

# HYPNOSIS MASTERS



## SERIES

*How To Use People's Core Psychological Drivers & Hypnotic Subliminal Suggestions To Covertly Persuade Others To Do Your Bidding*



## **Welcome To The Hypnosis Masters Series**

In this series you will be getting interviews and special seminars from some of the worlds best Masters of Hypnosis. Each Master Hypnotist is a specialist in one particular field and will be revealing his or her hypnosis secrets for you.

### **Meet This Month's Master: Dr. Kevin Hogan**



Dr. Kevin Hogan started his hypnotic career when he was given a set of very rare recordings of a seminar given by the two founders of NLP. He was instantly fascinated and spent the following years studying everything he could find related to influence & persuasion.

At first his approach focused purely on the language for influencing people. However, he had a few experiences that showed him how culture clashes and language barriers could negate his language of influence.

So he began his research anew. This time he focused on psychological drivers and subliminal suggestions as additional keys for influencing others.

His work, called covert hypnosis, now focuses on 3 main branches for influencing the behaviour of others:

1. Storytelling
2. Subliminal Cues
3. Psychological Drivers

In this series of interviews he reveals the heart of his persuasion method as well as the core ideas that led him to make the discoveries that he did. You'll quickly discover how you too can use his simple techniques to get others to change the way they think, feel or behave.

Kevin's websites is: [www.KevinHogan.com/coverthypnosis](http://www.KevinHogan.com/coverthypnosis)

# **How To Use People's Core Psychological Drivers & Hypnotic Subliminal Suggestions To Covertly Persuade Others To Do Your Bidding**

## **Seminar Session 1: How Covert Hypnosis Works**

### **The Foundations Of Covert Hypnosis**

#### What Is Covert Hypnosis

Hypnosis is

1. a dissociation of experiences – the mind can have two separate experiences that never interact.
2. state dependant memory – as you change your state the memories & abilities you have access to change.

Hypnosis is the act of taking someone into the state that you want them to be in, so that you can achieve the outcome you have in mind. Each state drives the behaviours you want, so by changing their state you have access to a way of influencing what they do on a subtle level.

#### Direct v Indirect Hypnosis – Where Does Covert Hypnosis Fit?

Kevin believes that:

- Direct Suggestions tend to work more like a placebo but don't actually cause long term changes.
- Indirect Hypnosis is better than direct, but can be so indirect that the subject gets lost in the stories and other complex manoeuvres – so doesn't end up where the hypnotist wants him.
- Covert Hypnosis sets the context so that the person naturally begins to go in the direction that you want them to go in. The basic principle is to change the emotion and stimulate a simple action to start a feedback loop to reinforce the change.

People will backward rationalise the actions that they take. So action cements in change.

Covert Hypnosis is a subtle art that uses subliminal set ups to get the results - eg a magazine placed in a room to influence people's choices.

A step by step example:

1. Choose the outcome
2. Select an appropriate subliminal influence method (eg a magazine)
3. Arrange for someone to raise the topic
4. Voice your opinion to hone the choices down to what you want
5. Have one person agree with you publicly

Now the whole group will agree – you have applied a social proof pyramid.

## **Covert Hypnosis v Other Influence Tools**

Covert Hypnosis is a subtle form of influencing. Its a model that will allow you to push other people's buttons for them. There are 3 branches to Covert hypnosis

Stories

Psychological Drivers

Subliminal Cues

### Stories

The primary purpose of stories in this system is to evoke an emotion. Especially useful is laughter - make them laugh and they will like you and trust you more!

Also pay attention to the Frames: it is particularly useful to **imply** things rather than **brag** about them.

Self deprecating humour shows its OK to make mistakes. Lower status is power.

Through your stories you can establish credibility, authority, rapport, connection, values, comfort & trust. These are the most important states for covert influencing.

### Human Desires & Drives

People have genetically encoded drives designed to keep them surviving and reproducing. Some of the more important ones include:

1. Peace & Comfort - the desire for tranquility
2. Curiosity - the desire to learn
3. Sex Drive
4. Fear

5. Eating
6. Independence
7. Belonging To A Group
8. Altruism

By knowing these drives you can predict how he will think and react in the future - as well as how they will think about other people.

### Subliminal Cues

This is NOT the same as subliminal audio tapes – most of which don't work for the purpose they are designed for. Visual cues can work very well, sometimes better than auditory cues.

This is the real secret to subliminals:

If someone is PREDISPOSED to an action, subliminals & supraliminals can nudge that predisposition for a behaviour into action.

### **Why Hypnotherapists Fail**

1. They fail to establish a therapeutic alliance - can you create trust with the other person?

To create trust be dependable & predictable

2. Authority – become an authority figure with the subject and they are more likely to activate your suggestions
3. The Will to Fail – You have to be willing to fail, dust yourself off and try again.
4. Don't over-specialise - Keep learning outside your field
5. Believability – be someone that projects confidence and certainty, but do so in a reasonable way, people buy into this irresistible combination!

## **Seminar Session 2: The Tools & Techniques Of Covert Hypnosis**

### **The 6 Steps Of Covert Hypnosis**

1. Recognise your outcome.
2. Analyse the situation
  - Pay attention to their language - how are people talking and describing the world?
  - Observe their body language - notice the differences between comfort and stress. Offer your products or ideas when they are feeling comfortable.
  - Find out their drivers - talk to them to find their needs & desires.
3. Select a tool - eg stories, metaphors, visualisations, frame control. Get them out of the old mindset into a new one about possibilities.
4. Create a bigger mental map for the person and ask for a decision once they see the bigger picture!
5. Release the trigger - if they are wavering then you can help them make a good choice. Offer them a SMALL step that will commit them to the outcome - eg hand them a pen to imply "its time to sign."
6. Let Go! Its now up to them to do what they think is right.

### **Stories**

#### Step 1: Problem & Outcome

Start of by thinking about the problem and what the best outcome for the person would be. Make sure you analyse the person so that you know what they want, need and fear.

Your story will create the vehicle that will get them from problem to outcome. You need to develop trust and comfort enough with them so that they trust you enough to get IN the vehicle and get them to their destination.

Be open with the person - point out the elephant in the room. If they are thinking about some hurdle, then take account of it and just say it out loud - show them you know what is going on.

### Step 2: Craft A Compelling Story

Now you can build the story. It will need to contain the elements that you need to move them through. Always start off by building trust and credibility/authority with your stories!

Its a good idea to tell TRUE stories, as lies will lose a lot of trust if the inconsistency is spotted.

### Step 3: Include Your Subjects In The Story

A story becomes compelling when you put enough things into the start of the story that describes THE SUBJECT - their life, their problems etc

Now, when the story moves from that place to your outcome, the people can follow you more closely.

Make sure you use everything you know about the person - including "negative" states that will drive them into some action.

### Step 4: Ask For A Simple Action

Get a tiny action based on your story. When someone follows up, it subconsciously commits them to that outcome. Something as simple as the symbolic act of chinking glasses can end up committing a person to a whole new life (in time!)

### Additional Step: Subliminal Cues

Everything you do happens inside a context. This context sets a meta-frame around everything you are trying to achieve with your influence. Something as large as choosing the right restaurant or as subtle as the colour of your tie will set or break the mood you will need!

## **Drives & Desires**

If you can understand what happens inside people, you have the power to move them anywhere you want to.

There is a universal level of drives that fits almost everyone.

The next level has more variability amongst different people, but still contains a small number of drives that stay constant for each individual.

Finally you have "values" which are more conscious choices - these tend to be more inconsistent and will change with the person's mood.

Change comes from the base drivers not from the values.

## Universal Drivers - Mind Reading Session:

There are some universal experiences and yearnings that are true of everyone. By using these universal truisms that sound very specific for the person, the person you speak with will feel like you really are "with" them.

Here are some examples of universal themes:

- Past suffering
- Same problem coming back over and over
- Money concerns - to self or to others
- Desire to change - and fear/hesitation about changing
- Concern about appearance
- Family tension/tension with a loved one
- Untapped potential

People like what is FAMILIAR. The devil you know is better than the one you don't!

It is very persuasive when you add piggy back suggestions onto such truisms that you know will be true for the person.

## Sales Drives

In SALES, people will buy things to get more:

- Experiences
- Principle
- Status

You can predict things about certain kinds of buyers - the person who is low income but wants status will buy stuff that the high income person is not interested in, even if they are status driven.

## The 16 Psychological Drivers

These come from the work of Dr Steven Reiss and are:

1. Power (influence over others)
2. Independence
3. Curiosity/Knowledge
4. Acceptance (to be included)
5. Order
6. Saving (collect things)
7. Honour/Loyalty



8. Idealism/Altruism
9. Social Contact (companionship)
10. Family
11. Status (social standing)
12. Vengeance
13. Romance (sex & beauty)
14. Eating
15. Physical Activity
16. Tranquility/Fear

These are the pressure points in people that, when pushed, will motivate massive action.

### **Examples Of Drivers & How To Use Them**

#### Driver 1 - Danger/Tranquility

The biggest driver is the desire for tranquility - to get out of fight/flight into calm and peace.

To trigger this, start by triggering the fear. Then present them with DANGER and associate that to other options. Then your option offers a way out by giving them peace of mind.

Examples:

Skin products fit the same dynamic. The dangers would include: ugly skin, older skin, uncomfortable skin etc.

Personal Coaching - the danger is that your life will get worse. If they get another coach, and he's no good, it will take longer or might even fail and you waste your money.

#### Driver 2 - Save

This is the desire to store up things for future use. Most people ironically spend everything they earn!

Savers tend to be Planners - they prepare for the future. They tend to look down on "non-savers" as being wasteful or time wasters!

To use this idea on a saver combined with altruism, you might say: "How would you like to show other people how to plan and prepare for the future?"

## **Subliminal Cues**

Most subliminal audios do not work. Usually the masking is too good and the person doesn't hear it at ANY level. When a cue is present at the threshold of awareness, however, it CAN affect the person, provided there is not a contradictory belief or drive in the unconscious.

Subliminal images DO shift behaviour and can act as triggers to get people to act. These can be more subtle than auditory cues - the mind is more sensitive to images.

These images don't actually have to be perceived to have the effect. You can simply leave an image in the background that will unconsciously influence the person to behave in a certain way.

In order for these things to work, you need:

1. An image
2. A predisposition for an action (eg thirsty people are predisposed to drink water)
3. The person must NOT be aware of the attempted manipulation or they will resist with a polar response

### Practical Example 1:

An example of subliminal images might be to use fridge magnets in a subtle position with simple messages like "Love" "Health" or "Kind" - a person predisposed to such things is more likely to be friendly and helpful at spontaneous times.

### Practical Example 2:

Find an image of a wholesome "girl-next-door" type of woman (eg on the cover of a magazine) and leave it casually lying around the house, you will notice people generally become happier and friendlier.

### Practical Example 3:

Leave a tiny smiley face on a flip chart before you enter the room and have a happier and friendlier audience.

## **Meet Your Host**

Each month's Interview with a Master will be hosted by Igor Ledochowski, a master hypnotist of international acclaim. He is regarded as one of the world's foremost experts and trainers in conversational or covert hypnosis.

Igor created the Private Hypnosis Club, the world's first community for master hypnotists.

He was the first ever hypnotist to release a full audio course on Conversational Hypnosis, the latest version of which is 'The Power Of Conversational Hypnosis' and is the No.1 best selling hypnosis course in the world.

Igor is also the creator of over 30 other advanced hypnosis Programme. All his programmes are available from:

**[www.StreetHypnosis.com](http://www.StreetHypnosis.com)**