to be working.

When conducting a hypnotherapy session, learn to speak monotonously and slowly. Throughout the session, you will want to lengthen your words. Your tone should be dull and boring. See the chapter titled Inductions for more details.

You also will want to use positive words. For instance, when I work with people on procrastination, I do not call it "procrastination." I call it "motivation" because this is the positive way of looking at things. Learn to spin things positively. Instead of saying a person is "afraid to fly," say he wants "freedom to fly." Experiment with phrasing things positively.

Some professionals believe that hypnotherapists should not use the word "no" or "not" because they believe that the subconscious mind drops these words. In other words, instead of a hearing "You will not eat carbohydrates," the client will hear, "You will eat carbohydrates."

I often use the words "no" and "not" with positive results. However, to be on the safe side, you may choose to avoid using negative words. Instead, say, "You will be done eating foods with carbohydrates" or, "You will crave foods that have a low amount of carbohydrates."

Glossary of terms

Alpha—The lightest stage of hypnosis, Alpha is just below Beta (normal awakening consciousness).

Amnesia—Brief yet powerful suggestions given to cause the client to consciously forget the hypnosis experience.

Beta—Normal waking consciousness.

Client—The subject of the hypnotherapy session. May also be called "patient."

Deepening—Suggestions given after an induction meant to deepen the state of hypnosis.

Delta—The deepest state of hypnosis.

Diagnosis—The patient's main "problem" (i.e., overweight, unmotivated, or smoker). Be careful not to share this label with the client. You need to know what you are dealing with, but if the client hears this label, she may identify with it. When talking with the client, it is better to say, "You are a woman who used to smoke." Avoid saying, "You are a smoker." Also, keep in mind that hypnotherapists are not qualified to diagnose. That is the job of a licensed therapist or MD.

Induction—The first part of a hypnosis session intended to ease the client into a trance.

Phobia—A fear.

Script—In this course, a "script" describes the main part of a hypnosis session during which the main therapeutic message is delivered.

Theta—The state of hypnosis just above Delta.

Trance Termination—Ending the hypnosis session either by returning the client to full awakening consciousness (Beta), or by suggesting that the client go to sleep (Delta or Theta).

Recording your Sessions

Because it takes approximately 21 days to form new habits, you should be prepared to tape your hypnotherapy sessions so that your clients can listen to their sessions each night, thus reinforcing the change.

Only tape the hypnosis portion of the session. The hypnosis session begins when you begin the induction. Be prepared to begin the tape (or CD, mp3. etc.) immediately when hypnosis begins, and stop at the conclusion of the session.

I sell hypnosis CDs from my Web site and sometimes people buy four or more CDs at once on, for instance, Weight Loss, Unlimited Motivation, Unlimited Confidence, and Better Golf. These clients sometimes have the intention of listening to all four CDs at once. Do not have your clients do this. Tackle one problem at a time, and give your client three weeks to change a habit. Allow the client to ease into the change. If you try to force change, if you tell the client to listen to the tape 21 times in one day, both you and your client will get frustrated.

Remember: Set reasonable goals. Do not try to force change because this could be counterproductive.

Controlling the Environment

You will want to establish an office space that allows you to control the environment. Cut your clients off from the outside world and demand their complete attention. You must have them relaxed. You must have them in an oasis from the outside world. You must have the client's complete attention for the hypnosis to be successful.

In controlling the environment, first, make sure that the client has gone to the restroom. Dropping your client into Alpha and sustaining hypnosis is difficult if they are squirming with discomfort. So, simply ask them, before you begin the session, "Do you need to use the restroom before we begin?"

Likewise, make sure that their cell phones and pagers are turned off. Make sure that they are in an environment where no one and nothing is going to disturb them. There should be no barking dogs, or sounds of traffic.

Control the environment.

Make sure that the client is not too cold, or too warm. Give the patient the option of being reclined. A comfortable, reclining chair is perfect for this. Get one.

I prefer to have my clients reclined in a nearly horizontal position with an eye covering (like the ones which are sold for sleeping or airplane trips) over their eyes to block out any light. The clients listen to my voice through headphones.

I want to completely control the environment (for this reason, I generally avoid going to a person's house for a hypnotherapy session). The client is not going to physically see anything because his eyes are going to be covered. He is not going to hear anything except my voice and the gentle ocean waves I play in the background. The client is perhaps going to be covered with one or two blankets, depending on the temperature.

Your job as a hypnotherapist is to make sure that there are no controllable occurrences that will interrupt the session. If there are, handle them before starting the hypnosis session.

I learned this lesson the hard way in 1986: I had a patient, a doctor, who wanted to be hypnotized. She was on call during our first session, and she kept getting up during the hypnosis session to respond to her pager. I was young and she was not respecting the session. I immediately formed a strict policy against this disruptive activity. If your patient is on call, tell her to come back another day. Do not allow yourself or your client to be disturbed.

Some clients like to multitask; hypnosis is not about that. Think of it like surgery—it would not be acceptable if someone knocked on the door during surgery or if the doctor stopped operating so the patient could take a cell phone call. Show your client how to respect the hypnosis session.

Bottom line...Control the environment! It's YOUR responsibility.

Clients to Refer Out

Occasionally you will receive a call from a potential client who is not an appropriate client for a hypnotherapist. You will know when you are in "over your head." It is always a good idea to refer out (send to a more appropriate healthcare provider) anyone who tells you they are schizophrenic or psychotic, for example. These are serious mental health cases that you are NOT trained to handle. Also, anyone who wants to uncover past memories of abuse. You are NOT trained to deal with the emotional fallout of such scenarios.

As hypnotherapists, we work with changing behavior in otherwise high functioning clients. This means they are stable individuals who simply need help losing weight, gaining motivation, being more confident, stopping smoking, etc. We enable behavioral changes stemming from changes in their belief systems. We do NOT turn insane clients sane, psychotic clients "normal," etc.

I cannot list all of the types of cases which you should refer out, but use your judgment. Never take a client just for the money. If you feel you are not qualified to handle the case, you are RIGHT. Refer them out.

Homework

OK, I'm going to start you off really easy. All I want you to do is take a week (or more) and get the newspaper every day. Also, any magazines you may want to get. Look through them. Search for positive hypnosis-related articles. You're going to be surprised how frequently the press covers this topic. For example, I was recently on a plane flying back from Canada when I noticed the person across the aisle reading an article in Golf magazine about how Tiger Woods went to a hypnotherapist. Cut these articles out and start saving them in a scrapbook. When clients come into your office, they like to see articles talking about the positive benefits of hypnosis. This re-assures them that they have made the right decision and that hypnosis really works. So, this scrapbook will eventually make a fine addition to your waiting room. Although you do not have to submit it for my review, starting it will help you tremendously with your homework for module two.

Remember, the fastest you can do this course is eight weeks and the slowest is one year. So, pace yourself according to your goals. There are eight modules. This is module one. You must take at least one week to complete it. That is true of all the modules...take at LEAST one week to complete them. The course is a minimum of eight weeks...one week per module. Use this time to thoroughly understand the modules and ask me any questions.

Note: If you are unable to locate any articles pertaining to hypnotherapy, move on to Module 2 and continue looking for articles throughout the program.

Hypnotherapy Certification Class

Steve G. Jones

www.AmericanAllianceofHypnotists.org

Module Two

Pretalk

Looks like a short chapter, huh? Don't be fooled. Get ready to work! From now on, you will be doing a LOT of typing. Stick with it though. Most of what you do, you will only have to do once and you can use it forever.

About the pretalk:

The pretalk is one of the most important parts of any professional hypnotherapy session.

It is only done during the first session. When I work with clients, I will generally see them for three to six sessions. Without exception, the first session is two hours and follow-ups are one hour each. The first hour of the first session is devoted to getting to know the client, finding out why they have come to see you, (I think you can handle those two things without any coaching) having them fill out forms (which we will cover later), and giving them the pre-talk. So, what is this pretalk? Well, it is simply a talk about hypnosis. You are educating them about hypnosis and how YOU practice it. But, there is part of the pretalk which is VERY IMPORTANT.

During the pretalk, you **MUST** explain to the client that they “may be aware of everything you say during the session and that's OK” because they “are still in hypnosis.” Trust me, if you do not say this, eventually a client will emerge from the hypnosis session and claim that they were not in hypnosis. Aside from them possibly wanting a refund, here's what else could happen:

A: They could get the impression that they cannot be hypnotized.

B: They could cancel all future visits with you and never seek hypnosis as a healing modality again.

C: They could damage the profession by telling people that hypnosis doesn't work.

D. They could damage YOUR career by telling people that you don't know how to hypnotize people!

So, listen carefully...the main part of the pretalk is telling the client that they “may be aware of everything you say during the session and that's OK” because they “are still in hypnosis.”

Read the above bold print again, right now, ten times aloud! And remember it.

An excerpt from my pretalk:

In addition to explaining the above important information to the client, here is some other information you may want to share with them. If you do it my way, you have an hour to talk with them before the first hypnosis session. So, here, in addition to the above information, is what I say during the pretalk:

The lightest state of hypnosis (Alpha) is achieved easily. Everyone enters a hypnotic state every day, several times per day. It's that state you are in when you are watching TV, reading a good book, playing video games, and, yes, even driving. It's the state you are in when you are just waking up or just going to bed. You are not fully conscious, but you are not fully unconscious either. In this state you're up to 200 times more suggestible than when you are fully awake (Beta).

Many people, when they hear about hypnosis, say, "Well, I can't be hypnotized." These people have been misinformed, mostly by Hollywood, about what hypnosis is and is not. It is not necessary to be in some sort of an otherworldly trance to be in hypnosis. hypnosis is a natural state which everyone moves in and out of throughout each day. Many of our everyday normal activities are actually performed under hypnosis without us being aware of it.

Hypnosis is just like the state you are in when you have been driving a car for a long distance. You know that feeling. It's not that you are oblivious to everything, it's just that you have tuned out all of the unimportant stimuli. Your focus is the road. If something were to happen which required your attention, such as a car trying to pass you, your body and mind would be able to properly respond. Also, you would be able at any time you chose, to notice the beautiful trees or old farm mills or anything else you may be driving past.

Another example of hypnosis is playing video games. Some people can play video games for hours in one sitting. If someone were to talk to them while they were in a video game session, they would be able to respond. However, the game player often feels he has only been playing for a fraction of the time he actually has been playing. This is because he was in hypnosis and experienced time distortion. That is perfectly normal and you may experience that today during our hypnosis session.

A third good example of a hypnotic state is being on the computer. People who are using a computer are focused on what they are doing, but can intelligently answer the phone when it rings.

So, hypnosis is no different than driving a car, playing video games, or working on a computer. Most people engaged in these activities would not think they are in a trance, but they are. They are in a light hypnotic trance known as Alpha. (Oh, by the way, since reading is a form of hypnosis, surprise! You're in hypnosis!!! OK, let's get back to the pretalk...) In alpha, your mind is slowed down just a little, your focus is narrow, your breathing is slow, and you are relaxed. Most people have either driven a car, played a video game, worked on a computer, or read a really good article; therefore, to say that you cannot be hypnotized is to misunderstand the true nature of a hypnotic state. Since you are up to 200 times more suggestible even while you are in the light state of alpha, anything beyond this is unnecessary for most purposes (i.e. programming someone to lose weight, stop smoking, overcome fear of flying, etc.). You can have an extremely

effective hypnosis session while being aware of and able to recall every word spoken by the Hypnotherapist.

You also don't have to worry if you fall asleep during hypnosis. It has been discovered by several research groups that the hearing acts like a surveillance camera. Your eyes close, but your ears cannot close. They remain open always, taking in information constantly. When a mother is "asleep" and hears her baby cry, she will "awaken" immediately. The truth is, we never really sleep, a part of our brain is always alert. That part is our hearing. It stays alert to protect us and our offspring. If someone breaks into your home while you are "asleep," you will be alerted as soon as you hear a noise. Your hearing is "on" 24/7, taking in information and recording it. In hypnosis, we use this to your advantage, so even if you fall "asleep" during the session, your brain is still recording all of the information in your subconscious mind.

In case you are worried about being too intelligent to be hypnotized, Intelligence is directly correlated to suggestibility. The more intelligent you are, the more easily you can be hypnotized. People of a below-average IQ find it difficult to go into a hypnotic state. Geniuses are naturally close to a hypnotic state of Alpha most of the time and therefore enter hypnosis easily. This accounts for their ability to transfer information from their subconscious mind to their waking life and bring to the world their creations.

And there is no need to worry about not waking up. This cannot happen. Less than 10% of the population achieves such a deep trance state that they dissociate or "black out" like they do when they receive anesthetic. Such people, called "somnambulists," and they do not consciously remember what happens during hypnosis unless the hypnotherapist suggests that they will. However, even these people will wake up at the end of a session. Most people achieve a light trance state (alpha) in which they are aware of what is happening although they are completely relaxed and focused.

The Client is in Control

Reassure the client that they are in control. Tell them that if at anytime they have a problem with the hypnosis session, they can end it by counting in their mind "One-Two-Three."

Abreactions

Before you begin the session. You should be mentally prepared for abreactions. These are simply bad reactions to hypnosis. Sometimes a client will cry, convulse, yell, etc. while under hypnosis. If you are not prepared for this, it can be quite surprising for you.

Relax. It's only hypnosis...a normal, natural state. Chances are, if a client does any of these things under hypnosis, they would do them in other situations as well.

I recently taught a class in which a client began to yell and breathe heavily. To be frank, I was shocked. I was also not sure what to do. I had just told the class that abreactions are rare, and there was the volunteer client/student having an abreaction. Her husband was also in the class. He was very calm and not saying a word. I leaned over to him and

asked, "Has this happened before?" He said it happens all the time. I simply followed the abreaction "First Aid" advice which I am about to share with you.

There WILL come a time when you experience an abreaction from a client. Here's what to do:

Reassure the client that everything is fine. (Reassure yourself mentally too). Then go immediately to Trance Termination (covered later in this course). Your client may "wake up" sweaty, out of breath, crying, etc. but RELAX. The more calm you are, the more calm they will be.

After an abreaction, I explain to the client that this is normal and happens sometimes. I then refer them to a psychologist or psychiatrist and explain to them that I do not feel comfortable treating them further. Do this in a polite, caring, professional way. The fact is that you are NOT equipped to deal with the problems which have caused this abreaction. This person needs more advanced therapy.

Sleep is fine

Clients often ask, "What happens if I fall asleep during the session?" Here is an excerpt from my F.A.Q. (Frequently Asked Questions) page of my website which clarifies this:

That was a valid question a few years back, before we had advanced research on the topic. It has been discovered by several research groups that the hearing acts like a surveillance camera. Your eyes close, but your ears cannot close. They remain open always, taking in information constantly. When a mother is "asleep" and hears her baby cry, she will "awaken" immediately. The truth is, we never really sleep, a part of our brain is always alert. That part is our hearing. It stays alert to protect us and our offspring. If someone breaks into your home while you are "asleep," you will be alerted as soon as you hear a noise. Your hearing is "on" 24/7, taking in information and recording it. In hypnosis, we use this to your advantage, so even if you fall "asleep" during the session, your brain is still recording all of the information in your subconscious mind.

Homework:

Your homework is to use those articles you gathered and put together your own pretalk of 750 words or more. I want to see information assimilated coherently. I want you to treat me as if I know nothing about hypnosis and I'm a bit nervous about the whole thing. I want specific examples of hypnosis being used successfully. And I want some of the history of hypnosis. Your pretalk, once you have it, will be used by you over and over again for years to come. So, write it well and use as much scientific information as you can. Don't talk "over my head" though. Explain it to me as if I were a person of average intelligence. Boil lofty concepts down so that they are easy for me to quickly understand. Feel free to use some of the concepts covered in the excerpt from my pretalk, but in YOUR OWN WORDS. And, of course, reassure me, the client, of what? That's right, that I **may be aware of everything you say during the session and that's OK because I am still in hypnosis!**

Remember, the fastest you can do this course is eight weeks and the slowest is one year. So, pace yourself according to your goals. There are eight modules. This is module two. You must take at least one week to complete it. That is true of all of the modules. Take at LEAST one week to complete them. The course is a minimum of eight weeks...one week per module. Use this time to thoroughly understand the chapters and ask me any questions.

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Module Three

Inductions

An induction is the tool hypnotherapists use to induce hypnosis. It marks the beginning of hypnosis (and the beginning of the recording you will make for your clients). Inductions come in all shapes and sizes. This module will focus on simple yet effective inductions.

Relaxation Inductions

The basic induction is called a “relaxation induction.” With a relaxation induction, you want to bore a person into Alpha. Imagine talking to someone and trying to bore him. Some people are able to do this naturally. Some people will start talking and their listeners immediately have a glazed-over look in their eyes. That type of talker would be an excellent hypnotherapist. If you are one of those people: Congratulations! Now you can help others with your natural ability to bore.

Have you even been in a classroom with a teacher who talked incessantly with a monotone voice because he has taught the same subject for years and has no passion left in his entire being? That may have actually done you some good. Although you could not consciously pay attention, maybe some of the information was processed hypnotically by you. I guarantee the teacher was lulling you into a trance.

Watching TV will lull you into a trance. Driving a car will lull you into a trance. A slow-talking, monotonous teacher speaking for 45 minutes will definitely put you into a trance.

During a relaxation induction, speak in a monotone voice. Stretch out your words. Speak slowly, methodically, and enunciate clearly.

You must be very careful with the subconscious mind that you say exactly what you mean. The subconscious mind will take things literally. Anytime you are working with someone under hypnosis, speak very clearly. Make sure he can understand every word. Act as though your patient is a foreigner and does not speak your language very well. You need to speak slowly and clearly so that there is no misunderstanding because if you pronounce a word incorrectly the subconscious mind may process it as another word.

So practice speaking slowly and monotonously. Practice saying the phrase “Jack and Jill went up the hill.” Stretch out the words, especially the word “and.” Practice this until it is as relaxing (i.e., boring) as possible. This is the only time in your life when boring is

good. If you are not sure which tone of voice you should use, visit www.stevejones.com, where I sell hypnosis CDs. Any of the CDs will serve as an excellent example of the tone of voice to use.

It is important in hypnotherapy to use the five senses during the induction. Most people relate strongly to one of the senses: sight, touch, hearing, smell, or taste. I like to involve as many of the other senses as possible.

Try to find a way to relate to the person. By involving all the senses, you can get to the one the client relates to. Make sure the induction has something for the client to see, something for the client to feel, something for the client to hear, and something for the client to smell. If you have already determined that the client relates strongly to one particular sense, reference that sense more often than the others in your induction. But use all of the senses with everyone to make a well-rounded induction every time.

Let me illustrate by taking you through an induction. Because the purpose of the induction is to slow a person down, you should also use soft, calming music in the background.

(By the way, feel free to use any of the hypnosis session material I provide in this book verbatim.)

Alright now. I want you take a deep breath in through your nose, inhaling very slowly, filling your lungs and stretching them out. That is right. Hold it. Open your mouth slightly and exhale very slowly as you do just feel your body relaxing, relaxing, relaxing. Good. Now in order to help you to relax I want you to visualize yourself on a beautiful beach. It is your beach. You are relaxed and safe. You are walking along the beach. Feel the warm soft sand on your feet. Feel the warmth of the sun relaxing every part of your body. Inhale the scent of the sea air. Feel the relaxing breeze blowing gently across your body as you walk slowly down to the water where the waves are making a relaxing sound

Let's break this down:

First of all, having people breath in and out slowly is going to relax them. (A lot of people who are addicted to cigarettes, for example, are simply addicted to the idea of taking deep, relaxing breaths. They are taking the time to take a deep breath, hold it, and blow out. Taking a smoker's break allows the smoker to take a break, go outside, and stop working. Everything shuts down while the smoker takes deep, yogic breaths and blows them out. Unfortunately, the smoker is also inhaling 4,000 chemicals.)

Your client will take three or four deep breaths in and out. Just relax the person and get him to slow down.

Let's take a look at the rest of the induction.

I want you to visualize yourself on a beautiful beach. Here, I am using the client's sense of sight in the induction.

You are walking along the beach. This is the kinetic (movement) aspect. I have engaged the feelings of motion. I have offered something to those people who relate strongly to motion.

Feel the warm soft sand on your feet. Now I have engaged tactile listeners. Notice that I did not just say, "You are feeling the sand." I described the sand. I made it real. The sand feels warm. It feels soft. (You may even say the sand is white, which again involves the visual sense.) I grew up in South Florida, so I can strongly relate to this. I have been on the beach many times and that sand is warm, if not hot. That brings back a clear memory for me. Most people have walked on a beach in the daytime in their bare feet. So you want to use something that is familiar to people.

Feel the warmth of the sun relaxing every part of your body. Again, I am using the feeling sense. I've also linked the feeling to something relaxing.

Inhale the scent of the sea air. Here, I have prompted the olfactory senses. I have appealed to the sense of smell. Most people know exactly what I mean when I say "sea air."

Feel the relaxing breeze blowing gently across your body. Here I am using the tactile sense. The client is not just touching it, he is feeling it in his entire body.

As you walk slowly down to the water. The client is moving. Again, I am engaging the kinetic senses.

Notice that I have engaged all of the senses. It is important to do this because some people relate strongly to just one sense. Some people are very visual. They will see the beach clearly. They will fill the ocean with sailboats, put buildings on the land in the distance, and add a few clouds to the beautiful blue sky.

Others do not see anything. They will listen to that exact same induction and all they will have is a non-visual sense of being on the beach. They will have a feeling that they are on the beach because they can feel it on the soles of their feet. Or they just somehow sense that they are there. Maybe the smell draws them in, the scent of the sea air.

Unless you want to get into an extensive (and unnecessary) pretest to determine which senses a client favors, simply cover every sense, which paints a more thorough picture anyway. Even if you know that the client relates strongly to motion, add the other sensory elements, just to paint a full picture. You want to make sure that the client hears a description of all the things people typically experience at the beach.

(By the way, if your client is afraid of water, or afraid of beaches for whatever reason, you will want to use a different induction. So ask the client ahead of time if s/he likes the beach.)

Remember to be sensitive to each of your clients. If you are writing this for someone in a wheelchair, be sensitive to that. Do not have the client walk along the beach. Do not have the client roll his wheelchair along the sandy beach. This does not make sense. Choose another scenario for the induction. Always take your client into consideration. If you are talking about swimming and your client cannot swim, they are not going to have a relaxing experience. Ask the client ahead of time about their likes, abilities, and dislikes.

Inductions should incorporate experiences the person enjoys. For instance, if you are hypnotizing a scuba diver, your inductions might be a dive. Think about the possibilities. The client is going down, down, deeper and deeper. Maybe the client likes to go driving in the desert. Imagine the drive in the Mojave Desert at night with the top down on a convertible. Stay open and creative. Think about possibilities.

If someone is coming to you for a few sessions, you may not want to use the same induction every time. Maybe you want to mix it up. You want to find what he likes.

I was once doing a diving induction and I said, "And now you take a deep breath through your nose and out through your mouth." Divers wear regulators in their mouths to get air from the tank. They do not breathe through their noses while diving. They breathe in and out through their mouths or we will not get any air.

After the session, the client said, "You know that was great and relaxing, except for when you told me to breathe in through my nose and out through my mouth."

I was not thinking of what the patient was experiencing. Instead, I was looking at the client in the chair and thinking he should breathe through his nose. However, in his mind, he was scuba diving. The mind makes it real for the body. He was there. And I was incongruent.

Make sure you think on your feet.

Do not be afraid to make mistakes, though. I make mistakes. I have been doing this for a long time and I still make mistakes. Be aware of the ramifications and if the mistake is bad, do what you can to fix it in a calm way. Some people will not even notice; sometimes the mistakes are not as bad as you think they are. Therefore, do not point mistakes out.

As a matter of fact, a mistake could be used as a confusion induction, which I will describe later in this chapter. Be aware that the rules are flexible. You need to be flexible. Think about it like dancing at a club. There is free expression. Yes, you are

dancing. Everyone knows you are dancing. Are the rules in stone? No. You can be flexible. Do no harm, fix mistakes, but be flexible. Try things with the best of intentions and I guarantee you will grow. Flex your muscles and you will grow.

If something does not work, try something else. The person may report, "I just could not get into that. I was not relaxed."

What should you do?

First, you assure the client that even in Alpha, in that light state, a person is up to 200 times more suggestible.

Second, you try to change things. You say, "Okay, the beach induction is not working on that guy. He likes the city sounds. I do not know why. I do not like them. I find them annoying. It does not matter. It does not make any difference. He likes them. He is going to get them."

Short Sample Induction

And you find yourself driving along the Pacific Coast Highway now. You are headed north, leaving Los Angeles. You are in a convertible, and enjoying the breeze in your hair. You see the relaxing ocean to your left. And you see the high cliffs to your upper right. And the more you drive, the more you relax. You see birds overhead, and smell that salty sea air as you continue to drive down the road. You are safe and protected. Sometimes it seems as though the car drives itself. You are relaxing more and more as you drive. And as I am silent now, just allow yourself to enjoy the beautiful day.

That is right, just relaxing and drifting as you drive down the road in your convertible. Enjoying the beautiful day. And as you now look in the rearview mirror, you realize just how far down the road you have driven. And it occurs to you that you are very relaxed.

Homework

Write your own induction. Let your creativity flow. Do not spend a lot of time laboring over this. Just write it out. It can be a page or two, or it can be 10 pages, though it should be about 10 minutes long when read aloud. Just let it flow. Have the client walk along the beach, or walk in the woods, or in any other relaxing and peaceful place. Incorporate all the senses. Remember, when reading it, to pronounce everything perfectly so that there is no misunderstanding.

As part of your homework, record the induction on a computer (mp3 file or CD) or cassette tape. Then, listen to it and see if it bores you. It should. See if it relaxes you. See if it gets you into that altered state of mind. See if it drops you into Alpha, where you are just a little bit slower, where you are just a little bit relaxed. And if it puts you completely to sleep and you wake up a couple of hours later, that is fine.

This course will guide you through recording an entire hypnosis session. At the end of each section of the recorded hypnosis session (i.e., after the induction), insert 30 to 60 seconds of silence. This aids in relaxing the client. If you have gentle, soothing music playing in the background, continue to play this during the silent periods

Caution: Do not ever listen to your induction or anything hypnotic in a moving vehicle.

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Module Four

Deepenings

A deepening varies only slightly from an induction. In fact, the terms *deepening* and *induction* are often interchanged. Strictly speaking, however, a deepening comes after the induction and before the Script. The purpose of the deepening, as the name implies, is to drop the patient into a deeper state of consciousness.

Following the induction, the patient is relaxed, comfortable, and peaceful. Now that you have the patient under your control, so to speak, you want to relax him even more. To do so, you will take your patient down something, perhaps a set of stairs, an elevator, or an escalator.

Overkill is not necessary. When I first started used hypnosis in 1983, I had people go down miles of stairs. If your patient is reasonably relaxed, two short stairways (ten steps each) are plenty. There is no need to give your client a workout. Confine your deepening to 10 units (e.g., stairs) of one event.

By the time the client is at the bottom he will be relaxed and slowed down.

Many of my patients say that, in addition to the problem for which they came to see me, they also cannot relax. Often, these same patients leave feeling more relaxed than they knew possible. Much of this is due to the deepening. Like having a massage, a hypnotherapy session is a perfect opportunity for the client to relax. In fact, a lot of people compare hypnotherapy to massage in the sense that it offers relaxation. Of course, unlike massage therapists, hypnotherapists also add positive suggestions for change, but the relaxation is very similar.

During a deepening, make sure that your patient knows that nothing will harm him. You do not want your clients to imagine tripping down a set of stairs. Say things like, "With each step you take, you are going deeper and deeper into a very, very deep state of relaxation. You feel comfortable and safe."

And, as in the above example, always tie in the fact that the client is going "deeper." Make sure that you communicate that with each step (or floor, if you are sending a client down an escalator) your client goes down, he is going deeper into his subconscious. By the time he gets to the bottom he will be very, very relaxed. Do not just tell him to go downstairs, tell him that those stairs are allowing him to go deeper as you count the steps.

For instance, “Ten, take the first step down. Nine, another step deeper.”

Or, if your client is on an escalator, you may want to say, “Ten moving down a little bit. Nine, moving deeper a little more, down the escalator. With each floor you go down, you are so much more relaxed. You are ten times more relaxed every time you go down, down, down.”

Before the counting begins, tell your client that it is a long escalator and that by the time you get to one, your client will be at the bottom. Otherwise, your client may imagine himself at the bottom of the escalator when you are at the count of five. Make sure you spell out everything for your client.

As with an induction, feel free to incorporate activities the client likes into the deepening. If you have an adventurous client who relaxes by repelling (an activity that causes the rest of use to feel sheer terror), use a deepening that involves repelling the client down a mountain. However, make sure the client feels safe. Tell him that the ropes are secure, and that nothing bad is going to happen.

As a matter of fact, no matter what the scenario, make sure you tell your client that nothing bad will happen. The client will not fall down the stairs; the client will not run into a tree while skiing down the hill; the elevator will not get stuck.

However, because hypnotherapy is positive, use different phrasing. For instance, if the client is skiing in the deepening, say something like, “In this particular trip down the side of a hill, nothing will happen to you. It will be smooth. It will be your smoothest trip down the side of a hill ever.”

Do not say, “In this particular trip down the side of the hill, you will not run into a tree.” Although you are telling the client she will not run into a tree, this phrase will be planted in her mind and she may envision it nonetheless.

Do not let the client’s imagination run wild.

Remember to use words like “deeper,” “down” and “relaxing.” These words imply deepness and slowing down. Furthermore, frequently use and stretch out the word “and.”

By using all of these tricks of the trade, your session will be successful.

Though there are clients who, during the induction, might drop immediately into Theta or Delta, do not omit the deepening in the first session. In subsequent visits, feel free to skip the deepening if the client falls into Theta or Delta immediately, but *do not omit the deepening during the first visit.*

Aside from physical indicators such as slowed breathing, or slowed pulse (observed visually on the neck, head, hands, etc.), you also can ascertain what stage of

consciousness a client goes into by having a simple discussion with him at the conclusion of the session. If the client's last memory of the first session occurred about two minutes into the induction, and he appears to be equally relaxed during subsequent inductions, you can safely skip the deepening. This client obviously goes into a deep trance quickly. If you are unsure, use the deepening. It will not hurt.

Homework:

Write a 10-unit deepening. Incorporate counting from ten to one, making sure the client knows they will be going deeper as the numbers decrease. The deepening should be three to five minutes. Record your deepening after the 30- to 60-second silent period. After recording the deepening, insert another 30- 60-second silent period. When you are done with your homework, you should have a recording with an induction, 30-60 seconds of silence, a deepening, and another 30-60 seconds of silence (obviously, you do not need to "record" this final silence). I mention it so that you will remember to include it when you add the next part in Module Five.

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Module Five

Scripts

Perhaps the most important part of any hypnosis experience, and therefore the most important chapter of this book, is the script.

What is a script? A script is the meat of the hypnosis experience. It is where the therapy occurs. If you do not have a script, you are not doing hypnotherapy. You may be hypnotizing your client, but you are not helping anyone. A script is the portion of the hypnosis session during which you suggest change. It delivers the main message to the subconscious mind. The pretalk, induction and deepening were all to prepare the client for the script.

A script can be on anything: attracting romantic partners, improving efficiency for increased financial success, weight loss, memory improvement, smoking cessation, improved confidence, or whatever the client's challenge may be.

As part of a self-hypnotherapy session, a hypnotherapist could even write a script to enhance her creativity—to suggest to her subconscious mind that she is going to write more creative scripts.

The script is where you form new associations for the client. Instead of being afraid, the client will associate a pleasant feeling with talking to members of the opposite sex, eating health foods, going down an escalator, down an elevator, into a crowd of people, up on a stage, in an airplane, near a snake.

I have a prospective client who is afraid of entering parking garages. During the script, she will be given a new association for entering a parking garage, and she will no longer be afraid. Her old association, the one she has now, is scary for her. The script will plant positive suggestions that her body will remember in the future when she actually enters a parking garage.

If you are new to hypnotherapy, you might want to start with a script written by someone else. You can borrow one of my scripts, or a script from one of the countless books available on this topic (see chapter's end for recommended resources).

When using a script that someone else has written, make sure that you have read through it before the hypnosis session. The worst thing you can possibly do is go into a session without previously having read through the script.

You want to be familiar with the script for several reasons. First of all, you do not want to trip through words and concepts while reading the script during the session. (Because your client's eyes are covered, you can read a script during a session. You do not have to memorize it.)

Second of all, you need to evaluate the script prior to reading it to your client. Each client is different, so you will need to find and eliminate those things in the script that are not going to apply to the particular client for whom the script is being used. You need to have a full understanding of the script so that you can tailor it to reach the best possible results.

Do your due diligence. Do not allow yourself any excuses. Prepare every time.

Beware of procrastinating and ending up in a situation that causes you to stumble. You can get lazy. You can get into a rut. During a live sermon, the preacher can say, "I am sorry. I made a mistake. Let me backtrack." You cannot do that under hypnosis. Every word you say goes into the patient's subconscious mind.

Be prepared. You are dealing with the most precious part of a human: His mind. Treat it delicately.

I do not say this to scare you. I say this to prepare you.

Be prepared.

Consider a script for weight loss that begins like this:

Now, you will imagine that you are a machine and you can put different types of batteries in your power center. You have been choosing batteries which do not last long and leave a residue. From now on, you will chose proper batteries which power you for a long time and do not leave a residue.

Let's say that you are not interested or inspired by the machine analogy used in the script. Also, your client is not interested in machines at all. Would this script be appropriate? Probably not. Would it be more powerful to use a script that related to something you and your client related to? Probably.

Although the analogies are good and potentially powerful, if they do not feel natural for you, you will not be confident when reading them. And, more importantly, if they do not feel natural for the client, another script choice would be more appropriate.

So go through any script you intend to use. Make sure there are no surprises. If someone hands you a script and says, "Here. Use this when you have someone who wants to lose weight," make sure you go through the script ahead of time.

Do not be afraid to alter a script. scripts are not written in stone. Make the script into something that flows freely from your mouth.

One of the books I recommend at the end of this chapter, *The Handbook of Hypnotic Suggestions and Metaphors* by Hammond, contains many good scripts. However, they were written by hypnotherapists with advanced educational and medical degrees, and are therefore extremely technical. Take the general idea of these scripts and rewrite them. You have got to tailor things to your own unique flavor. I cannot emphasize that enough.

The only rule for modifying scripts is this: Never insert anything that could cause harm.

We do not harm people. We help people. Say good things. Do not say frightening or harmful things. Do not excite your client. Bore him. Everything is calm. Everything is peaceful. Everything is beautiful. Everything is positive.

As long as you remember not to harm people, your script will be fine.

If you do not have a script to modify, you will have to write your own script. Let's assume that your client wants to lose weight and you do not have a script.

What should you do? Do you give up? No. You do not give up. You take heart in the fact that everything you need is already within you. You just need a little guidance.

So let's take this step-by-step.

First of all, ask yourself what the goal is. Here, the goal is for the client to lose weight.

Before writing the script, you need to find out what a reasonable target is. Do not allow the client to expect to lose 100 pounds in six weeks. If you are not sure what is reasonable, consult a dietician or a physician. (Remember: if your client is under the care of another healthcare professional, make sure you are in agreement with the course of treatment.)

Find out how much weight the person can expect to lose, and set a reasonable target within a reasonable time frame.

Your due diligence should continue with a conversation with the client. Before you write the script, find out what the client is eating that is harmful. Ask the client: "What are the foods you are eating, and when are you eating them?" And then work this information into the script.

For example, perhaps the client says, "I am eating Snickers bars at 11 p.m. right before I go to bed. I am eating three of them a night. I cannot figure out why on earth I am gaining weight. It is just not fair."

The script is the place to alter the negative behavior that is causing the problem. Your script will want to tell this client: that he can and will change his behavior.

If the person is gaining weight, unable to talk to potential romantic partners, or scared of flying, the script is the place to insert suggestions for positive change. The script is where the healing takes place.

If she is afraid of planes, she gets on that plane. She takes that plane ride. She gets off that plane and nothing has gone wrong. Have her imagine the whole thing. She is safe the entire time. Nothing goes wrong. Be creative.

Say things like, "You can see the cockpit from where you are sitting and everything looks fine. And you know that your bags are stowed and you just feel great because everything is taken care of. It is a smooth flight. You look outside. And it is daytime and you see the sky and it is so beautiful."

If you are working on motivation, find out why the client is not motivated. Is she unmotivated because she does not think she will accomplish the desired results? If so, the script should help the client to see herself as having already accomplished the results. The client already has achieved whatever it is that is causing her to procrastinate.

If the client is afraid of snakes, have him see a snake from a distance. Tell him, "Everything is fine and now if you want to you can walk closer. Only walk as close as you feel comfortable with and no closer. And each time you hear my voice, you can allow yourself to get closer but understand that no harm will come to you."

When writing a script, I am inviting you to use your creativity. I am inviting you to reach inside and pull something out of yourself something that will be helpful. I am not going to tell you a way that is written in stone because that would limit your creativity. Beyond the sky is the limit. Go beyond. Just let it flow. Keep in mind your plan, your idea, and your motive. Your motivation is to help the person. You are trying to help the client.

Everything is positive. Everything is uplifting. We are not dwelling on the negative. We focus on the positive.

Keep your eye on the mark and remember that you will end up at whatever point on which you have focused. Likewise, we want to keep the client's focus on the positive change from within. The client should imagine that the change has happened. We want the client to think: "I am already flying. I am not planning on it. I am getting on that plane. I am not imagining it. I am flying. I am getting as close to that snake as I feel comfortable. I am taking the steps to get to that escalator and I am on it and everything is fine."

As discussed earlier, a person's body does not know the difference between imaging something and having it actually happen. This means that the client has the advantage of knowing rationally that the situation is not occurring, but physically and emotionally the client feels he has experienced the event.

Therefore, when it comes time for the client to go down the escalator, his body will feel as though he has a positive and successful experience under his belt.

Though they are the meat of the session, scripts should not exceed 10 minutes. Please see the end of this module for sample scripts. Additionally, I recommend the following book for more information and samples of scripts:

- *Hypnotherapy scripts* by Havens and Walters
- *Hypnotic Suggestions and Metaphors* by Hammond

These books go into greater detail about the power, purpose, and specifics of script writing.

Sample script for Finding Love

...and as you relax, drifting and floating peacefully and completely, see and feel yourself becoming more confident, choosing to be and feel attractive, desirable, irresistible. You find yourself connecting with everyone you meet easily and effortlessly. Because you are self confident, self-assured, and secure, you are irresistible. Now, imagine the perfect mate. See the qualities you admire reflected in your perfect mate: hair, eyes, body, laugh, voice, outlook, philosophy, interests. See your perfect mate now and feel how good it feels to be with your perfect mate. Know now that you are open to accepting your perfect mate into your life. You deserve love. You deserve happiness. You deserve to give and receive love now. And you understand that you are open to receiving your perfect mate into your life now. And you understand that you are open to receiving your perfect mate into your life now. And you understand that you are open to receiving your perfect mate into your life now. And you understand that you are open to receiving your perfect mate into your life now.

Sample script for Weight Loss

As you continue to relax, you imagine your perfect body. That is right. You are looking in a mirror and seeing yourself a short time from now. Muscles tight, thighs slim, abdomen flat. You look amazing. Every day you will focus on this perfect image. And you now imagine that in front of you is a large plate. This plate has all of the ineffective foods, which you avoid. Foods such as sweets, excess carbohydrates, fast food, and dairy products such as ice cream and cheese. These foods are all highly ineffective for your system. Your body avoids these foods. They are unappealing to you. Nearby is a trashcan. Dump the plate in the trashcan. And now on that plate you may place the foods you really enjoy: effective, healthful foods such as vegetables, fruits, fish, and chicken. You love these foods and they taste so good. You find that from now on you may leave food on your plate when you are at home or at a restaurant. When you start to feel full, you stop eating. You are highly motivated to lose weight. You allow yourself to lose the weight you no longer desire. You deserve to be thin, healthy and beautiful.

Sample script for Financial Success

You are a magnet for money. Money comes to you easily. You feel abundance, Joe. It is all coming to you. Who you are attracts wealth, financially and emotionally. You create strong and powerful relationships at ABC Banking. You enjoy relating to people. Your greatest self becomes clearer and clearer day by day. Your contributions to the world and your wife, Barbara, become clearer and clearer each day. The person you want to become becoming clear. Who you are being creates passion in your life. You are fully engaged every day. You have unlimited energy. You find new and creative ways to contribute to others. You are enough. You let go of worry and doubt. You focus on your financial goals and you reach them. You are living abundantly. You are successful. See yourself successful with all the many wonderful things you deserve in your life, such as the house in Virginia, the bank account of \$1 million, your new company doing so well.

Homework:

Write a brief script on weight loss in which you will have your patient imagine himself as slimmer and thinner and having reached his desired goal. Your script should include things like: "You imagine yourself six months from now having lost 40 pounds. You have eliminated from your eating habits things which you realize are no longer good for you such as junk foods snack foods. If you should eat any of these things, you eat a very, very small amount. You limit carbohydrates."

Record your script leaving a 30-60 second silent period at the conclusion.

When you are done with your homework, you should have a recording with an induction, 30-60 seconds of silence, a deepening, another 30-60 seconds of silence, a script, and another 30-60 seconds of silence (again, obviously, you do not need to "record" this final silence. I mention it so that you will remember to include it when you add the next part in Module Six.)

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Module Six

Amnesia

Amnesia is the term hypnotherapists use for the section of the hypnotherapy session in which we suggest to the client that she will forget what has been told to her during the session.

We want the client to forget as much of the hypnotherapy session as possible. The memories will not be lost. The information is stored in the client's subconscious mind.

We want the client's conscious mind to forget the session because the conscious mind is part of what is causing the problem. The conscious mind will be analytical and skeptical, attempting to debunk what the hypnotherapist has told the client.

The conscious mind is often busy thinking streams of negativity such as: "I have heard things about stage hypnotists and what they make people do and I do not want to do things against my will so I am going to struggle and I am going to pay attention to as much as I possibly can and then I am going to analyze it because I know you are telling me I am confident and I know I am not. I am scared. I am afraid to get on that airplane. I am nervous about that audition. I am scared to go in that parking garage and I know that you cannot tell me otherwise."

So far in our hypnosis session, we have dropped the client at least as deep as Alpha. In Alpha, the client is 200 times more suggestible. We want to have their subconscious mind listen to us, but now we know that we also want to have their conscious mind forget to be skeptical, analytical, and defensive. We therefore use amnesia. Rest assured that the information will not be lost by the subconscious mind and it will subtly work its way into the conscious mind.

During amnesia, you want to tell your client that she will forget everything you just told her. She will not remember anything. She will erase it from her mind, even though she will act on it.

However, you will want to be subtle about this.

When you use amnesia, the client will forget a considerable amount of what you say. She will forget a considerable amount even if you do not use amnesia because she will go in and out of the stages of consciousness. Some people go very deeply and do not

really pay attention to what you say anyway. God bless those people. They are wonderful clients.

Some people will try to stay awake the whole time in full awakening consciousness and critique everything you say. This is why amnesia is so handy. Amnesia throws the analytical mind a curve ball and makes it difficult for the conscious mind to remember the hypnosis session.

I do not, however, suggest being straightforward while using amnesia. Do not say, “You are going to forget everything.” This will raise a red flag for the client’s analytical mind.

The following analogy will help you to understand amnesia:

Let’s say that the subconscious mind is a file cabinet in an office. Only the secretary can access the file cabinet. The boss is the conscious mind. When we perform amnesia, the secretary becomes confused and unable to do his job, but no files are lost.

The following is an example of an amnesia script:

As you continue to relax, every breath you take is soothing you, and I want you now to become aware of your breathing. And I wonder how much attention you have paid to all the different thoughts going through your mind. And then you can become aware of how difficult it is to remember what I was saying exactly 10 minutes ago. And you can try to remember what I was saying five minutes ago, or what you were thinking 14 minutes ago. But doesn’t it seem like too much work to try to remember all of that? In fact, it seems that it takes more effort than it is worth, so I want you now to relax, relax, relax and understand that it is not necessary to remember what I say when it is too much work to do. You can choose to forget to remember what I said, or remember to forget what I said. The choice is yours.

Okay, what have I done? I have taken all the information I have suggested to the patient and scrambled it up within her head. Think of this as a process similar to scrambling eggs; the ingredients do not disappear, but they are scrambled about.

This process makes it difficult for the conscious mind to hang on. We are making it difficult for the client’s analytical mind to say, “I know you said I can fly in that plane, but I do not believe it. I do not think I really can. I think you are just saying that.”

Again, by having the client consciously forget as much as possible, we are not erasing the information from the client’s mind. As with all events, sounds, and images that we experience, this information will stay forever in the client’s subconscious mind. It will be recorded indelibly on the client’s subconscious mind, and it can be accessed.

You will not erase the hard drive by performing amnesia. Even if you tried to permanently erase the information, it would still be there.

If you find that you have a patient who seems to go deeply, you might experiment with skipping amnesia. Like the deepening, this is not a necessary component for all clients. Some will go so deeply that you can eliminate amnesia. At the end of the session, always ask your client for feedback. If the client reports that she drifted away as soon as you began speaking, feel free to eliminate amnesia the next time around.

However, if there is any question, use amnesia. This section of the session is about one minute, but has lasting effects.

Homework:

Write a subtle amnesia script. Your script should be a maximum of one minute long. Record this script, and leave a 30- to 60-second silent period at the end of your amnesia script.

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Module Seven

Trance Termination

Trance termination describes the process of bringing a client back to Beta. This process can be as simple as saying, "On the count of three, you will be back up. One, two, three."

It is not very complicated. During trance termination, you want to allow the person to slowly transition from Alpha, Delta, or Theta to Beta (normal awakening consciousness). The transition should not be as abrupt as the above example. Instead, you should allow the patient to ease into the end of hypnosis.

As you know, being awakened abruptly is not enjoyable. It works, but it is not that much fun. Waking up is a more pleasant experience when you have completed a dream and sleep cycle and you easily awaken.

This is similar to the process of ending a hypnosis session. Trance termination is like waking up gently and coming back to the world. Remember that unlike you, the client is in a state of total relaxation prior to trance termination. Put yourself in your client's shoes, and ease him into normal awakening consciousness.

Based on my experience, your client will not want to leave the state of total peace and relaxation. He will want to stay in your chair all day. You have brought the client to that place of total peace and relaxation and he does not want to leave it. You will therefore want to be gentle, but firm. Your voice should transition from a smooth, monotonous tone to a more lively tone.

The following is an example of a trance termination :

Now in just a few moments, you are going to come back up at the count of three. When I bring you back up, you are going to feel comfortable. You are going to feel relaxed. You are going to feel as though you have had a very peaceful nap and even after you are out of hypnosis, understand that your subconscious mind will act on every word on this recording, and each time you listen to this recording, these suggestions will become stronger and stronger in your mind. Each and every time you listen to this recording, these suggestions will become more and more a part of you and you will become more and more a person of your choosing—a relaxed, calm, confident, peaceful person who is able to lose weight easily and effortlessly. All right now.

One, beginning to come up, feeling very good, filled with energy, rested, feeling as though you have had a peaceful nap.

Two, coming up even more, beginning to move now, beginning to stir and you are totally at ease.

Three, eyes wide open. Relaxed. Refreshed and feeling wonderful.

Note that there should be a considerable build in the tone of your voice between one and three. By the time you get to the count of three, you should be slightly louder than your normal conversational volume. Do not shout, but begin to speak gradually louder.

Notice that I told the client ahead of time that I would count from one to three, at which point he would be awake. I preempted the count not only to give him time to prepare, but also to reinforce that his mind would absorb the script I read him earlier; that the process is going to work, and become stronger and stronger for him each day.

So I did not just say, “You are going to come up at the count of three. One, two, three.”

I was very soothing, gentle, and affirmation-filled. When I finally brought him up, it was made more powerful by a transition in my voice where I eventually got slightly louder than normal conversational tones.

Pre-Homework: Practice transitioning from the soft, monotonous tone you will use during a hypnosis session to a firm tone and higher volume by reading the trance termination given previously. This transition portion of the trance termination should start with “One, beginning to come up...” and end with “Three, eyes wide open...”

At this point, you want to allow the client to relax for a reasonable amount of time because after you bring him back up, he most likely will not jump up and walk right out the door. Most people want to relax and get up slowly. In fact, many times after I bring people back up, they remain in the position they were in under hypnosis.

When this happens, rest assured that everything is fine. Let that person relax for a minute or two. If the client still is not moving, you should suggest to him that he will begin moving.

Since I have the client listen to me through headphones while in my office, I simply increase the volume and repeat the “One, Two, Three” portion louder and louder until they awaken.

Ignore this next part (in bold) when doing your homework, but keep it in mind when you make recordings in the future:

On my hypnosis CDs, which I sell at www.stevejones.com, I instruct the listener to play the CD at night while he is in bed. Therefore, I tell the listener that he will fall asleep at the conclusion of the CD. I suggest that when you make a recording

for yourself or a client, you make it with the intention of it being played at bedtime. With this in mind, you should stop taping prior to the trance termination. So, in your office, you need the client to come up at the count of three. However, you do not want that on the recording since you do not want them to awaken when they want to fall asleep at night listening to the recording. To accomplish this dual goal of getting them awake in your office and putting them to sleep at night, you should say (on the recording) something such as:

“And now just allow yourself to drift into a peaceful sleep. When you awaken in the morning, you will be well-rested and full of natural energy. You will be ready for a wonderful day.”

And that will be the only thing on the recording after amnesia. Then, stop recording and do a trance termination, which will not be on the recording.

Homework: Record a Trance termination. Review the full sample given in this module. Remember, a trance termination is not just one, two, three. There is a part during which you prepare the client to come back up. During that preparatory portion of the trance termination, you are also reinforcing the messages that you have given him in the script. Don't concern yourself with stopping the recording in your homework (the part in bold). Simply do a trance termination designed to bring someone back to Beta. Remember also that there should be 30-60 seconds of silence between amnesia and trance termination.

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Module Eight

Final Exam

In this module, you will follow this link to take the Basic Hypnotist Course exam:

<http://www.mycertificates.org/Login.aspx>

Enter your email address and use your private code: **hypno1-435**