




Advanced Hypnotism

A Path to the Subconscious Mind

OPENS THE DOOR TO THE UNLIMITED
POWER OF THE SUBCONSCIOUS MIND

By Dewey Deavers

and Brian Thomas



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By

Dewey Deavers

And

Brian Thomas

The Creed I Try to Have

The Golden Rule I try to follow

The plan of action I must try to use

Is to say the best I know and do the best I can

Which I believe will be good for you.

If my words will not help,

I will not say them.

If my suggestions will not improve,

I will not make them.

If the things I do are not kind,

I will not do them.

If the ideas I advise are not good,

I will not give them.

If I cannot make you feel better,

I will not make you feel bad.

If what I say, and what I do,

Will make you cheerful, happy, and healthy, then

I will say it with all my heart

And,

I will do it with all my might

-Dewey Deavers

Questions and Answers Concerning Hypnotism

1. What is hypnotism?

- a. Hypnotism is a condition of trance, sometimes resembling sleep, and sometimes resembling a wide-awake state in which the subconscious mind is in control of the person in the trance and in which the suggestions and commands of the person who induced the trance are substituted for the conscious suggestions and commands of the person himself. Briefly speaking, hypnotism is simply a high suggestibility and extraordinary concentration of mind while under the influence of suggestion. A hypnotized person has much less mental oscillation and much less mind wondering so that requests, demands, and suggestions are more readily obeyed and ideas are more easily installed, while impulses become more intense.

2. What do you mean by the subconscious mind?

- a. Let us say that the mind is composed of two parts. First, the conscious mind, which governs most of our movements and our willful thoughts. This is the part of mind we use to study or learn new movements. Second, the subconscious mind, which never forgets and which stores away all the things that are ever learned physically or mentally. It is the part of the mind that makes people remember names and faces and all the thousands of details which we use daily in our lives, and is the molder of habits, and the developer of skills, making us do things automatically, so to speak, without thinking, and also without knowing it. It is a tremendous, all-important force that makes us great or makes us amount to nothing. The subconscious mind is what we deal with in hypnosis.

3. Who can be hypnotized?

a. Generally speaking, four out of five people are susceptible and have the

possibility of going into hypnosis. The following people can be hypnotized:

- i. Those people who are naturally susceptible
- ii. Susceptible people who are willing to cooperate
- iii. Susceptible people who have no conscious or hidden fears or inhibitions
- iv. Susceptible people who can concentrate their thoughts or who have a passive mind
- v. Susceptible people who are led into a trance by deception, therefore depriving them of their resistance and will, and preventing them from using counter thoughts or counter suggestions
- vi. Susceptible people who might become scared, shocked, or taken off balance before they can concentrate on resisting an arrogant or aggressive operator
- vii. Susceptible people who are forced into semi-unconsciousness or by Jiu-Jitsu, or certain drugs, depriving them of sufficient clarity of thought or resist suggestions. Certain kinds of electric treatment may be used to produce such a shock, also.

4. If one out of five people cannot be hypnotized, why is this so?

a. No one knows for sure the answer to this question as research has not determined whether susceptibility is an inherited quality like musical talent; a relatively isolated trait, separate from other traits; or something resulting from a number of

different traits until the right combination is brought about to form the necessary pattern to form susceptibility.

5. Does susceptibility mean that person has more credulity, gullibility, or over-tendency to follow the leadership of other people or easily accept the opinions of others?
 - a. No
6. Would a dominant or submissive personality help to determine his susceptibility?
 - a. No
7. An objective or subjective person, an extraverted or introverted person, which would go into a trance or fail to go into a trance?
 - a. It would make no difference
8. It has been said by some that feeble-minded people are susceptible and intelligent people are not. Is that true?
 - a. It is rather the other way around. It has been found that generally the more intelligent people are more easily hypnotized.
9. Can anyone be hypnotized against his will?
 - a. As a rule, no, except in the rare exceptions listed in answers 5, 6, and 7, and to the number 3 question.
10. Can anyone in a hypnotic trance or resulting from a hypnotic trance, be forced to do a criminal or immoral act by the operator?
 - a. No, unless he or she has criminal or immoral tendencies in their normal state.

There might be exceptions by using deceptions or hallucination against the subject, but it is very unlikely.

11. What would happen if the operator would try to persuade or suggest the subject to do things, as mentioned above, against his moral scruples?
 - a. The subject would waken or leave the trance or refuse flatly to do the things asked, while still staying in the trance.
12. Can the subject always be awakened from the trance by the operator?
 - i. Yes, in almost every case, with very rare exceptions.
13. In those rare exceptions, when the subject couldn't be awakened by the operator, or in the case of the death of the operator while the subject is in hypnosis, what would happen?
 - a. The subject would wake up of his own accord, by first changing into natural sleep, and then when his "nap" is out, he would waken naturally.
14. Could anyone besides the operator wake up the subject and how?
 - a. Yes, by using counter shock, blowing in the eyes, slapping the face, dashing cold water on him, letting him smell strong ammonia (use cotton), etc... to name a few ways.
15. Is hypnosis dangerous or injurious to the subject?
 - a. It is very beneficial to the subject if the proper suggestions are made and if normal precautions are observed.
16. What are the normal precautions just mentioned?
 - a. Remove all anesthesia, illusions, and hallucinations after producing them (negative and positive)
 - b. Carefully consider and carefully select all post-hypnotic suggestions
 - c. Be sure to at least make several post-hypnotic suggestions of feeling good after awakening, before bringing the subject to a normal state

- d. Make post-hypnotic suggestions that no one can hypnotize the subject without his consent, or that he will never fall into hypnosis against his will (give suggestions about sleep walking and automobile hypnosis)
- e. Don't make a suggestion that no one will ever be able to hypnotize the subject
- f. Don't remove symptoms by post-hypnotic suggestions without also taking precautions to suggest eliminating causes
- g. Don't do pin sticking test against the subject unless he gives consent beforehand
- h. Don't risk infections when breaking the skin in patients, always use antiseptics
- i. Take the utmost pains in selecting subjects to produce autohypnosis ability for them
- j. Never give two conflicting suggestions or suggestions that might cause mental conflicts
- k. Be careful in asking hypnotic subjects questions while in a trance as it makes most people resentful and tends to awaken them
- l. Be careful not to cause hallucinations about death, sorrow, etc.... unless, as in the case of a doctor, for the psycho-analysis
- m. In those very rare cases, perhaps one in a thousand, which the subject goes into a hypnotic coma or physiological lethargy, don't get excited, but after he sleeps it off or comes out by counter shock, do not hypnotize him again
- n. Do not select subjects who have a dangerous heart condition or who might have a stroke (no application to doctors)
- o. Do not cause or try to cause the subject to do something he might object to
- p. As a rule, have a third person present when inducing a trance

For purpose of easy reference in this course, we present the following definitions for a better understanding of item no 1. in question and answer 16-

- Anesthesia is a complete absence of pain and feeling
- Analgesia is a partial, or complete absence of pain without the loss of feeling
- Illusion is a distortion of fact, an alteration of a fact, or a partial recognition of a fact.
Example: make an apple taste like a lemon or the lemon taste as an apple
- Hallucination is a complete lack of recognition of a fact or lack of awareness of a fact, or the effect of the disappearance of fact, or the presence of a non-fact
 - Positive hallucination; the effect of the presence of a non-fact
 - Negative hallucination; the effect of the non-presence of a fact
- For an exercise in comprehension, give definitions for the following:
 - Through suggestion, the subject has been made to look at a blank space and see a dog. Define.
 - Through suggestion, a white dog appears to the subject as a black dog. Define.
 - While the subject is looking in the direction of a real dog, through suggestion, he has been influenced to see only a blank space.
- Now as an exercise, give other examples of illusions of sight
 - Positive hallucinations of sight
 - Negative hallucinations of sight
- Now proceed and give examples for hearing, smell, taste, touch, feeling

Select only one object, animal or person in creating the three examples in each sense. Before going further, it is well to consider definitions of the sense of touch, and of feeling, and the

difference between them. Let us say that touch is to perceive the quality of material or living things by the use of bodily contact, usually by using the hands.

Feeling is to receive an awareness of sensation caused by the influence of yourself, other people, animals, and things.

It is interesting to note that some physiologists and psychologists claim that analgesia, and anesthesia are merely illusions and hallucinations of feeling. While we will not concede that this is true, for the sake of comprehension, let's assume that it is true. Does an analgesia resemble a hallucination or an illusion and why? Which resembles an anesthesia, or clearly established illusion or a positive or negative hallucination? Answer this question in your own mind before proceeding further.

For an explanation of the correct answers to the above questions, we want to mention that since an illusion is an alteration of a fact, and because analgesia is an alteration of anesthesia, then we would say that illusion of feeling and analgesia definitely resemble.

A negative hallucination is the lack of awareness of a fact, and anesthesia is the lack of awareness of possible feeling or pain, therefore we may easily see the resemblance of anesthesia and negative hallucination.

17. For easy classification of subjects to determine extent of phenomena production, how should we classify them?
- a. Into two groups: light trancers and deep trancers
18. What is the difference between a light trancer and a deep trancer?
- a. Light trancer is a subject who cannot attain a deep trance, but a slight amnesia, local or light surface anesthesia, inhibition of movements and catalepsies might be produced.
19. What are the five stages of hypnosis?
- a. 1 out of 5 persons cannot go into any state of hypnosis
 - b. Drowsiness – every person of sane mind will go into this state
 - c. Light trance – 1 out of 5 persons will go into this state
 - d. Medium trance – 2 out of 5 persons will go into this state
 - e. Deep trance of somnambulism – 1 out of 5 persons will go into this state
 - f. Hypnotic coma (when subject fails to heed suggestions); very rare, perhaps 1 in a 1000 will go into this state
20. Before successful induction of hypnosis, what mental qualities should a subject have, as a rule?
- a. Cooperation
 - b. General comfort
 - c. Passive or concentration on one thought and no mind wandering
21. What are the proper conditions or surroundings for hypnotic induction?
- a. Room temperature should be slightly to warm side, that is 73 to 75 degrees Fahrenheit

- b. There should be indirect lighting except dim lights for fixation
- c. The room should be preferable slightly darkened and have no unnecessary sounds
- d. Subject should be clothed and most of the skin surface covered
- e. An explanation should be given to subject to give him an understanding and to secure an at-ease-attitude and proper frame of mind
- f. Fixation to secure a passive mind or mental concentration to eliminate mind wandering

22. Are the above-named conditions necessary for induction?

- a. No, not always, but they are recommended as proper laboratory conditions to follow, especially for beginners. But highly experienced operators and experts in crowd psychology like to use the exact opposite conditions, such as bright lights, loud talk, glamour, etc... things that exist, for example, in a theater.

23. In securing hypnotic inductions, how should my talk and suggestions be based?

- a. With the exception of the deception methods your talk and suggestions should be based on the following:
 - i. Proper contact and introduction
 - 1. Prestige
 - 2. At ease – get him to commit himself
 - 3. Curiosity – build understanding
 - 4. Interest
 - 5. Assurance
 - 6. Dispelling of fears and doubt
 - 7. Building motivation – waking suggestions

- ii. Future expectations and pre-hypnotic suggestion
 - 1. Waking suggestion build-up
 - 2. Pre-induction confidence
 - 3. Induction description
 - 4. Nature of light – medium and deep trance
 - 5. Trance effects and percentages of effectiveness
 - 6. Word explanations and meanings
- iii. “Sleep” – means suggestibility
 - “Dark” – higher state of suggestibility
 - “Black” – extra high state of suggestibility
 - “Unconscious” – a super extraordinary high suggestibility
 - “Deep sleep”
 - “Dark sleep”
 - “Black sleep”
 - “Unconscious sleep”

The above are terms employed and addressed to the subconscious mind in securing greater forms of suggestibility.

- Explain that he doesn't have to become unaware or unconscious of what you are saying to become hypnotized, that whether he remembers what you say or not, has no complete meaning as to whether he was hypnotized or not, but that suggestibility or ability to receive and carry out your good suggestions are the things that matter.
- Hypnotic sampling, or waking forms of trance tests:

- Give an understanding of prognosis and expectations of percentage effectiveness according to trance types
- Tell the value of persistence in repeating a number of trances to secure effectiveness and to build habituation and in uprooting deeply ingrained impressions on the mind
- but tell of some cases of quick effectiveness in one, or in a small number of trances, so as to continuously build up hope
- drive home the value of time-to-time repetitions of trances, and suggestions in building impressions and new impulses
- During induction
 - Describe the good symptoms being experienced and pyramid to deeper trance effects
 - Give hypnotic state assurances
- Present tense assurances and future tense suggestions while in the maximum trance
 - Give suggestions to realize now
 - Give descriptions of the conditions to realize after the trance, and suggestions to follow post hypnotically
 - Keep post-hypnotic suggestions within the realms of possibility

System of Learning the Hypnotic Methods

- i. Learn the steps and recite the steps mentally to yourself in your own mind
- ii. Practice your verbalisms and your steps on the imaginary “Mr. Jones”
- iii. Practice on other students like yourself, or on co-operative friends
- iv. Begin the practice on your first subjects
 - a. “I am going to count to ten. When I reach the count of ten, you’ll wake up feeling wonderful. At the count of six, you will realize I am counting from seven to ten. You will slowly start to awaken. At the count of ten, you will be awake.”
 - b. “1-2-3-4-5-6 you know I am counting”
 - c. “7 – you are slowly starting to awaken. 8 – you will be mentally and physically fit. 9 – exhilarated, stimulated, animated, full of pep and energy.”
 - d. “When I say the next number, you will open your eyes. You will be wide awake, alert, feeling wonderful.”
 - e. “10 – wake up feeling wonderful.”

Definitions of the “waking hypnosis” used as “tests” and listed on opposite page under questions and answers.

1. Production of bodily relaxation and slight mental calmness by suggestion means simply suggestions to produce rest and quiet
 - a. Relaxation is a condition of rest, in which there is a partial or complete absence of muscular tension, muscular flexion and extension, muscular contraction and muscular movement, with a resulting calmness of the mind and quietness of the nerves, which can result through suggestion and manipulation.
2. Production of automatic movement by suggestion means suggestions to cause movement without the use of the will, and can result through the proper use of verbalisms and inferences, to the extent of causing the body, or parts of the body to move automatically or subconsciously, without the conscious mind or willful action of the person receiving the suggestions. Put the subconscious in control by inducing automatic movement.
3. Inhibition of movement by suggestion or suggestions to prevent movement is a form of muscular frustration, resembling a temporary paralysis, in which the subject lacks the ability to move his body or a part of the body when certain physical disadvantages are presented to him through bodily position and opposing suggestions. Restrain control of the subconscious in order to gain more control than before.
4. Inhibition of stoppage of movement or suggestions to stop movement while movement is taking place becomes an inability of the subject to use his willpower to stop the momentum and movement of his body, or a part of his body, after movement has been started, against the opposing and contrary suggestions given by another person.

Subconscious is in complete control and is unable to control the movements which should be directed by you.

- a. These may be triggered by a series of positive actions and verbal consents either spoken or in the form of thoughts. The key is self-preservation; all is related and must be broken down to where the real reason for the action takes place.

Classical Waking Hypnosis

Pathways to the subconscious mind to high susceptibility, or hypnotic ability test.

- Normal suggestibility – repetitious suggestions become 1-5% effective
- Relaxation or hypnoidal trance – repetitious suggestions become 5-10% effective or from 1-2 times more effective than normal suggestibility [Hypnoiding]
- Local or fractional relaxation
- General relaxation
- Automatic movement or automation or light trance – repetitious suggestions become 10-25% effective, or 1-5 times more effective than normal suggestibility [Automating]
- Inhibition of movement or medium trance – repetitious suggestions become 25-75% effective, or from 5-15 times more effective than normal suggestibility [Inhibiting]
- Inhibition of stoppage or deep trance – repetitious suggestions become 75% effective, or 15 times more effective than normal suggestibility [Spinning and Accelerating]
 - Arm revolve and can't stop
 - Circle and pendulum test

Your feel like you are lying on a cloud. You feel very good now. You feel so comfortable, so relaxed that you feel you are lying on a cloud. This cloud is nice, and soft, and velvety, and is fitting to the contours of the curves of your body. As you lie on this cloud, you have a reaction of a floating sensation, as if you were floating upward, you feel like a balloon, as if the heavy hand of pressure that is holding the balloon down has been lifted from you, giving a reaction of floating high on a cloud away up high above a beautiful court side, with the beautiful mountains, beautiful valley, and the birds, the woods, the trees, and the beautiful country side down below you.

The wonderful work shop of nature and handicraft of God is all around you, everything is becoming blacker and darker. You are going to sleep, deeper than you ever slept before. Please don't try to listen to me as I talk to you, as you will carry out my good suggestions whether you hear me or not, so let the sound of my voice seem to drift away, father and farther away until you become unconscious. You will carry out my good suggestions just the same. Each sound of my voice will make you go deep and deeper to sleep. Each minute will cause you to go deeper to sleep, each sound will cause to go deeper to sleep. With each lapse of time, you will feel yourself going deeper and deeper to sleep. Each breath of air causes you to go deeper and deeper to sleep, and let nothing disturb you or distract you or awaken you.

Each breath of air you take is causing you to go deeper and deeper to sleep, and each whiff of oxygen is making you go deeper to sleep. Breathing the oxygen in the air all around, breathing the ozone from up above you, absorbing the cosmic rays from the universe out beyond you. Repeat breathing the oxygen in the air all around you. This oxygen is as active a sedative to your brain cells, and is causing you to go deeper to sleep. This oxygen is removing the cobwebs from your brain.

The ozone is acting as a recharger, for you are recharging your battery, replenishing your energy, renewing your health, increasing your strength, multiplying your endurance, revitalizing your vital forces, invigorating you all over your body, from the tips of your toes to the top of your head. So when you awaken, from this sleep, you will feel as though you had slept 12 to 14 hours completely rested and refreshed. You'll feel better than you ever felt before. You'll always be well, always feel good, always improving in every way, always feel better than you have felt in all your life.

All your organs and glands will work perfectly all the time. You will have a strong heart, strong lungs, good wind, good blood circulating, normal blood pressure, good digestion; food will agree with you. Food will be easy to assimilate with good elimination filling you with strength and energy. The organs of elimination will work perfectly. Full bowel movements every day. Each time you have a B.M., the stools will be large, soft, and flexible, easy to expel from the body. Your body will feel healthy in every way, feel well, be well, happy, strong, cheerful, have good blood circulation. You will feel a warm glow of circulation all over your body, with unobstructed blood flow through blood vessels. Very strong, blood flow through blood vessels. No hardened blood arteries, no high blood pressure. Blood pressure normal, calm, nerves quiet, strong, healthy heart, heart extraordinary strong. You will be young and beautiful and healthy and strong.

Question 25 – Give some specified verbalisms that can be used to produce the hypnotic mood.

Answer 25 – Close your eyes. Place your body into a very comfortable position. You can straighten out your body, or slump, whichever way makes you feel most comfortable. Move your hips, change the position of your head. Move your feet and legs if you like, make yourself feel very heavy, slumped, relaxed. Do not support yourself. Pretend you are very lazy and very tired and you are now going to rest yourself completely. You have just considered your body as a whole unit. Now you will consider the body as a number of different parts by relaxing each part of your body as I name it to you. Beginning at the feet and working up to the top of your head.

First: Relax your little toes and your big toes on both feet. Now relax the insteps and arches of both feet. Relax the soles of the feet. Relax the heels of both feet, and relax your ankles. Your feet, heels, and ankles now have a warm glow and a relaxed feeling will spread upward all over your body. Relax your shin muscles on the fronts of the lower legs, go up higher and now relax the hollows or crotch underneath the knees. Relax your knees completely; let the joints feel loose and supple. Keep going higher, relax the front parts of the upper legs, and back parts of the upper legs.

Relax the insides of the upper legs and relax the outsides of the upper legs. Your thighs now feel thoroughly relaxed. Now relax the outsides of the hips where the buttocks are. Let the abdominal muscles become relaxed, and relax all the muscles around the region of the stomach and waist. Now relax the muscles on the sides of the body. Go around behind and relax the muscles of the lower back region. Relax the muscles on each side of the spine, from the small of your back up to the back of the neck.

Relax the muscles between your shoulder blades and the muscles across the broad of the back, and relax the muscles across the front of the chest. Relax the muscles on top of the shoulders, relax both shoulder joints and both upper arms. Relax both the elbows and both of the forearms. Relax both wrists and relax your hands and your fingers. Let this relaxation extend to your neck. Relax the back of the neck, the sides of the neck, and the front of the neck. Relax the throat, the swallowing muscles, and the Adams apple. Relax the muscles of the jaw, so that the chin is hanging down loose and heavy, and relax the muscles around the mouth. Relax your lips, the smiling muscles, and the cheeks. Relax the muscles around your eyes, the eyelids, and the eye balls. Relax the frowning muscles, and across the forehead, relax the temples and relax the muscles of the scalp. Relax all the muscles all over your body, both large and small, and as I talk, you will become more and more relaxed.

The muscles will lose their tightness, and the nerves will lose their tension, and the mind will lose its worry. The mind will be calm, the nerves will be quiet. The muscles will be relaxed, and the joints will be loose and supple. You will be heavy all over; a drowsy sensation will spread all over your body from the tips of the toes to the top of your head, and a very sleepy feeling will come upon you, and you will have a strong desire to go to sleep, and you will heed this desire and will go deep and sound asleep, and this sleep will do you a lot of good.

You will have a calm mind, quiet nerves, and relaxed muscles, loose and supple joints, you are heavy all over and drowsy all over. You are very sleepy all over and you want to go to sleep, and you are going to sleep. Calm, quiet, relaxed, loose, supple, heavy, drowsy, sleep. You want to sleep; you are going to sleep. Go to sleep.

Extra Notes:

Automatic movement by suggestions

Example: Finger raise

1. Favorable physical situation
 - a. Comfort and fixation
 - b. Check ability to raise finger consciously
 - c. Using physical means to produce a successful suggestion (warmth, by holding hand a little above finger radiation)
2. Subtle future tense suggestions and try to associate it with the successful suggestion produce by physical means (warm and light)
3. Explanatory suggestion to insure subconscious or automatic movement, as opposed to a willful movement of his own. (So that he won't try to lift the finger willfully)
4. Direct suggestions (verbalisms about raising finger)
5. Vary the direct suggestions by using different verbalisms, but having the same meaning: example, finger raising coming upward, lifting upward, floating upward, getting light going up, floating in the air up, up, up. Higher. Faster. Higher (repeat several times). Floating in the air, coming faster, coming straight up, up, up, higher, lifting, etc...
6. Accompany the direct suggestions with inferred or indirect suggestions so as to form an association response (as you suggest finger raise slowly raise your hand).
7. Increase the tempo of the speed of making suggestions and let the suggestions be more commanding.
8. When or after a successful test is performed (finger is raised, sufficient height), take advantage by giving educational suggestions, concerning the process, so as to use this

example, and his understanding for your future influence over him. Example – give explanation of conscious and subconscious mind, also about stored away suggestions and why finger is staying up, etc...

9. Removal of suggestion, using physical and verbal means.

Finger Raise

First: Have subject place right hand and forearm flat on table with arm relaxed. Now proceed with verbalisms and something in the order of the following. After first having him to raise finger up and down a few times, look at knuckles of right forefinger. Proceed to say the following:

1. In a few moments, you will feel an impulse to lift the forefinger off the table
2. Now, don't you deliberately try to lift the forefinger off the table with an effort of the will
3. On the other hand, don't try to hold the finger down on the table
4. You're just to let the finger to whatever it wants to do
5. If it wants to raise itself automatically from the table, then let it raise from the table
6. If it wants to stay down on the table, let it stay down
7. Let it do whatever it wants to do
8. Pretend that it is a separate being and is entirely detached from your body
9. And soon you will feel a definite impulse of the finger lifting itself from the table

10. Now your finger is feeling warm and there is a warm flow of blood going into your right forefinger
11. It is feeling warmer. You feel nervous impulses going into your finger. It is going to lift up
12. There are nervous impulses in your finger – nervous impulses just like electricity going into your finger lifting it up, raising it up, up into the air
13. Your finger is going to lift up. It is lifting up, coming up, lifting up, raising up, lifting up, lifting up, lifting up, lifting higher, coming straight up into the air, up, up, up. Lifting up higher and faster, etc... and now it will feel the subconscious impulses in your finger. (Now give talk and explanation of subconscious and conscious mind)

Right Arm Raising and Left Lowering Test

1. Have subject to place arms in horizontal position's level with shoulders in front of face; palms of hands about three inches apart
2. Make verbalisms and suggestions of raising right arm and lowering left arm similar to the following:
 - a. In a few moments, your right arm will begin to lift itself upward and your left arm will begin to lower itself downward. Your right arm will raise up, your left arm will go down. Now there is an impulse to raise the right arm and to lower the left arm. Your right arm is going up, your left arm is going down. The right up, the left down (repeat many times). The right arm is going up, the left arm is coming down. Right up faster, left down faster (repeat several times). And now hold them exactly as they are.

Arm Revolve Test

1. Have subject to place forearms and hands in position. Now grasp his wrists and start his forearms and hands revolving in a circle around each other.
2. Make suggestions similar to the following: “Keep your arms revolving just like that until I tell you to stop. Keep them going around and around. You will have an energetic feeling coming into your arms. Your arms will feel very strong. You will have a feeling of pep and exhilaration in your arms. You feel as if you want to revolve your arms. Keep revolving them until I tell you to stop. When I count to three, you will try to stop revolving your arms, but you will not be able to, no matter how hard you try. You cannot stop revolving your your arms. They will keep moving. When I count to three you cannot stop. 1, 2, 3... you cannot stop. You can’t. They want to keep moving, just to keep moving. Try to stop, but you can’t. You can’t. You can’t. Now, reverse and go the other way, reverse and go the other way. Now you can’t stop. Your arms will keep on moving around and around. You can’t stop and now you will keep on moving around and around. You can’t stop. And now you can stop moving your arms. Stop moving your arms. Relax your arms; they feel good.”

Simple Test No 8A – Thumb Revolve or Thumb Twiddle Test

1. Have subject clasp fingers together and hold position to revolve thumbs
2. Some verbalisms as in Test No 8, except you must substitute word “thumbs” for “arms”

Quick Follow Through Method-Inhibition of Movement by Suggestion

Arm Holdout Cont... Get Down and Can't Lift Up

1. Have subject hold arm straight outward on level with shoulders on front face
2. Proceed with verbalisms and suggestions of not being able to move arm, similar to the following: "Your arm will become very stiff and strong and will become locked at the shoulders."
 - a. Now, massage his arm lightly and rapidly with strokes made on top outward from his shoulders and continue with suggestions making your strokes. "Your arm is becoming very rigid and as stiff and as strong as a bar of steel or a rod of iron. It's becoming locked tight at the shoulder, very stiff, and rigid and locked tight at the shoulder. When I count to three, you won't be able to move your arm no matter how hard you try. Don't try yet, but when I count to three, you won't be able to move your arm. When I count to three, try to move your arm downward, but you won't be able to do so and now you cannot put your arm down. Your arm is locked at the shoulder, and it won't come down. When I count three, try but you cannot move your arm down. Now, 1, 2, 3, you cannot move your arm. You cannot move your arm, try, but you can't. You see, you cannot move your arm. It won't come down. It is locked at the shoulder. It won't come down; it won't move, try but you cannot move your arm.

If successful in test, proceed as follows:

Now you cannot move your arm upward. It won't lift. Try to lift it up, but you can't. You can't. Try, but you can't. Don't try any longer; now your arm will come down.

Inhibition of Stoppage by Suggestion

1. Simple Test No 1 – Circle and Pendulum Test
 - a. Material: Eight-inch diameter circle drawn on table or board. Twelve-inch long string or thread very light weight tied to end of object such as a ring, zipper ball, key ring, etc...
2. Test No 1A: Subject to move head and eyes from left to right and from right to left, etc... repeatedly while focusing eyes or moving eyesight the length of the left and right line, and at the same time, holding pendulum about four inches above center with left hand.
3. Test No 1B: Subject to move head and eyes from top to bottom and from bottom to top, etc... repeatedly while focusing eyes or moving eyesight the length of the top and bottom line while holding pendulum about four inches above center with right hand.
4. Test No 1C: Subject to move head and eyes in circle steadily while focusing eyes on circular line and while holding pendulum about four inches above center with two hands – Operator suggests the pendulum to move in a circle in the same direction as subject's head and eyes. Operator now increases speed and momentum of pendulum by suggestion and then proceeds to cause an inhibition of stoppage of movement by verbalisms. The following are sample verbalisms to be used:
 - a. As long as your head and eyes are moving in a circle, you will not be able to stop the pendulum ball from moving in circle.

- b. The harder you try to stop the ball from moving around and around, the less you will be able to stop the ball from moving around and around
- c. When you try to stop the ball from moving around and around in a circle, it will only make it move faster around
- d. When you try to stop, it will only make it move more
- e. The energy you use to try to stop the ball from moving around, will be used to move the ball faster around
- f. Keep moving your head around and around, and you will now be able to stop the ball from moving around and around
- g. Moving and moving around and around, faster and faster, wider and wider, faster and wider around, you cannot stop. Try, but you cannot, try and you can't. The harder you try, the faster it will go. Faster and faster around, etc....
- h. "And now you can stop."

Prepare and write below:

Simple method No. 1

Step 1 – Hypnotic mood and eyes-closed fixation

Step 2 – Eyes closed and long time verbalisms of sleep for termination of hypnotic sleep trance, use the ten-count signal method. Intersperse counts with suggestions of feeling good.

Question 28 – Is a subject easier to induct into a hypnotic state or is he easier to awaken from the trance?

Answer: It is much easier to awaken a subject from the hypnotic trance than it is to induct him into the state

Question 29 – What are some methods of termination of hypnosis?

Answer: Some methods of terminating hypnosis are:

1. Natural Method – Allow subject to sleep off the trance which might be...
 - a. As soon as you leave him
 - b. In a few minutes
 - c. When he sleeps to the equivalent of a full night's rest
2. Future Tense Time Suggestion Method – Suggest to subject that he will wake up after a certain lapse of time, or at a certain time by the clock
3. Signal Method – Tell the subject he will wake up when you give a certain signal, such as:
 - a. When you count to some specified number
 - b. When you clap your hands in front of his face
 - c. When you whistle
 - d. Any such signal
4. Command Method – Simply say, “Wake up, wake up, it's time to wake up.”
5. Bargain Method – Ask him if wants to sleep longer. If he nods head or remains passive, consider that he wants to. Then ask him, that if you let him sleep longer, would he kindly wake up when you tell him to etc... Get him to promise
6. Counter Shock Method
 - a. Rubbing subject's eyelids and eyebrows

- b. Forcible opening of eyes
- c. Blowing in subject's eyes, or on eyelids or forehead
- d. Making a loud or startling noise
- e. Smelling a strong ammonia
- f. Dashing cold water on face or body
- g. Sharp series of face-slaps and command "wake up"
- h. Causing sharp pains of different kinds
- i. Jiu-Jitsu counter-shock, or "Kwat-so" methods
- j. If there is no breathing or pulse (suspended animation or heart failure) Jiu-Jitsu counter-shock, artificial respiration and ammonia

Question 30 – How can I tell whether or not a person is hypnotized, and what are good tests for sleeping hypnosis?

Answer: For the simplest and easiest, most direct test, the ammonia smell test is highly recommended. For the light trancer of varying degrees 10% to 20% ammonia water is used. For the really deep trancer of the highest type, 20% to 27% water may be used. Suggestion is first made that it will not hurt, etc... (anesthesia) and then they are allowed to smell. This is something that cannot be used by the subject to fool the operator.

In making observations for sleeping hypnosis, look for the following easily recognized symptoms:

1. Relaxation and apparent drowsiness
2. Fluttering of the eyelids (ocular spasm)
3. Deep breathing, slow rhythmic breathing

4. Eye twitching
5. Twitching of mouth and jaw while advancing into stages
6. Twitching of other parts of the body
 - a. Note: Above symptoms indicate at least a light or medium trance. But the absence of the symptoms named does not mean the person is not hypnotized as some people do not show the above symptoms.
7. Simple test for deep trance: Ability to open eyes without affecting trance.

Conduct this test as follow:

- a. Tell him to sit or stand (as you prefer) and that nothing will awaken him until you awaken him
- b. Tell him to open his eyes at the count of three, but to stay asleep and go deeper into sleep and not to observe anything in front of his eyes, and that there will be a black curtain in front of his eyes and the light will not hurt his eyes, and he will observe nothing at all but will continue to sleep deeply
- c. Hold your finger about six inches before his eyes and move it sideways, left and right, and to and fro, and observe reflex action
- d. If in deep trance, there will be no reflex action
- e. For a perfect deep trance, there should be a fixed stare when eyes are open
- f. An extreme perfect deep trance would show pupils of eyes either dilated or contracted, no pupil reflex or no contraction of the pupil when light flashes into eyes

Always after using the above eye-open test, be sure to make suggestions that there is perfect eye-sight and the subject can see clearly in every way.

Question 31 – If I am not sure just how deep a trance the subject has reached, how could I determine his trance depth after he is awakened?

Answer: Checks that can be used after awakening, for determining depth of trance, are the following symptoms:

1. Light trance – When the subject talks, and from his description you find that he remembers all sounds and remembers what you have said, but at the same time he felt completely relaxed and didn't want to move his body or resist, and he had partial mental lethargy and his mind didn't wander and his thoughts didn't change as in the waking state – then he was in a light trance. If he tries to move and is able to do so, that denotes light trance, but movement causes awakening.
2. Medium trance – If the subject indicates from his description that he has complete body relaxation and mental lethargy and maybe peculiar sensations such as floating, and he remembers some of the things you said, and some of the things you said he didn't remember, as if he were on the brink of complete unconsciousness, then the subject was in a medium trance. If he tries to move of his own volition, he is not able to do so, movement through your commands does not awaken him.
3. Deep trance – If the subject didn't remember the things you said during the trance, then he was in a deep trance. But especially if you had him perform some sort of physical movement, like the arm revolve, during the trance without

awakening, and he doesn't remember performing it after awakening, then you know for sure he was in a deep trance. In making this check, you eliminate all doubt as to whether the subject is in an unconscious natural sleep, or an unconscious hypnotic trance, movement and task performance deepens trance.

Question 32 – How well would the subject perform post-hypnotic suggestions made in the different trance-depths?

Answer: If there is an inclination, if the subject wants to carry out the post-hypnotic suggestion but it is not compelling, then the subject has been in a light trance; and there was perfect remembrance for things said during the trance, the subject probably was 75% to 85% conscious, and 15% to 25% unconscious, and post-hypnotic suggestions would be carried out according to the degree of unconsciousness, up to 15% or 25% effectiveness, or less.

If there is a compulsion – if the subject carries out the post-hypnotic suggestions automatically, then the subject was in a deep trance or somnambulism. A person in a deep trance would not remember things said during the trance and would have amnesia for trance happenings. The subject in a deep trance is 90% to 100% effective, provided there was no interference by old habituated post-hypnotic suggestions, or extra strong neurotic behavior patterns.

Sometimes a subject will be a perfect deep trancer in every way except one – he will remember trance happenings. Such persons we call waking somnambulists. They probably have subconscious inhibitions against unconsciousness, or fear of lost memory, or fear of doing something they are not aware of, or have some other such pattern.

Question 33 – Since amnesia for the hypnotic trance seems to be rare, how can I go about producing it in subjects?

Answer: By properly worded post-hypnotic suggestions repeated in a number of trances. For instance, in the first few trances, suggest that he will have a tendency to forget everything that happened or was said during “this” sleep or trance, but will automatically do all the things suggested. Begin in later trances to suggest very “hazy” incomplete memory for trance happenings. Don’t test his amnesia too often in the waking state until sure.

Question 34 – How can you tell during the trance whether or not he will have amnesia?

Answer: By the “blackboard test.” While in trance, have subject imagine a blackboard or blackness before his eyes. Tell him you will give him three words or numbers to write on the blackboard, and to remember the three words. Ask him to repeat the words to you. When he does, suggest to him that he will forget the three words and will not be able to recall the words again even though you ask him to tell you the words. Then create some other experiment and when the experiment is over, test him for the recollection of the three words. Then tell him he can remember the three words and have him repeat the three words.

Additional Questions:

Question – Through what steps or avenues does the mind exercise its wonderful and curative influence over the body?

Answer: As far is known at present, through the following:

1. The sensory nerves and motor nerves (brain messages, etc...); Awareness, receptive, heat, cold, pain, anesthesia, feeling good, etc...; Strength – suppleness, flexibility, coordination, relaxation, and so on
2. The vasomotor nerves
 - a. Intensified blood circulation, tingling, magnetism, blood pressure, strong heart, dissolving and carrying away waste material
3. The trophic nerves; nutrition – better digestion, bowel movements, etc...

Question – How is this brought about?

Answer: In the following order:

1. By hypnotic suggestion, instinctive suggestion, belief or ethic suggestion, or through the senses. Example: Instill the suggestion.
2. Induction of the auto-suggestion process
 - a. Removal of hidden inhibitions
 - b. Acceptance of the subconscious mind of the suggestions
3. Through the nerves, where it will become an impulse
4. Directly upon the function of the body, for example, blood circulation (function)
5. Impulses will act indirectly upon the organs, for example, knee (organ)
 - a. No influence upon the adult bodily structures- for example, new arm or leg cannot be made to grow
6. The following will summarize the steps according to your diagram
 - a. Initiation – Suggestion is initiated from
 - i. The Instinct part of the mind

- ii. The Ethic part of the mind
 - iii. The Conscious part of the mind
 - iv. The Sensory part of the mind
- b. Instillation – It is instilled after the inhibitions against it have been removed, and then accepted by the subconscious mind
 - c. Impression – After it is instilled on the subconscious, it becomes an impression and is sent to the nerve center
 - d. Impulse – After it is impressed by the subconscious on the nerve center, it becomes an impulse
 - e. Reality – As an impulse or number of impulses, it becomes action, reaction and reality

Easily remembered would be as shown:

- Step 1: Start (before minds)
- Step 2: Instill (subconscious)
- Step 3: Impress (subconscious)
- Step 4: Impulse (nerve center)
- Step 5: Action (the nerves)

Rules in Following Auto-Suggestions

1. Ignore the thing you wish to lose. Affirm the thing you wish to have.
2. Attention to a thing sustains it, gives it sustenance and nourishes it; can cause it to constantly progress in power.
3. Possession of a thing gives it the power of “one unit”
4. Affirming a thing keeps it in power
5. Affirming a thing with your thoughts gives it the power of “two”
6. Affirming a thing by silent verbalisms gives it the power of “three”
7. Affirming a thing by audible verbalisms gives it the power of “four”
8. Affirming a thing by telling it to another person gives it the power of “five”
9. Affirming a thing by telling it to two persons at two different times gives it the power of “ten”
10. Repetitions of affirmations confirms the thing and makes it a more deeply rooted mechanism
11. Constant day by day affirmations in the previous mention make the thing a giant of unbelievable power so that only stark heroic counter-measures can adequately cope with it
12. An auto-suggestion once implanted into the subconscious mind tends to form an outlet in an action of the body
13. Always remember that suggestions are things and are as true and real as a stone or a piece of wood and will manifest itself with remarkable power, like electricity, which shows its effects without showing its appearance
14. Ideas begin in “cobwebs” and end in “iron chains”

15. As a rule, suggestions should be given in the form of affirmations and not denials

Definitions

1. Suggestibility is ability of a person to respond to suggestions
2. Susceptibility to hypnosis is the quick response to suggestions; or ability of the subject to go into his natural trance quickly
3. Depth of trance is the intense response to suggestions; or the trance extent of a hypnotic subject
4. Retention is the length of response to suggestion, or the time length of a suggestion effectiveness
5. Habituation is the permanence of response to suggestion or the condition resulting when retention, impressions and suggestion-effect become permanent
6. Suggestion is a pattern of action, or description of ideas and task performance through inference and verbalisms
7. Hypnotic suggestion is a suggestion given while the person is in a highly suggestible state
8. Post-hypnotic suggestion is a suggestion received while in trance, to be carried out after the termination of trance
9. Pre-hypnotic suggestion is a suggestion given before trance, designed to become impressed on the mind during trance, with the purpose of becoming effective during the trance and after the trance
10. Hypnotic induction is a way, a means, or a method used to raise the normal suggestibility to a high suggestibility sufficient to produce trance effects or hypnosis

11. Hypnotic suggestion intensifies normal processes or inhibits natural processes according to the descriptions given through suggestion
12. The mental states which result from hypnosis are: abstraction, the high suggestibility when suggestion is absent, and concentration resulting when suggestion is present
13. Possibility effectiveness can be determined by post-hypnotic cue numbness and confirmation and normality comparison, post-hypnotically
14. Positive suggestions are affirmations of desirable effects while refraining from denials and “bad mentions” of undesirable things
15. Suggestion influences in order of the ease of production are:
 - a. Desire
 - b. Inclination
 - c. Movement
 - d. Inhibition of Movement
 - e. Inhibition of Stoppage of Movement
16. Suggestible people can be divided into three kinds. A – those whose conduct can be influenced through suggestion. B – those whose physiology can be influenced through suggestion. C – those who can be influenced through both conduct and physiology
17. Suggestion – is a pattern of action or description of ideas and task performances through inference and verbalisms
18. An obeyance is a concentration and a trend, sufficient to carry out a pattern of action through suggestion

19. Paralleling is the use of the knowledge of classical hypnosis to transfer the same meanings and influences to subtle hypnosis, and by comparison or otherwise, to recognize and to produce the same effects in applying subtle hypnosis
20. Pyramiding is the building of a higher suggestibility by progressively greater influences; for example, stepping, compounding, thinking, action, imagery, emotion, and faith
21. Ingenuity is a clever device or improvised means to solve a problem or to achieve a difficult objective by a creative method
22. Exampling is the recitation of cases similar to the case in mind, with the goal to create greater understanding
23. Stopping is the holding of previous effects, as a help in producing another effect by preventing termination, or breaking the spell
24. Compounding consists of using the influence of the previous effect to produce another effect and to prevent retrogression
25. Imagination appeal is a phrase expressed in such a way as to produce a better comprehension and desirable influence through the imagination by making a comparison to something well understood by his mind through visualization
26. Acceleration is the building of a greater momentum through a movement already started
27. Lethargy is a partial resting mechanism or “lazy like manner” based upon lack of resistance
28. Confusion is the production of indecision in the mind, in such a way as to cause a person’s clear thoughts to be disturbed through hurry, disorder, inhibition of fair thought, to the extent that when hesitation is sufficient to cause him to grope for an answer, a suggestion is instilled by quick logical presentation

29. Amnesia is the absence of the memory of the lack of recall of the previous happenings so as to cause confusion
30. Misdirection is the art of focusing the attention to one thing while another thing is being impressed on, an unrelated suggestion is implanted
31. Disguised inhibition is the creation of an inhibition through disguised descriptions
32. Groping is the mental search in the mind for an answer to a question that might be lurking there
33. Emphatic suggestion is a pattern of action given in such a way as to cause an influence through an imposing signal usually through a very meaningful phrase
34. Insistence is the repetition of suggestion through logic or other presentations persistently until complete closure is achieved
35. Patterning or suggesting
 - a. Pattern reality as obedience
 - b. Psychological judo is the art of causing the person to use his own mental process in such a way as to accept a suggestion against his own original intention
36. Wisdom is the quality possessed by a person, which enables him to make a good decision and to have good judgment in relation to happiness
37. Intelligence is the ability of the person to use his experiences and knowledge to attain an objective
38. Succumbing is the relaxation of resistance against an action by another person to the extent that the action has been accepted
39. Capitulation is the complete resignation to an idea or action without reservations

40. Obligation mechanism is a condition of the mind that amounts to a kind of deep disguise or subtle hypnosis, past hypnotic suggestion having a pattern of action in the subject to say or do something nice for the person who instilled this condition through device, purposeful or accidental

1. Classical hypnosis – is a kind of hypnotism in use for a long time and people recognize it; it's known as hypnotism such as sleeping – “go to sleep”, waking – “you cannot move”
2. Subtle hypnosis – is that which is not recognized as hypnosis, but is highly influential and effective just the same
3. The hypnotic process
 - a. Access and motivation (consent, desire, co-operation, incentive, and so forth)
 - b. Induction, “Raising his suggestibility”
 - c. Pyramiding – stepping, compounding, and other procedures to progressively heighten states
 - d. Hypnotic and post-hypnotic suggestions
 - e. Termination – return to normal suggestibility
 - f. Reinforcement – by repeated sessions or rewards
 - g. Pre-hypnotic suggestions for other influences or post-hypnotic suggestions for other influences
4. The sales process
 - a. Initiation
 - b. Carry through
 - c. Close
 - d. Mechanical transactions
 - e. Satisfaction and retention
 - f. Satisfaction and reinforcement

How it has been used in making a collection by exempling, hypnoiding, attituding, pyramiding the positive, thus positive thinking that is making statements of facts that he knows to be facts, asking him questions whose answer you know would be yes. Positive movement like task performance and inhibition, stepping, compounding, imagination appeal. Utilize in true life or hypothetically.

The Fishing Sales Parallel Technique (The Fisherman's Hypnotic Spell)

To have fisherman's luck, you must have:

- The right tools
- The proper place
- The necessary skills
- The bait

The way of the spell:

1. Bait
2. Bite
3. Hook
4. Spin
5. Switch
6. Twist
7. Catch, "bewitch"
8. Tame, "satisfied with the catch"

A bait consists of a well-known personality.

Curiosity – an appetizing dish of food

Interest – an attractive man or woman

Bright light – luxurious surroundings

Loud noises – manifestations of wealth

Sudden action – glamour

Unusual action – the unusual, a foreign accent

A bait consists of a spoken word about a curious thing. A thing of particular interest to the person. A little-known fact of the person's life.

People want to know about themselves, or other people if they present a curiosity – something which is of interest to them and for which they have a curiosity.

A person must bite on a curiosity or bait before he can be moved further. He must take a positive interest in what is being said or being done. The person's entire attention must be attached to the bait so that his attention will go into a light trance because his attention is direct toward that which holds his interest.

Persuasion Influence Types (for better sales influence)

1. The friendly type
2. Observable characteristics
 - a. Smiling

- b. Apparently extroverted
- c. Gossiping
- d. Loquacious, neurotic trend to talk
- e. Diplomatically dispensable
- f. Very friendly “no” man

3. Method of handling:

- a. Be constantly friendly with him, but don't let him sell you out of a sale by his likability
- b. Subtly coordinate his friendliness with his buying from you
- c. Try not to make him want to buy from you so that he can buy up the opportunity to enjoy friendship with you

4. Unfriendly type

5. Observable characteristics

- a. Silent, sullen, cold, morose
- b. Apparently antagonistic
- c. Apparently indifferent
- d. Silently disagreeable
- e. Resentful, mistrustful
- f. Detached

6. Method of handling:

- a. Give him a simple explanation of product or service
- b. Treat him with dignity and don't worry because he won't talk
- c. Don't ask him questions

- d. Don't try to make him talk
- e. Talk simply to him but don't talk too much to him
- f. He will buy from you when you make him think that it is a good buy, and when you treat him the way he wants to be treated

7. Decisive type

8. Observable characteristics

- a. Good listener
- b. Confident and self-assured
- c. Positive and egotistical
- d. Disagreeable, sometimes hard boiled, overbearing if he thinks you are trying to push him too much
- e. Feels superior to others
- f. Likes to make own decisions

9. Methods of handling:

- a. Continue to let him do the talking
- b. Ask him questions
- c. Listen to him
- d. Appeal to his pride
- e. Don't criticize
- f. Pacify
- g. He would rather buy because he likes you than be persuaded
- h. Build his self-esteem to try to divert it your selling, your service, or your product

10. Indecisive type

11. Observable characteristics

- a. Poor listener
- b. Uncertain and confused
- c. Neglectful and procrastinator
- d. Oscillates
- e. Hidden submissiveness
- f. Dislikes making decisions

12. Methods of handling:

- a. Continue to make decisions for him, but let him feel he is doing it himself
- b. Use one course of action, but use the word “you”, but you, yourself, must decide

13. Careful type

14. Observable characteristics

- a. Good listener
- b. Calm, slow, careful
- c. Patient, thorough
- d. Detailed, concentrated
- e. Likes to make his own decision, but slowly

15. Method of handling:

- a. Deal thoroughly with details
- b. Careful procedures and thorough explanation
- c. Give time to think and investigate with his mind
- d. Don't push him
- e. Give him facts

f. Don't give direct suggestions

g. He will buy if you deliberate the logical without high pressure

16. Impulsive type

17. Observable characteristics

a. Intense and quick

b. Impatient and jerky

c. Nervous and oscillating

d. Concentrated and active

e. Likes to make his own decisions

18. Method of handling:

a. Be quick, active, vital in dealing with this type

b. Deal first with general principles

c. Lead into details only after interest develops

Inference is a suggestion through signs, gestures, motions, or other disguised or subtle ways or manners, intended to hint toward comprehension or obedience.

An insinuation or a statement having a reference in such a way as to influence a person's opinion without receiving the blame for a direct accusation.

A suggestion by a salesman can create desire, inclinations, movements, inhibitions of movement, inability to stay, imagery reaction, and can cause beliefs and belief formation, can multiply the effects of emotions, can condition reflexes, can pyramid into profound hypnotic reactions, can cause profound physiological change, can intensify and inhibit natural processes.

Suggestable people can be divided into three kinds:

1. Those whose conduct can be influenced by suggestions
2. Those whose physiology can be influenced by suggestions
3. Those whose conduct + physiology can be influenced by suggestions

A person considered having fractional or specific suggestibility is a person who is especially susceptible to individualized or specific suggestions.

Disguised effectiveness is an obedience resulting from a suggestion given in such a way as to hide its effectiveness from his consciousness. While this obedience is being achieved and while positive effects are being produced in the subconscious mind, a common denomination is subtle hypnosis.

A hypnotic fluctuation is the spontaneous change that occurs from time to time when hypnosis or non-hypnosis takes place.

Abstraction is the high suggestibility state that takes place when the suggestibility is present without the influence of suggestions. This is when we latch on and initiate obeyances.

Automation is the automatic action that takes place while the willful mind is passive. Divert into controlled action to cause obeyances.

An automatism is the automatic action that takes place through guidance or suggestion of another person and is the first action from automation toward obeyance.

Some positive things a person can do:

- Straightens your tie
- Hand you a napkin
- Wipe a piece of dirt from your face
- Get you a glass of water
- Get you a piece of paper
- Hold an article for you
- Plug in an appliance
- Change seats
- Hold something for you
- Carry out your wishes at a future time
- Say yes to your questions
- Compliment something which they are interested in
- Go places with you

Signs to be considered in subtle hypnosis

- Classical
 - Apparent drowsiness
 - Slow rhythmic breathing
 - Fluttering of the eyelids
 - Eyes twitch
 - Mouth or jaw twitch
 - Limb twitch
 - Head vibration
 - Automation obedience: “your finger is coming up”
 - Start inhibition obedience: “you can’t get your arms up.”
 - Stop inhibition obedience: “you can’t stop revolving your arms.”
 - Accent, acceptance readiness
 - Reflexes stilted
 - Movement lag
 - Lag in the eyes
 - Illusions and hallucinations
 - Physiological changes, sweat, hungry, itchy
 - Physiological changes, emotion
- Subtle
 - Abstraction
 - Hypnotizing

- Absent mindedness
 - Yawning
 - Stretching
 - Drowsiness, lethargy
 - Stillness
 - Abject attention
 - Automation
 - Doodling and twiddling
 - Nodding and uh-huhing
 - Accent + “yessing”
 - Acceptance and compliance
 - Readiness to task performance
 - Unison apparent
 - Humorous attitude
 - Emotion, desire, laughing
 - Compliments
 - Sense lag
 - Muscular twitch
 - Humming
- Ingenuity is the mechanism that enables you to take advantage of subtle hypnosis
 - Ingenuity is the ability to use intelligent action in such a way as to devise, improvise, innovate, or originate successful methods of creating certain desired actions or influences

Effects on results of suggestions or obeyances are divided into several kinds, such as:

- Positive obeyances + suggestions with his activated will
- Positive suggestions – obeyance with his neutralized will
- Positive suggestion + obeyance with his resisted will
- Positive accelerated obeyances through suggestions with his resistant will
- Positive suggestive imagination appeals and pattern obeyances

“Disguised classical” is the use of classical hypnosis through waking or sleeping in such a way as to cause its real composition to be hidden from quick analysis and prevent recognition from the subject or onlookers.

Hidden, Disguised Past Hypnotic Suggestions that can be Triggered
into Obeyance Upon Sudden Cue

- Death wish
 - I wish I wasn't born
 - I wish I were dead
 - I should be dead instead of him
- Empathetic and Sympathetic
 - It would be better to be me
 - I wish it had been me
 - I wish I could take his place

- I wish I could take it from him
 - I'm so sorry for him; I feel it myself
- Obsessional reactions
 - He's a pain in the ass
 - He makes me sick to my stomach
 - It's just too much for me to carry
- Hypochondriacal reactions
 - They're picking on me
 - Why do they always pick on me
 - What makes people blame me for everything
 - What's the matter with me
 - Why don't they leave me alone
 - I can't do anything right

Mechanical

- Welding
- Tool making
- Die casting
- Automation
- Centrifugal molding
- Magnesium alloys

Business

- Engineering
- Agriculture
- Management
- Marketing, insurance
- Merchandising, training
- Accounting
- Collection
- Credit
- Advertising

Science

- Zoology
- Astronomy
- Anthropology
- Botany
- Biology
- Chemistry
- Meteorology
- Geology
- Physics
- Electricity
- Aerodynamics

- Electronics

Intellectual

- Sports reading
- History
- Gardening
- Philosophy
- Government
- Psychology
- Photography
- Holidays

Parenting

- Child habits
- Clothing
- Baby care
- Feeding
- Child psychology
- Health development
- Family needs
- Playmates
- Pseudo social intellectual

Homemaking

- Cooking, recipes
- Decoration
- Home management
- Sewing
- Entertaining
- Diet
- Vitamins
- Healing

Student

- Socializing
- Debating
- Term papers
- Guidance
- Career
- Scholarship

Nature

- Camping
- Trees
- Birds
- Scouting

- Wildlife
- National parks
- Reptiles

Personal Development

- United Nations
- Geography
- Reading, lists
- Developing data
- Public speaking
- Conversations
- Teaching

Sports + Athletics

- Baseball, softball
- Olympics
- Hockey
- Swimming
- Basketball
- Track
- Bowling
- Wrestling
- Tennis
- Indoor games

Classical Selling & Subtle Sales

Basic Handling + Analysis

1. For conventional type; internet aptitude types
2. Conversational realms
 - a. Physiological
 - i. Eating, pleasures
 - ii. Sex interest, pleasures
 - iii. Physical attributes
 - iv. Luxuries
 - v. Athletics and others
 - b. Psychology
 - i. People
 - ii. Human influences
 - iii. Children
 - iv. Social activities
 - v. Humor, jokes, stories
 - vi. Politics
 - vii. Family
 - c. Material
 - i. Business material
 - ii. Finances
 - iii. Collections
 - iv. Mathematics

3. Natural (night deep); somnambulism; spontaneous guidance

a. Basic causative

- i. Trauma remembrances (past)
- ii. Anxiety of the day (present)
- iii. Fear of the future
- iv. Trigger mechanisms; physiological disturbances, stimulation

b. Artificial (wake state); somnambulism; purposeful guidance

- i. Inhibited stoppage of movement
- ii. Trigger mechanism, oxygen lag

4. Your basic rules:

- a. Size up
- b. Cheer up
- c. Build up
- d. Follow up
- e. Finish up

5. His basic feeling or attitude toward you; if he feels one of the following:

- a. Superior to you – appeal to him or ask him
- b. Inferior to you – inform him or tell him
- c. Equal to you – converse or reason with him

6. His basic feeling or attitude toward himself

- a. Know how he likes to feel empathy
 - i. He believes that he is the most important person in the world

- b. If he is basically selfish and believes that what he wants is the most important thing in the world
 - i. What he really wants most is to feel important and be important, to have joy, pleasure, and happiness, and to get what he needs
- 7. Your basic need
 - a. In relation to him – empathy
 - i. Knowing his trends and correct handling
 - ii. Controlling his motivation, to your advantage
- 8. Your basic happiness
 - a. The compliment & the golden rule
 - i. The direct compliment
 - ii. The indirect compliment
 - iii. The disguised compliment
 - iv. The variable compliment
 - b. All of these things are contributing to produce an obligation or “I’ll repay you” mechanism
 - c. General notes
 - i. Know how to handle his type
 - ii. Handle him the way he wants to be handled, and the way he needs to be handled
 - iii. Don’t try to sell, but lead him to buy
 - iv. Let him buy or tell him to buy; continue to get him to feel that your idea is his idea in the first place

- v. Hypnotize him – get him to do what you want him to do, but make him believe that what you want him to do is what he needed to do in the first place

The “Normal Person” & Normal Person Deviations

1. Standard for comparison with neurotics and deviations
2. Chief characteristics of the normal person
 - a. Marital accord – compatible with spouse
 - b. Home centered
 - c. Content, satisfied, pleased with what you have
 - d. Low or medium aspirations (for self and children)
 - e. Limited interest in social activities
 - f. Job satisfaction
 - g. Little imagination (lack of creativity and spontaneity)
 - h. Consistency and uniformity in life patterns
3. Highest ratings for a normal person
 - a. Contentment
 - b. Compatibility with spouse
4. Lowest ratings for a normal person
 - a. Richness of personality
 - b. Breath of interest
5. Chief characteristics of “desirable person”
 - a. Marital discord deviation, allowable deviation (deviation from the normal)

- b. Home centered deviation from the normal, 25-50%
- c. Low or medium aspiration deviation, 75-100%
- d. Limited interest in social activities deviation, 50-75%
- e. Contented deviation from the norm, up to 50%
- f. Job satisfaction deviation, 25-50%
- g. Little imagination deviation, 75-100%
 - i. Lack of creativity, 75-100%
 - ii. Lack of spontaneity, 75-100%
- h. Consistency and uniformity in life pattern deviation, up to 50% (variable and flexible depending on condition)

6. Action, judgmental of people

- a. According to their action and reaction
- b. Type – Performer
 - i. They like to show their ability, or to say, “I’ll show them”
- c. Often times, according to mood, irritable or likeable may waver
- d. According to people they come into contact with, for instance, irritable to “little” people or irritable when they feel bad as if so say, you’re not important enough for me to put on a show for you
- e. Likable to “big” people, as if to say, I’ll show you something because you’re a big man and can do something for me

7. Type: Teachers

- a. They like to share their ability, as if to say, I’ll teach them and help them along
 - i. Irritable – to slow learners

- ii. Likable – inspiring to quick learners
 - b. Passive reactors
 - i. They like to let others teach and perform, as if to say, let them do it; I'll watch them, and let them take the glory
 - ii. Vacant air vs happy air
 - c. Proper psychology of sales mechanics
 - i. Know your prospect first
 - ii. Know your product second
 - 1. Weaknesses
 - 2. Advantages
 - 3. Manufacturers
 - 4. Construction
 - 5. Comparison to compatible products
 - 6. Prices and qualities
 - 7. Utilize your employer training
 - 8. Take special training, study on your own and overcome any shortcomings you might have
- 8. Persuasion sales influence
 - a. Salesman's prestige; allow the customer to get the impression of salesman's importance through:
 - i. Identity
 - ii. Appearance
 - iii. Subtle nonverbal suggestions, well-planned suggestions and so forth

- iv. Show good manners, good English grooming
 - v. Knowledge
 - vi. Then let customers feel salesman is capable of helping him
 - vii. Let customers feel salesman is willing to help him
- b. Customer passivity
- i. Give the customer attention
 - ii. Get him at ease and relaxed
 - iii. Use cheerful attitude
 - iv. Create a likability
 - v. Eliminate resistance
- c. Customer prestige
- i. Use subtle compliments
 - ii. Entertain him by letting him feel he is entertaining you
 - iii. Make him feel important in one way or another
 - iv. Use subtle verbalisms such as...
 - 1. Thanks for telling me
 - 2. Thanks for asking me
 - 3. Good, I'm glad you brought that up
 - 4. Now that's a very good point you brought up
 - 5. You are exactly right, but other people have found this way
satisfactory
 - 6. Please may I ask your permission
 - 7. I appreciate it

8. You're very kind
 9. Thank you
 - v. Let words, suggestions, and so forth flow freely and easily from your subconscious
 - vi. Keep a notebook of the phrases and read them over frequently so that they will be embedded in the subconscious mind and can be projected to the conscious mind at needful moments
9. Customer amenability (flexible mind)
- a. Focuses his attention on your points
 - b. Secure his sale concentration
 - c. Around his curiosity
 - d. Show his needs
 - e. Create desire
 - f. Prevent his indecisiveness
10. Closure
- a. Indirect subtle suggestions
 - b. Diversion, and instill a feeling in subject's mind that your idea comes from him and that your way of thinking is really his way of thinking
 - c. Quick subtle suggestions
 - d. Quick subtle closure
 - e. Hypnotize him, but get him to think your idea was his in the first place
11. Satisfaction and good will
- a. Direct or indirect suggestion that he will be glad he accepted the idea

- b. Always persuade for his benefit and for your own

12. Special Selling – The Plan of Understanding

- a. A sale is a:

- i. An idea, blueprint, visualization to buy through suggestion
- ii. A carry through of the idea as the materialization of the sale through suggestion

- b. The idea and carry through consists of:

- i. Your sale
- ii. His buy and the contract
- iii. Contract and transaction to be brought about by the...
- iv. Initiation of sales process; planning by the conscious mind
- v. Carry through of the sales process, automatically by the subconscious mind

13. Selling outright, prospects and suspects

- a. A suspect is an unqualified prospect

- b. A prospect is a person qualified to buy

- i. Leads – name of a person who is in a position to buy and must be surveyed for qualification as a suspect or prospect

- c. Contacts

- i. Interview, personal, phone, and written contracts, or any other possibilities
- ii. Introduction – impressed deeply – prepare
- iii. Impressions

- d. Education

- i. Explanation
 - ii. Questions
 - iii. Answer
 - iv. Meeting objections (by anticipating questions and objections, and handling them properly and subtly)
- e. Persuasion or the “slick art”
- i. By logic and deduction, reasoning, insistence, emphatic suggestions, influential talk, and so on
 - ii. Overcoming indecision by repartee
 - iii. Closure – contract and sales
 - iv. Satisfaction and insurance against cancellations

Creativity is the arrangement of old and new ideas and concepts or abstract thoughts combined with other abstract thoughts or ideas and concepts to form an entirely new pattern or concept or idea.

Creativity is the arrangement of abstract thoughts with other abstract thoughts or old ideas and concepts in order to form an entirely different idea or pattern, which is comprised of an abstract idea, or combination of an abstract thought, modified by a new or old idea or a combination of an old idea.

Creativity is the forming of patterns of ideas by the combination of new with old idea, abstract thoughts with old or new ideas, or a projection of the mind into a realm where completely abstract ideas are recured.

Two Minds

We have two separate which are as different as day to night but function in harmony to create the life we have. The mind is like an iceberg 10% is above water and we understand the working of this part of our mind. It is called the conscious mind and controls choice, the will, awareness, learning, suggestion and logic. The other part of our mind which is 90% under water which means we are not aware, at least consciously, is home of the memory, all things are stored and remembered, it can and will accept any and all suggestions and it reacts automatically to what happens in our life. It keeps all of our skills and is our silent computer. It is the garden of all of our ideas, ingenuity, originality and invents. It is the dwelling place of our intuition and the instigator of all living processes. It controls the beating of our heart as well as all living processes, breathing, blood flow, life and death of all living cells. This is the subconscious mind. Advanced hypnosis puts us in contact with the power of suggestion to the subconscious mind thru an altered state of mind. It is more than possible to have better control of our body thru the power of the subconscious mind and hypnotism.