

Alright, welcome everyone. This is Jim Katsoulis, and I want to welcome you to first training call for *The Truth About Hypnosis Series*.

Unfortunately, my partner Tellman got caught up in a travel thing so he won't be able to make it tonight. But what I want to do is I want to explain a little bit about what this series is; and, basically, I want to give you your first overview training of hypnosis. And then, hopefully, you'll learn some things that you can use immediately in your own life and really kind of open your mind up to this whole process.

For those of you that don't know, Tellman and I have known each other for years; and we met when we were both young and still struggling hypnotists in the rural areas of Vermont and New Hampshire; and so, we've known each other for about ten years. And since then, we've kind of both grown our practices and then, ultimately, our business and companies.

But we ran into each other a couple of months ago and we were trying to figure out—what was the difference, why were we able to do it when so many people are struggling in different areas in their lives financially, personally, relationship-wise, all different areas, why were we able to succeed in these areas? What made us different?

And one of the things we very quickly identified was our hypnosis knowledge and understanding; and luckily, we've practices and so we've gotten to use it over and over and over again and really mastered it.

And when we look at the state of hypnosis now, we realized that it's such an effective system ... in my opinion, the most effective system for change in influence of yourself and others that I'm aware of. And so, we both agreed on that and decided that we wanted to put something together where we can really begin to teach people this system and these techniques on a mass level.

And so, we put *The Truth About Hypnosis* together which is going to be a series with some of the top hypnotists in the world. And you'll get to hear interviews with them and we really just laid it out there: What is hypnosis? What are the misconceptions and what are some techniques that you can use right away?

And I promise you that if you begin to understand this system of hypnosis and the philosophy of hypnosis which I'm going to explain in a few moments, if you really begin to understand it, it's going to bring your entire life to a whole new level.

It's not magic; it doesn't make things magically ... everything just changes. But what it does is it gives you ... it's like getting a whole new tool kit, a whole new set of tools that you can use in your life.

And so, in areas in your life where you're frustrated, you've tried over and over to change things and it hasn't worked, I'm very excited to share with you some of these hypnotic techniques and understanding so that you can begin to approach them in a new way.

And so, for those of you that have signed in, we're going to have weekly calls with different experts and we'll let you know about those so that you could sign up to them and listen to them. For those of you who have ordered the program, you'll be able to download the interviews and get transcripts of them; and you'll also get an access to *The L.A.S.H.K., The Lost Archive of Secret Hypnotic Knowledge*.

And one other thing is if you haven't gotten the trial to the *Hypnosis Monthly* which is a weekly video hypnosis lesson, then you'll have an opportunity to do that; and I'll give you the site for that in a little while. But you can get a \$4.95 trial of that if what I'm saying makes sense to you and you want to learn more and you want to go deeper into it.

So let's get started. My personal experience with hypnosis began when I was really struggling in my life not just physically, although I'd put on 50 pounds once I'd gotten into college; but, more importantly, was emotionally and mentally.

I was in school for something that I did not want to do. I was struggling with relationships in my life and, emotionally, I was a wreck. Literally, I mean, I was drinking a lot and I was just very, very upset, in general. And I didn't feel like I had the tools to deal with it.

Now, the irony that I want to point out, and I think this is one of the themes you're going to hear over and over again of why hypnosis is so powerful, is that I had always been the type of person who could focus my mind and really concentrate and achieve, and I would work hard, and I would do it, and I would succeed. And so, if something was simple for me to do if I started the job, I could do it and I could do it really well. So, I knew that I was intelligent enough; I knew that I had the ambition, the focus, and the drive.

But I didn't know how to deal with my own internal emotions; and so, I would find myself sabotaging my own success. Maybe I could start off and be really successful in the short term, but I had a very difficult time maintaining it. And so, this manifested itself all over the place. With my weight, I would follow some plan really with extreme focus and I would lose the weight; but, then, I would find myself sabotaging it and putting the weight back on.

And this would happen over and over again; and the problem was that I started getting frustrated and I started getting depressed because I was doing everything I could do to make it happen but I couldn't maintain it.

And so, I felt like I was fighting against myself, right. I felt like I was battling myself, and I know a lot of people feel this way. You feel like you want to create something you like and you want to change something in your life that you know is bad for you but you struggle to make it happen and you feel like you're fighting against yourself like there's some part of you that's trying to sabotage it all. This wasn't just in my weight, but it was in all the other areas of my life as well.

And, it wasn't until I began to learn about hypnosis and neuro-linguistic programming and some yoga that everything began to shift for me. And the beauty was this: It shifted very, very quickly, and I think this is something that everyone wants. It's to make rapid, profound changes in their lives in specific areas. And, again, no matter how successful you are in certain areas, there are almost always other areas where you've been struggling and you want to make these changes.

And so, the change from me was when I began to learn how to change (I kind of refer to it this way) from the inside out. Instead of struggling and saying, "Okay, I'm just going to willpower my way through, I'm going to struggle my way through it," I began to relax a bit and kind of questioned what was going on inside—Hey, what were my beliefs? What were my perceptions?

And so, I'm going to take you through the philosophy of hypnosis. And the beauty of it, I think ... I'd like to call the philosophy of hypnosis a practical psychology because for the first time in my life, I began to understand how my mind worked. I began to understand why even though everything was going great at certain points, I would sabotage it.

I began to have answers; and I can't tell you what a relief that was—just, all of a sudden, being able to realize logically why I was doing things that I "don't want to do." And so, I began getting those answers.

And that's what I'm going to share with you. My own progression was that I began changing my own life, I began making changes in all the areas in my life once I began to understand how my mind worked and how to change it.

And so, I got so excited about it, I got off 50 pounds and the beauty is I've kept it off; I've kept it off now almost for 14 years without any fluctuations and without any diet. I've been able to create my own business, and I got so excited about all this that I'd learned it. I went and got certified in hypnosis, certified in neuro-linguistic programming; and I opened up an office and began working with people.

So I was lucky enough to work with lots of different people in lots of different areas; and, ultimately, I created a program called *Program Yourself Thin* which some of you may be aware of, which is one of the—to me, a real peak crowning moment of my hypnosis and weight loss knowledge. Anyways, it was this knowledge and this understanding that really led me to where I am now. So, let's get started with it.

The first thing I want to explain is the philosophy of hypnosis. What is it? And there are so many misconceptions about hypnosis that totally take the power away from it. And so, in order to really understand what hypnosis is, we want to have an understanding of your mind; and this is a simplistic understanding but a useful one, a practical one.

Basically, hypnosis says that you have a conscious mind and you have unconscious mind.

There's a big distinction because the conscious part of our mind is the part of you that's logical. It's where your willpower is; and it knows what's right and what's wrong. It knows what you should do and what you shouldn't do.

Again, for a lot of people they know what to do. Maybe they should do certain work or they should eat certain foods or they should say certain things to people to improve their relationship. They know what to do; but the problem is they can't get themselves to do it regularly. They can't get themselves to do it automatically.

And that's where hypnosis comes into effect because, usually, those behaviors are rooted in the unconscious mind. So, we have the conscious mind which is logical and it's where your willpower is; and then, we have the unconscious mind, the unconscious part of you which is literally running the show.

The unconscious mind not only takes care of your breathing, your heartbeat, and the temperature of your body but it stores all of your learned behaviors.

Now, think about this. Think about how many behaviors you have learned in your life that you no longer need to think about that you can just do. So, when you think about behaviors like reading, writing, walking, riding a bike, and brushing your teeth, these are behaviors that you didn't know how to do; you learned; and now you just do them automatically.

And the interesting thing is that if you try and describe how you do these things, you don't really know. Think about that.

When you're talking, where does the next word come from? If I asked you, "How are you walking across the room?"

You say, "I'll put one foot in front of the other."

Some muscles are tightening; some muscles are loosening. You're stabilizing yourself; you're keeping your balance. There are many things happening, and your unconscious mind is keeping track of it all.

And think about the millions and the thousands of behaviors that you have learned that you do automatically. Now, this matters because your habits are in here, your perceptions are in here.

And so, the problem people make a lot of times is when they change, they fight against their unconscious mind. They never change their deeper perceptions and their deeper assumptions. They just try and say, "All right, I'm not going to do that anymore; I'm going to fight against that; I'm not going to eat those foods; I'm going to wake up early from now on."

But whatever it becomes, it's a New Year's resolution model, right? But we don't make any deeper changes; we're just saying, "I'm just going to do it." And, usually, that works as long as you're focused and attentive on that thing. But then, what happens is we get distracted or depressed or tired; and our conscious minds focus on something else; and we fall back into our unconscious learned behaviors.

So, what hypnosis really comes down to, in a sense, is this ability; it's this system to influence and program your unconscious mind, okay. The beauty is when you do that, you begin to automatically do the behaviors that you want.

Think about it. People know that when it comes to weight loss, they have a hard time changing it because they're trying to change up their habitual behaviors. But the habitual things that you've learned are hard to change up because you've learned them.

And until you learn a new way to influence your unconscious mind, it's very challenging to change it up. You're going to find this out if you tried brushing your teeth with the other hand, right? You, logically, know how to do it but it doesn't feel right; it doesn't feel natural; it's kind of a struggle. And unless you really focus on it, you'll just find yourself going back to the other way that's natural.

So, hypnosis is this ability to influence the unconscious mind for rapid and permanent change. And I say "permanent" because if you imagine that you were completely happy with the weight you're at, think about how easy it would be to maintain that because you've already got these behaviors programmed in—the food you'd like to eat for breakfast, how you'd like to eat during the day and in the night, and how you'd like eat on the weekend. Those things you've already learned how to do, and now they're just second nature.

The conscious mind is good for dictating a plan; that's what a conscious mind is good at because it's logical. So, metaphorically, it's like a cruise ship; and the conscious mind is like the captain of the ship; and it's good for plotting a course and saying, "We're going to go this way, this fast, and we want to be here by then. Go do all the work; tell the crew members." It doesn't work when the captain says, "You're all fired I'm going to do everything myself."

So, we want to have this symbiotic relationship between a conscious mind and the unconscious mind. The conscious mind sets directions and sets a plan; and the unconscious mind is there to handle it and to carry it out. That's how we operate most efficiently. And when there's a problem with it, what we want to do is we want to go into the unconscious mind and tweak it up so it's running the way we want it to.

So, in order to do that, we need to understand the unconscious mind a little bit more. This is an area that's rarely talked about. Never mind the ego, super ego, I'd, and all that stuff. We just want to get the practical "What can I do to change?" And in order to understand the unconscious mind, you need to understand Pavlov's dogs.

Most people heard about that, but for those of you who may not have heard about that, he was a Russian scientist who studied dogs' digestive tracks. One day, he realized when the dog saw the lab workers with their white coat, they would start to salivate because they were used to them bringing the food.

So, he came up with this idea to put food in front of the dog and at the same time the dog saw the food and start salivating, he would ring a bell. He would do this over and over again and, eventually, what would happen is he could ring the bell with no food present and the dog would start to salivate. So, this is what we call a conditioned response. The bell would get the dog to respond in a way that had nothing to do with the food.

This is very, very important; and this gave way to the idea of associative conditioning, that, literally, just by associating two things together, they start to get linked. And this is really, really important because this is how the unconscious mind works. It's not a logic thing.

Again, you know what to do; the challenge is how do you get yourself to do it? You know how to brush your teeth with the other hand, you know how to use a computer mouse with the other hand, logically; but can you do it smoothly and easily? Is it comfortable?

So, what we want to do is influence the unconscious mind so that it begins to carry out the desired behaviors and eliminate and replace the undesired ones. So, how do you use it in your life?

If, for example, you want to get yourself to be more productive, what we're going to start doing is we're going to look a little bit deeper. So, instead of just saying, "I just need to do more work," what we want to do is look at the associations you have with doing work; and, most likely, there's an association of tension or stress because you're not sure what you're going to do or fear even. It could be any number of "negative emotions" that are pushing that behavior away from you. And as long as that association is there—you are fearful of or just uncomfortable with and you're pushing away—you're going to struggle with that.

So, with hypnosis, what we want to do is we want to shift and change that association so that we feel good; we feel excited about the things that are going to bring us the results we want. And so it's a different approach.

So, the unconscious mind—two rules you need to understand, and these are key. If you've got a piece of paper write this down.

Number one thing about the unconscious mind is this: The unconscious mind does not understand negatives. This is so important because, most of the time, when people talk about what they want, they describe it in terms of what they don't want.

So, they'll say, "I need to stop eating so much food; I need to stop waking up so late; I need to stop driving so fast," and so, all of these terms are referencing exactly what you don't want to do.

Let me give you a specific example. If I ask you to get all your willpower together because I am going to ask you to not think about what I'm going to say to you, so what I want you to do is to not think about ... don't think about a yellow banana, don't think about a yellow banana, yellow banana, don't think about it. What happens? It's pops up in your mind because the unconscious mind has to reference what I'm saying; it has to think about the banana before it cannot think about it.

In smoking, for example, someone says, "Okay, I'm not going smoke any cigarettes today, I'm not going to smoke any cigarettes in the car on the way to work today." And, literally, you're referencing and thinking about the exact behavior that you don't want to do.

So the way around that, the very first thing is begin to speak the way that you want to act. So, for example, if you're smoking in the car and you want to stop that, you could start by saying, "I don't want to smoke in the car anymore," but you want to convert it into something of a positive sense which is like, "I would like to just listen to the radio and chew on a toothpick on the way to work today."

Do you hear me? It's the solution side of it; and this is important because of the second thing about of our unconscious mind, that the unconscious mind cannot tell the difference between vivid imagination and reality. This is why hypnosis works.

If you go to a movie theater, and you watch a horror movie, and you're in a room with a bunch of other people in a social setting, and you watch this scary movie, do you notice that you watch it and you're all tense and that, literally, you're vicariously living through this movie, and you're experiencing what the characters are experiencing as if it were really happening to you?

If you ever watch a sad movie and you start feeling sad. I remember I used to watch [inaudible] **21:11** I was wondering why I felt so bad because horrible sad, stuff was happening. So, we respond to that, literally. It's sort of saying that it's not just thinking about it; we physiologically, neurologically, and emotionally react and respond to movies and to vivid imagination.

So, when it comes to food, for example, if someone goes on a diet and says, "Okay, I'm going to lose weight—no more ice cream. I'm not going to eat any more ice cream sundaes," and as they say that to themselves they start thinking about sundaes in their mind; and they might think about their favorite sundae; and they might think about how good it tastes, that first couple of bites; and they start salivating; and they've now put themselves literally into a physiological state of craving that exact food that they're trying to avoid.

I hope this impresses upon you, the sabotaging nature of how a lot of people go about change. They talk exactly about what they don't want to do, and they talk about it obsessively, and it focuses exactly on that thing, and it makes the change feel like torture.

So, those are the two rules we need to understand: The unconscious mind does not understand negatives so we need to start talking about what we do want, and the unconscious mind cannot tell the difference between vivid imagination and reality and that point is so key. That's why hypnotic inductions and suggestions work because the person being told those things is experiencing them and feeling them viscerally. That's the difference.

So, let me bring you through some of the stages of hypnosis and let me make a quick point here. For me, there are two things that are very important. There is getting hypnosis done to you, but I think what's even more important than that and more valuable is learning how hypnosis works because the more you understand how hypnosis works, the more you understand how you work.

I want you to understand that you are already a master hypnotist. You've been one your entire life. You are constantly hypnotizing yourself, and you're going to realize it as you go through this series and as you learn more and more about it.

Every advertisement you see is a hypnotic session. Think about this. Do you ever see these commercials, you watch them, and you say, "What the hell was that about?" or you say, "Why would they do that, it has nothing to do with anything? Why is that?"

Commercials are operating on an unconscious level. What they're trying to do is not just convince you of all the positive reasons you should get something because that's not what dictates our behavior; what dictates our behavior is our emotions. And what commercials are trying to do, ultimately, is link positive emotions to getting their product and negative emotions to not getting it.

I'll give you a real clear example and this one of my favorite examples that I've recently seen.

There is a Doctor Pepper and for those of you who don't know, it's a soft drink; it's a soda. They've got a commercial now and they've got this song that begins—and it's the theme song for *Cheers*. And for those of you who don't know, that was a show that lasted for like 12 years here in America.

It was just about a bar, and those bunch of people are real close, and the song talks about how you want to go to a place where everyone knows your name. It's an emotional song, and for people who grew up in America ... for me, anyways, it's got a real strong emotional appeal to it. The show is based in Boston and I live in Massachusetts which is right down the street.

So, as the commercial goes on, the six pack of Doctor Pepper is walking down the aisle, and there's like a ticker-tape parade; the potato chips are throwing [inaudible] **25:12** and it's like this is the hero of the commercial.

Now, logically, this makes no sense. What does Dr. Pepper have to do with the ticker-tape parade and going to a place where everyone knows your name? Nothing! But does it have an emotional response? Absolutely! It creates this feeling in you of being connected, of companionship, and of a strong pleasurable feeling; and then they link it to that product. It's not a logical thing; it's an unconscious thing.

And now, when you begin to look at your behaviors this way, what I want you to do is not just believe what I'm telling you but begin to look at the behaviors that you have tried to stop or curb in your life. You've asked to yourself thousand of thousands of times; you've said, "Why can't I stop doing this? How come I can't change this? What's wrong with me?"

What I want you to begin thinking about is—what could be the unconscious reasons? What associations do you have to that behavior? What emotional connection do you have to doing that thing? That thing that you hate that's destroying your life or making you miserable, what in the moment do you believe you're going to get? In that split second, when you're actually about to do it, what positive emotional benefit do you think you're going to get from it?

This is how I want you to begin thinking. When you do, you're going to open yourself up to a whole new level of your behavior in your life. This is so important. This is the foundation; this is the core of it because you're going to hear all these different experts talking and when they're talking about stuff, I want you to have this understanding of hypnosis in your mind, that it is this unconscious connection, this unconscious understanding of things, and that's what we're doing with hypnosis.

So, what is hypnosis, traditional straight-up hypnosis? It's very simple. Someone will come in and I would use an induction on them. Now, a hypnotic induction can be anything. Very often what you'll see is people with their eyes closed, and they will relax, and then they will go deep into hypnosis.

But it does not have to be only for relaxation; a lot of times, that's just the easiest. Basically, an induction is this. Again, we have the conscious mind and the unconscious mind. The conscious part of your mind is the critical part. It is the part of you that may have said, "You know, I need to start going to the gym." And then, that voice kicks in and says, "Don't forget that the last time you tried that, it lasted a week and then you stopped. You're never going to follow through on that. Come on. Don't worry about that." That's that critical voice that can sometimes be very harmful.

In hypnosis, what we're looking to do is bypass the conscious mind because that's not the part that's in control. We want to get to the unconscious part of your mind, the part that's running automatically; it's running your habits.

And in order to do that, we can use a relaxation; we can relax the conscious mind. So, just begin with a calm down, or we can allow your conscious mind to focus on something. So, in a sense, we can distract it; and that way, we can access the unconscious mind. But it's very simple. In the induction that most people have experienced and you'll hear people talk about (it's very common in hypnosis) is a thing called "highway hypnosis."

And this induction is based on monotony, boredom, and rhythms. And so, if you've ever been driving down the highway, and this really works when you're on a long stretch of highway, and you're just driving and driving, and nothing's really change. Cars are going by you in the other direction; and you just kind of zone out.

That, in a sense, is a hypnotic induction—that state of kind of daydreaming and of being aware of what's going on but not really being aware. When you're in that state, you're still driving the car, and you're just as safe as could be but you're not even paying attention. You're either thinking about what happened last week or what your friend said to you yesterday; but some part of you still manages to drive down the street. So, that is a hypnotic induction that a lot of people experience.

When you're watching TV and you're just really wrapped up in whatever is going on or when you watch a good movie, you're not questioning what's going on. You're not saying, "Oh, that's ridiculous; that could never happen." You have suspended disbelief and you're allowing yourself to go along with the movie; you're allowing yourself to go along with the ride. This is what you want to be able to do. We want to be able to access this state again.

A common hypnotic state, and this isn't the traditional hypnotic state, is a state of brainstorming. For anyone who doesn't use that word, it's basically ... you're in a group and you're just thinking of ideas, and the rules change. You can say anything. Anything that pops in your mind, you can say. It's purely creative, purely generative; and you're not critiquing it; you're not criticizing it. It's free association and you're just allowing the ideas to flow. That is a hypnotic state.

So, there are a lot of ways to access this, and the reason it so important is this: As I've said before, that critical voice, sometimes, just becomes suffocating. And so, every time you come up with a new idea or a new thought or something you might try, some voice can come up and say, "Now, what's the point in that? We're not going to do that. Forget it. You're too lazy and you'll never follow through on that." And if that voice comes in all the time and does that, what do you think that's going to do to your motivation and your success? It stifles it; it suffocates it.

So you want to get back into the habit of allowing your mind to roam and be free. You don't have to do this all the time like some crazy person who's always yelling things out, but you want to dedicate a little bit of time everyday to rebuild this muscle, your imagination muscle.

The thing about hypnosis that makes it so powerful is that it allows you to re-experience the feelings and the emotions and the way of being that you want. It just allows you to do it on a hyperdrive; but it starts with relaxing your conscious mind.

In a few moments, I'm going to go through a real brief and simple self-hypnosis session so you can actually experience some of this. But, again, what I've found in my own practice is that when I just hypnotize people, the results are spotty. Sometimes, they would work; sometimes, they wouldn't.

What I began to do as I worked with more and more people is that I began to educate them and let them know that they were the ones in control because the greatest truth about hypnosis is this: All hypnosis is self hypnosis. You are always the one in control of how deep you go into hypnosis and how much you accept or reject suggestions that are given to you or that you give to yourself.

So, I think what's important to that, though, is to understand how hypnosis works. The more familiar you are with it, the more you understand it and the more deeply you're going to be able to go into it, the more deeply you're going to be able to utilize it.

One last description I'll give you is the hypnotic state. There is conscious awake and there is asleep. Hypnosis is kind of right in the middle of it. It's kind of like a wave—it kind of goes up and down. It's not some static state. You can always go a little higher or a little lower. And we want to access that because it uses the best parts of each state. We're consciously deciding on a direction to go in, and we're unconsciously tapping into that ability to viscerally feel things.

A hypnotic state a lot of people have experienced is when you're falling asleep. Have you ever felt like you're actually falling backwards? Remember, you're lying in bed and you literally feel like you're falling backwards? That's a powerful state because think about how real that feels to you.

Have you ever had a dream that was so intense and so powerful that it stuck with you throughout the day and actually influenced some of your moods and your behaviors? That's the power of hypnosis. That's kind of the tippity-top of the power of hypnosis.

Because when you can viscerally feel the things that you want now, then you have a much greater control of your emotions, and I'm going to talk about why that's important in a moment. So, we have the induction where you can put yourself into that state; and the next thing we want to use in hypnosis is the suggestions, the suggestions that we're giving ourselves.

Now, I mentioned before that you are already a master hypnotist, and I say this because you, from the moment you wake up to the moment you go to bed, are talking to yourself. We call this the "internal dialogue." You are constantly talking to yourself in your mind, asking yourself questions, talking about why you did what you did, what you're going to do tomorrow, and what you need to do. You're constantly talking to yourself.

Sometimes, you hear voices. This is the beauty and this is why hypnosis is so important because it's something that we all do; we all talk to ourselves; and yet, sometimes people think they're crazy if they do this. But I challenge you, if you are not talking to yourself, you are probably a Zen monk. Think about it. It's very difficult to stop that chatter in our minds; it just goes on and on and on.

So, instead of trying to stop it, what we want to do is utilize that chatter and make it positive and successful. So, let's talking [inaudible] **35:20** in the direction we want to go in.

So the nature of suggestions is basically two things: It's the way we talk to ourselves, our internal dialogue, the words that are used; and it is the images that we make in our mind. So, basically, suggestions can be given in any sensual way.

We've got our five senses that we experience the world. Those are the modalities; those are the ways that we think. We think in pictures—so if you think about what your first car looked like or what your house where you grew up looked like then, you get some sort of visual representation in your mind.

You think in sound or words—if you think about one of your favorite songs from high school, you start to hear it; and if you think about the happy birthday song, you start to hear that in your mind so we think in sound. We can hear our parent's voices, friend's voices, ourselves.

We think in smell and state which are not as common; we don't think in those as often but when we do, they can be very powerful. And we feel things.

So, with suggestions, what we're looking to do is to use these things to change the way that you feel; change your emotional states.

And so, when we're talking about the words, if you think about ... this is very common for people that they have like a nagging kind of “beat themselves up” voice, and not to put parents down, but sometimes it could be a parent's voice or it could be some arch enemy's voice; and we can hear their voices in our minds, and it instantly tenses us up and makes us feel bad. That is a hypnotic suggestion because it influences how you feel in a moment; and that's the essence of hypnosis. In self-hypnosis, we're looking to influence how we feel; and in hypnosis, we're looking to influence how others feel.

And this is where things really get interesting because once you know how to influence your own state of mind, you can change the way that you feel about certain things.

In *Program Yourself Thin*, what I do is teach you step by step how to feel indifference for sweets and how to feel distaste for salty foods. If that happens, if that's how you experience it, then, you don't have to worry about cravings.

If you are a nonsmoker and you're on in this call, you're not a nonsmoker because you're constantly fighting cravings; you're a nonsmoker because it's just not part of your life. You're not a hardcore drug addict not because you're fighting off the cravings for them all the time but because you just don't think about them or you just have no connection to them and no association to them; so it's easy for you to avoid them.

And this is the power of suggestions. They can influence what you feel and how you feel. [inaudible] **38:40** interesting socially ... and this is the best thing because during the series, we're going to interview some people who are masters of conversational hypnosis.

And I can tell you that in my own life where I would feel so uncomfortable socially, I'd feel out of control, and I just didn't feel good, I felt nervous and anxious, when I learned hypnosis, all of the sudden, I felt in control. I could influence my own state and relax myself and feel confident, and I knew how to influence how other people felt.

I could put other people at ease. I could entertain people to a certain degree if I wanted to. I could make people feel happy. How did I do it? We're going to find that out in the program. But you can absolutely do that. It gives you the control. It teaches you how to pull the control leverage in your own mind and in the minds of other people. Absolutely!

So, it allows you to influence and persuade yourself and others more effectively; and you do that through suggestions. So, the main thing when it comes to suggestions is to take into account that the unconscious mind does not understand negatives. And so, you need to phrase and frame your suggestions with what you want.

For example, if you want to ... I'm going to use weight loss; that's my specialty. If you want to stop eating at night, instead of saying, "Oh, I've to stop eating all this food tonight because every night I eat a pint of ice cream," it becomes, "What do you want to do instead?"

Notice that for a lot of people, there's a thought back in there. They don't have the desired behavior in their mind. They feel like they've been eating ice cream at night for their whole life, and anything else feels weird.

So, what you want to do is you want to input exactly what you want to do. Maybe it's, "At night, I want to drink half a gallon of water and eat apples and bananas instead," whatever. But notice that it's a different thing because, now, it gives your mind something to focus on that you want to do.

So, if someone in a social situation says, "Oh man, I don't want to go into that social situation because I get so nervous. I'm so uncomfortable," these are suggestions. When I say these words to you, how do you feel them in your body? How do you make sense of them? You reference those feelings—"Oh, I don't want to go to the party because it's so awkward, and I feel so weird, and I get so nervous inside, and I feel like I can't talk."

Now, you understand suggestions; you hear what you're doing and what someone would be doing to themselves by saying this as opposed to saying, "I'm going to this party tonight, and I want to walk in, and I want to feel relaxed and calm. I want to feel confident because the people there are very nice and friendly; and they're going to accept me and appreciate what I have to bring; and they're going to find me to be a nice person; and as I talk to them, I'm looking again to some interesting conversations, and maybe learn something about some of these people." Do you hear the difference?

The language is really, I think, the core of hypnosis; and that's what you're going to find. After going through this series and listening to these things, you're going to find that your language begins to change naturally and you're going to find that you recognize these red flags of language that go up. So, we have the language and those are words; and that's one aspect of suggestions.

The other side of suggestions is the images.

Now, for example, if you wanted to feel confident, one way to access that feeling is to describe what confidence feels like; and any emotion that you feel at any moment in time is a combination of two things: your physiology and your psychology. It's always a combination of those two: what you're thinking and focusing on and what your body is doing.

So, when you think about this state and the emotion of confidence, what is the physiology with that? Is it that your shoulders are slouched? your head's down? shallow breathing? Or is it that you're sitting up straight, your posture is straight and you're breathing deeply, your muscles feel strong and energized, and you're looking up straight? So, there's a physiological aspect that goes with this, and then there's a psychological aspect to it.

When was the time when you felt confident? Have you ever felt confident? Has there been some point in your life when you felt more confident than ever before?

And, if not, you can think about someone whom you consider to be confident; and you can start to imagine how they walk and how they look. You can imagine that you float down into their body and imagine that you're kind of just in there and feeling how they move. The confident people move differently. Do they flow a little bit more? Do they talk differently? Do they move their hands more?

So, as you start to recognize the aspects of it and you put yourself into that, you'll start to literally feel confident. You're, literally, going to start to feel the things that you want to feel. And so, this is what I'm saying. We're constantly doing hypnosis to ourselves.

The problem is that a lot of times people are doing hypnosis to themselves that they don't want. They're doing to themselves the things that they don't want to do. They're saying, "Oh man, I'm an over eater. I can't stop eating crappy food. I'm a sugar addict. I'm just so lazy. I can't do that work. I can't get myself to follow through."

And so, they're constantly talking about what they can't do and how they can't do it; and it makes them access that state. So, with hypnosis, what we want to do is we're constantly and regularly monitoring our language and our thoughts so that we are feeling the way that we want to feel.

And it's, literally life changing; and as you to start to do this to yourself in any area of your life ... I don't want you to believe me. I want you to listen to what I'm saying, and then apply it to your life, and see if it's true, the areas in your life where you're struggling with. How do you even describe the struggle?

Is it about what you can't do? what you need to do? what you have to do? These are words that imply that there's a deeper issue, and hypnosis will allow you to change that up.

So, ultimately, hypnosis is the ability to manage, control, and influence your emotional states—your emotional states in the moment and the emotional connections you have with specific behaviors and things.

Now, think about what your life would be like. I want you to think about this for a moment. If you can control your behaviors and your associations to things as if you can control and program a computer, how would your life to be different? Think about it, the things that you've struggled with.

What if you woke up tomorrow and you felt disgusted by those things? Or imagine if you felt absolutely compelled and excited to do the things you want to do that are going to give you a better quality of life. This is what hypnosis is about for yourself.

And now, think about having this ability and being able to influence people emotionally. Now, if you believe and I know you do because you know that you've tried helping other people change in your life, and how many times have you told them the same thing and they never change?

Are you talking to them logically? Are you giving them all the reasons why they should change and how they can change? Yes! What would happen if you could influence their behaviors? What if there was a friend you had who wanted to lose weight and you were able to make them feel absolute cravings for fresh fruits and vegetables and a visceral distaste and disgust for sweets? Would that be more useful to them? Would it be more effective? You know the answer to that.

And if you don't, you're going to learn and you're going to find out for yourself. And so, you can go into social situations; and, again, you can influence the way the person feels to a certain degree. And the flipside is, if you don't learn this stuff, what happens? You're at the mercy of the hypnosis that you are constantly under in our society.

Three thousand ads a day or what they estimate that we are exposed to; three thousand hypnotic suggestions every single day, and that's just from advertisements. That's not including the hypnotic suggestions that we receive from the people around us. People who tell us, "Oh you, you're not the type of person who can do that," and we believe it—hypnotic suggestion. "It's too hard to lose weight that way"—hypnotic suggestion. Do you accept it or accept it?

The beauty of hypnosis and the misconceptions are that you lose control. It's not true. You are in complete control under hypnosis. You're completely aware. The hypnosis I'm talking about is becoming aware of the hypnosis that's been done to you your entire life because hypnosis isn't just going into a trance; it's the way in which our mind operates; and so, that's why it is so valuable.

What I want to suggest is, if this makes sense to you, if what I'm saying (I'm going to do a hypnosis session in a second) makes sense to you, and if some lights are going on while I'm talking, and you haven't gone and signed up for the hypnosis monthly program, do that. You can go to truthabouthypnosis.com/trial, and you can try the first four sessions and get a complete self-hypnosis session for \$4.95, and you're going to learn these things; you're going to learn how to master and how to use these techniques in your own life.

And you're going to have access to all of these seminars that we're going to do, all of these trainings from some of the top hypnotists in the world; and I promise you that this is some of the most useful and practical information about change that you're ever going to hear. I promise you that.

So, what I want to do is I want to end with a brief self-hypnosis session just so you can experience what I've been talking about because what I've been doing is explaining it to you because I want you to understand it. I want you to understand hypnosis in a way that you've never thought about it before.

But the truth is, what hypnosis always comes down to is that it is an experience. That's the difference! It's the difference between saying, "Oh I need to lose some weight" and saying, "I absolutely want to have this incredible body where I wake up in morning, and I feel alive, and I look at myself in the mirror and I'm glowing, and I wear clothes that fit good, and I feel good when I go out in public; I feel like I'm a role model, I feel sexy and attractive, I feel strong."

Do you see the difference? There's an emotional connection to it. That's true hypnosis; and when you tap into that ability, your entire life changes in every area. Of course, you know that. You're listening to what I'm saying.

If this was true, if this could happen, do you think you'd only use it for weight loss? Do you think you'd only use it to be more productive and to stop smoking? It's your entire life!

We're going to use a typical hypnotic induction, a very simple one, just relaxation, just calm. And what I want to do is I want you to tap into a sense of peacefulness and calm because I feel like it's just one of those states that you can never get enough of. But I want you to remember that you can do this hypnosis with any emotion you want, any feeling you want; and you can bring it into any behavioral change that you want. But I want to keep it simple because I'm talking to whole bunch of people here and I want to keep it kind of generic.

Everyone like to feel some relaxation and some calm; and what I want you to recognize is that when you experience this relaxation and calm, I want you to notice how it stays with you.

That's going to be the difference; that's what I want you to recognize. There's talking about relaxation and how much better it is for you; but it's fleeting. You don't feel it; you think about it; then, you don't think about it, and it's gone.

And I want you to notice the difference when you actually experience it. So, that's what I'm asking you. Give me five minutes where you can really just allow yourself to focus on this and experience it; and I want you to notice how long it lasts; notice how long it stays with you, this feeling.

So, to do this is very simple. If you've never been hypnotized, what you can do is just realize that this is a very common feeling and it's going to feel very natural and like you've experienced it before. That's normal.

But what I want you to do, wherever you are, is just to get comfortable. If you are uncomfortable, if you're tense right now, kind of shake out your body a little bit and loosen up. Relax. And what I want you to do is close your eyes. This is important because most of your brain is dedicated to decoding visual stimuli; so, as soon as you close your eyes, you free up a lot of brain power.

Now, with your eyes closed, what I want you to do is ... we're going to start with the physiology; we're going to relax ourselves. We want to feel relaxation. We're going to start with the physiology and move into the psychology. And I want you to relax your body, sit comfortably, and you can take a few deep breaths, if you'd like. And I want you to start at your toes, and I want you to imagine ... remember, this pretending; this is being child again, playing again. Imagine your toes are relaxing, and even if you can't feel your toes relaxing, just imagine what it would feel like if they did.

You can imagine that there are weights on each toe, pulling them down comfortably; and you can imagine that that relaxation and that heaviness is moving into the bottom of your feet, and it's at the top of your feet, moving up through your ankles, into your calves, all the way deep into the calf muscles, up through your knees, relaxing your knees, relaxing the tendons, relaxing the thighs; let the thighs relax.

Let that feeling move up into your waist, relaxing your waist, moving up into your stomach, relaxing the stomach muscles.

And take an extra moment here. A lot of times, people keep their stomachs tense because they don't want their guts to stick out. You need to take a moment here and let those muscles relax.

Because in case you didn't notice, there's a thing called the "belly brain" and it's the second biggest conglomeration of nerve cells that are like your brain cells right in your belly area. This is where your intuition is. People have gut reactions; it's right here.

So, the more you relax this spot, the more you allow yourself to get messages from it. And the deeper you allow yourself to breath, the more oxygen you bring into your body and the more relaxed you feel.

Let that feeling of relaxation move into your chest, moving up into your shoulders, relaxing the shoulder muscles, down into your arms, past your elbows, into your forearms, past your wrists, into your hands, come back again, into your shoulders, doubling the relaxation.

You're just imagining what it would feel like if you're completely and totally relaxed in these parts of your body. Let the feeling move up into your ears, down into your jaw, over your lips, into your nasal passages so that each breath you take relaxes you a little bit deeper. Let that feeling move up into your eyes and eyelids, and let your eyes relax. This may be one of the most overworked areas of your body and over stimulated. Let your eyes—the thousands of muscles in that area, let them relax.

Let your eyebrows relax, let your forehead relax, the top of your head relax all the way down the back of your head, all the way down the back of your neck, and across your shoulders, all the way down to your spine, one vertebrae at a time; and with each vertebrae that relaxes, allow a different muscle on your back to relax as well. Let that feeling move all the way down to the back of your legs, the back of your knees, all the way down at the bottom of your feet again. And this is, most likely, where you feel a little different than when you started with.

And we do it one more time. Relax your toes and your feet, the top of your feet, ankles, calves, knees, thighs, waist, stomach, chest; and allow that relaxation to go deep into your lungs, into your heart, up into your shoulders, down into your arms, all the way down to your hands and back up into your arms, into your shoulders, relaxing even deeper, just letting your shoulders relax.

Let that relaxation move into your neck, into your ears, down into your jaw, over your lips, into you nasal passages and sinuses. Allow the relaxation to go inside of you and relax you deeper, into your eyes, into your eyebrows, into your forehead, over the top of your head, down the back of your head, all the way down to your back, all the way to back of your legs.

And now with your eyes closed, I want you to just imagine there right in between in your eyebrows that there's a beam of light the size of your finger tip, and you can imagine it illuminating the inside of your mind. And you can imagine that light spreading into every cell and fiber of your being, into every area of your body, warming and relaxing the thoughts and the muscles on your body so they just begin to slow down.

And you may notice that your breathing has slowed down a little bit while it becomes deeper. And, in this state, I want you to think about a time in your life when you felt completely and totally relaxed, totally calm; and it could be a time when you went to the beach or maybe a time when you were sleeping in your bed and you've just kind of woken up and you're half awake and half asleep, warm, comfortable, not a thought in the world, just relaxing, or maybe you're on the lake or maybe you're driving the car.

Just think of the time in your life when you were relaxed and think about the details of it: Where were you? What was going on? What sounds do you remember hearing? Was there absence of sound?

And remember how you felt in that moment. Maybe you felt as if gravity was twice as strong, just relaxing you and letting go, tension and stress just melting away, disappearing, your mind slowing down, you're breathing being so enjoyable.

And you realize even after that moment that you felt good, you felt calm, peaceful and relaxed far beyond that moment because when you feel these emotions so deeply and so congruently, it feels so nice. And the nicer it feels, the deeper you want to go into it, and the more you'd like to feel it. It's only natural if you want to feel the things to feel good, so allow yourself to feel that. And what I want to do now is begin to bring your awareness back into the room, back into where you are.

You can open your eyes when you're ready and notice how it feels. And the point that I want to make is to remember that we choose one thing; we choose relaxation here. You can do this with any emotion—confidence, ambition, productivity, control, excitement, love, companionship, whatever emotion you want. And the point that I want to make is to, right now, think about ... if I say to you can you feel relaxed, think about how easy this is for you because you have trained yourself. You have just experienced that state with your neurology, with your mindset, and with your thoughts; and it's easy for you to go right back into it.

And this is the power of hypnosis. Imagine being able to push buttons in your mind and body to instantly be able to feel what you want to feel—not to think about it, not to understand it, not all the reasons why you should, but being able to experience what you want to experience.

That's the truth about hypnosis and that's what you're going to learn and master; and the only difference if you're going to listen to the free calls it you're going to learn it at that way. If you've signed up and you're part of *The Lost Archive of Secret Hypnosis Knowledge*, then, you're going to learn it even deeper.

And if you've signed up for the Hypnosis Monthly you're going to learn it very powerfully because with the Hypnosis Monthly, you get a weekly video lesson done by me; you get a transcript of it; and you get the audio of it. And, in addition, a few extra bonuses that you get occasionally; and one of them is a self-hypnosis session.

And so, if you haven't signed up for that yet, then, you can go to truthabouthypnosis.com/trial and you can try it for \$4.95. And you can learn how to do this to yourself and to others and change your entire life. To me, it's the most powerful self-improvement system in the world, and I'm going to stand by that. You're going to see that throughout this whole series.

So I want to thank you so much. It's a real pleasure and joy for me to be able to share this material and I've wanted to do it. I've done it with *Program Yourself Thin* for a few years and I enjoy doing that considerably. And it's just as exciting for me to be able to teach the science behind that and the system behind that to everyone because you can use this, I believe, in every single area of your life with every single challenge that you have. And I'm just so thankful that there are people who want to hear this stuff and then are listening.

So, thank you so much and I'm really looking forward; so get ready because it's going to be one hell of a ride; but it really is because you're going to learn things that are really going to blow your mind; so thank you so much. Again, if you want to get that trial ... I don't know how long we're going to do this for that's why I'm mentioning it to you. It is truthabouthypnosis.com/trial and you'll be able to sign up for that.

So thank you very much everyone, have a great night and we'll talk to you next week.