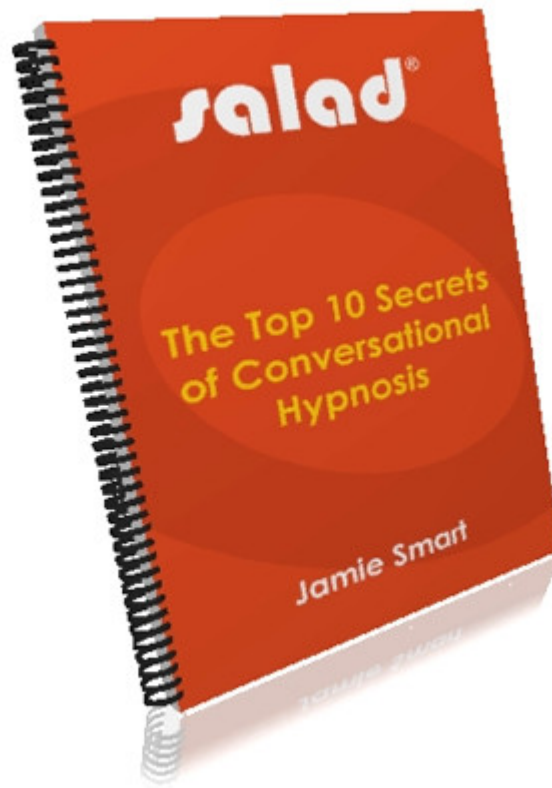


The Top 10 Secrets of Conversational Hypnosis  
By Jamie Smart

## The Top 10 Secrets of Conversational Hypnosis



**By Jamie Smart**

### **Limits of Liability / Disclaimer of Warranty:**

The author and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The author and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any purpose. The author and publisher shall not be held liable for any loss or other damages, including but not limited to incidental, consequential, or other damages. The author and publisher make no claims for any medical benefits of this program. The advice of a competent medical professional should always be sought in the case of health matters. Copyright in this document belong to the author. The author also asserts the right to be identified as such and to object to any misuse.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## Table of Contents

Read This First.....	3
Who is this e-book for?.....	4
Introduction.....	4
What is Conversational Hypnosis?.....	5
Why Learn Hypnosis (Conversational or Otherwise)?.....	5
#1 - Have A Clear Goal In Mind.....	6
#2 - Believe In Yourself and Your Client.....	7
#3 - Go There First Yourself.....	8
#4 - Establish and Maintain Rapport.....	10
#5 - Highlight Key Words and Phrases.....	11
#6 - Use Descending Voice Tone.....	12
#7 - Notice Their Responses.....	13
#8 - Trust Your Unconscious.....	14
#9 - Give Them Time To Process.....	15
#10 - Wire In The Language Patterns.....	16
More Information.....	17
About the Author.....	21
Acknowledgements.....	21

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## Read This First

Welcome to *The Top 10 Secrets of Conversational Hypnosis*. My name's Jamie Smart. I'm an NLP trainer, author, and creator of [Ericksonian Hypnosis CardsTM](http://www.saladltd.co.uk/ericksonian_hypnosis_cards.htm), the world's leading resource for learning hypnotic language, and I'd like to say "thank-you" to you for reading this e-book. I'd also like to ask you to **please send this e-book to your friends and colleagues**, because it will help them, it will help me to reach more people, and because **it will make you feel good** too! If you've been sent this e-book by someone else, then make sure that you **sign up for the FREE 52 week hypnosis course** that accompanies it, here:

[www.saladltd.co.uk/hypnosis\\_course\\_free\\_signup.htm](http://www.saladltd.co.uk/hypnosis_course_free_signup.htm)

Once you do, you will be sent a new hypnotic language pattern every single week for you to learn. It will only take a minute to read, but as you practice what you learn in everyday conversations, you will be amazed at the degree to which your skills and abilities to influence others are increasing.

This book complements our [Ericksonian Hypnosis CardsTM](http://www.saladltd.co.uk/ericksonian_hypnosis_cards.htm). I'll be revealing a powerful pattern from this set every 7 days in the free 52 week hypnosis e-course, but when you **buy the cards and get the patterns now**, you can unlock the massive potential this book reveals **immediately**.

If you want to really **accelerate your learning**, go to the *Salad* website and **order your own deck of Ericksonian Hypnosis CardsTM**. These cards are quite simply the fastest way there is to develop your skills in using hypnotic language. The 52 language patterns you will be sent by email correspond to the patterns on the cards, so when you have both, it will really **turbo-charge your learning**. For more information about how you can learn fast **just by playing cards**, go to [http://www.saladltd.co.uk/ericksonian\\_hypnosis\\_cards.htm](http://www.saladltd.co.uk/ericksonian_hypnosis_cards.htm)



# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## Who is this e-book for?

This e-book is for people who are interested in using hypnosis to influence themselves and others. It will be of particular interest to coaches, therapists, hypnotists, trainers, managers, salespeople, networkers, students of NLP, doctors and other healers.

## Introduction

One of the first things that attracted me to Neuro-linguistic Programming (NLP) was language. I've always loved language, and was amazed when I heard about some of the things that you can do with it. I was particularly taken by the idea that the way a person used language could massively influence the people they were speaking with. As I learned more, I found out about Milton H Erickson MD (the groundbreaking hypnotherapist) and was fascinated by his ability to induce trance in a person during the course of an 'ordinary' conversation. I was hooked. I told myself "You have to learn how to do this!" So I did. In the course of my studies, I tried lots of approaches, and experimented. I tried things that worked, and many more that didn't. This short e-book is a distillation of some of the most powerful approaches I've learned for inducing a hypnotic trance conversationally.

As you read this you'll start to see opportunities for using the hypnotic language patterns all over the place. Read on and I'll show you a way you can **accelerate your learning** of these patterns later.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## What is Conversational Hypnosis?

Conversational hypnosis is the process of inducing a hypnotic trance during a conversation. Now, before you tell me that's unethical, I need to point something out: All language is hypnotic. If you've ever had the experience of a speaker being so dull you almost fell asleep, they were putting you in a trance (just not a very useful one!) Conversational hypnosis is incredibly useful for getting a person to go into a trance and access their inner resources, without having to mention the word 'hypnosis'.

## Why Learn Hypnosis (Conversational or Otherwise)?

Hypnosis is quite possibly the most powerful approach to communication ever devised. Why? Because it allows you to communicate with a person's unconscious mind (whether yours or someone else's). While the conscious mind enjoys the illusion of control, it's actually the unconscious that's making the important decisions in a person's life. That means that if you can get in touch with someone's unconscious, you can be extraordinarily influential with that person. By deciding to **learn hypnosis**, you can:

- Develop a reputation as an extraordinary communicator, able to express yourself with clarity and precision.
- Increase your skill as a public speaker, able to paint vivid pictures in people's imaginations, and get them to immerse themselves in the experiences you present to them.
- Amplify your ability to coach others, using language elegantly to help them **discover solutions to difficult problems**.
- Load your communication with 'subliminal messages' to a person's unconscious mind (a la Derren Brown).
- Get more control over your own state, and help to change other peoples' state of mind, quickly, positively and covertly.
- You can even get people to **go into a trance**! How cool is that?!?
- Have a lot of fun! My world has **become far more interesting** since I learned hypnosis.

Become more persuasive and influential, able to get people to **buy into ideas, products and services**.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#1 - Have A Clear Goal In Mind**

Before you start using conversational hypnosis, it is important to **get a clear goal in mind**. What responses do you want to elicit from the other person? How will you know when you've got those responses? If your goal is to get the person to go into a trance, how will they look when they're in that trance? Make a clear mental image of the person (or people) you are working with, having the responses you desire.

I was recently a participant on a standup comedy course. We were 'learning by doing', so within ten minutes I was on stage telling a story. After coming off stage, I was reflecting on how I could get more laughs from my audience next time, when I suddenly realised I'd missed the most basic trick in the book: I hadn't set a goal. Right away, I imagined myself standing on the stage with the audience laughing uproariously. Next time I was on my way to the stage, I imagined it again. The response was overwhelming: I got way more laughs the second time, just by seeing the audience responding as I wanted in my mind's eye.

Your nervous system is goal-seeking. When you set a clear mental goal, you **get your entire nervous system working for you to achieve that goal**. If you want someone to go into a trance, make a clear mental image of them in that state. If you want them to have a sudden transformational shift, make a mental image of them having one, then hold it in mind. If you want someone to laugh, start by picturing them doing so (to really super-charge the process, hear what you'll hear and feel what you'll feel as well).

Speaking to you as a conversational hypnotist, your unconscious mind is your most powerful ally. Creating a clear goal in pictorial form, then adding in sounds and feelings as necessary is one of the most powerful ways to **get your unconscious mind working for you**.

Pictures are one of the most powerful ways of communicating with your unconscious mind, so if you create a mental image of your goal, in positive terms, it creates a clear message to your unconscious.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#2 - Believe In Yourself and Your Client**

Your beliefs about yourself and the world have a massive effect on how you respond. Your beliefs about your client will be communicated to them in everything you say and do. If you believe that your client won't go into a trance, then they won't. If you believe that they're an excellent hypnotic subject, then they're much more likely to be.

If you have difficulty believing that your client is an excellent hypnotic subject, then just pretend. Milton Erickson used to say "You can pretend anything and master it", so while you're at it, pretend that you're an extraordinarily fast learner, and have already begun to ***master the process of conversational hypnosis***.

This idea of 'pretending' may seem a bit 'low-tech', but it actually has a proven track record. You see, your unconscious mind doesn't distinguish between a real experience and a vividly imagined one. If you ***vividly imagine*** that your client is an excellent hypnotic subject, your unconscious will start to communicate that belief to them. These communications will come out in the language you use, the gestures you employ, your voice tone etc.

The amazing thing is that these subtle communications are exactly the sort of thing that *their* unconscious mind will pick up on! It's actually a far more powerful level of communication than just saying to someone "You are a superb hypnotic subject", so it's well worth exploring.

For more about belief change, visit the Salad archive or check out our *Art of Being* CDs (coming soon to [www.saladltd.co.uk](http://www.saladltd.co.uk)).

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### #3 - Go There First Yourself

Trance is a 'feeling state', in the same way as ***happiness, gratitude and love*** are feeling states. One of the great things about feeling states is they are infectious, so if you want someone else to go into a certain state, just ***go there first yourself***.

The quickest way to get a punch on the nose is to start distributing them. The quickest way to get a smile from someone is to start distributing *them*. Whatever state you want the other person to go into, go there first yourself.

So how exactly do you 'go there first'? There are many different ways, and as you begin to practice, you will start to discover the approaches that work most effectively for you. Here are a few of them:

- One of the quickest and easiest ways to change your state of mind is to change your physiology. Jumping up and down, shaking your hands or beating your chest are all ways to break out of undesired states. By the same token, adopting the postures and stances that you take when you are accessing certain states can activate those states. Either sitting or standing, adopt the physiology (posture, gesture, head position, breathing rate, muscle tension) that you exhibit when you are in a certain state (E.g. trance, the zone, flow, relaxation, creativity etc.) Notice how quickly you start to enjoy experiencing the sensations of that state.
- An excellent way to become skilled at entering quickly into trance states is by practicing self-hypnosis. People who practice self-hypnosis and related forms (such as meditation, yogic breathing etc) are usually able to enter spontaneously into altered states very quickly. Instruction in self-hypnosis is beyond the scope of this ebook, but there are many excellent sources for this information (the "Betty Erickson Trance" for self-hypnosis is a good place to start – see the archive at [www.saladltd.co.uk](http://www.saladltd.co.uk)).
- "Fake it to make it." Pretend. When you pretend to go into a certain state, your nervous system gets the idea very quickly, and the state soon manifests. You can pretend to be in whatever state you like: the more convincingly you do it, the more you will get into it (and vice versa). The more convincing you are to yourself, the more the other person will follow you into the state.



# The Top 10 Secrets of Conversational Hypnosis

**By Jamie Smart**

- An anchor is any representation in the human nervous system that triggers any other representation. It is conceptually similar to Pavlovian conditioning (think bells and salivating dogs.) You can anchor yourself intentionally, for example:
  - a) Think of an occasion when you had a highly pleasurable, positive or enjoyable experience.
  - b) See what you saw then (looking out through your own eyes), hear what you heard and feel what you felt.
  - c) As you feel the sensations increase in intensity, squeeze the thumb and forefinger of your left hand gently together for a few moments, then release them.
  - d) Now 'break your state' (E.g. by remembering what you had for lunch yesterday.) Wait a few moments.
  - e) Squeeze your thumb and forefinger together again. The state will return.

With practice, you will be able to drop into a trance (and many other states) quickly and easily, whenever you wish. When you're in rapport with someone and you go into a trance, they will follow.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#4 - Establish and Maintain Rapport**

Rapport has been described as what happens when we get the attention of someone's unconscious mind, and meet them at 'their map of the world.' It is more commonly understood as the sense of ease and connection that develops when ***you are interacting with someone you trust and feel comfortable with.***

Being able to get into rapport with other people isn't just a key for successful influence; it's also one of the most fun, enjoyable and relaxing skills you can learn. People like to be around people who get into rapport with them.

The linguistic techniques of conversational hypnosis work most effectively when you are in rapport with the person or people you are communicating with.

Why is it important?

People are social creatures, and we often need to work with other people to achieve what we want. This means that an ability to communicate influentially is one of the most valuable skills a person can have.

An important aspect of influential communication is creating a connection with the other person, and making them feel understood. Council's in ancient Greece had a powerful approach for helping resolve disputes: The first person would state their case. The second person then had to re-state the first person's case to the satisfaction of the first person before stating their case. Marshall Rosenberg, creator of Non-violent Communication, claims that he can resolve longstanding marital disputes within 20 minutes of the point where each partner can accurately state the needs of the other partner. He says, however, that it often takes quite a bit longer to get to the point where they can do that.

These are examples of meeting someone at their map of the world using verbal techniques. There are many ways to get into rapport both verbally and non-verbally, using behavioural techniques, vocal flexibility and internal shifts of consciousness.

For details and exercises, ***check out NLP for Business & Personal Success***

[www.saladltd.co.uk/nlp\\_business\\_and\\_personal\\_success\\_cd\\_set.htm](http://www.saladltd.co.uk/nlp_business_and_personal_success_cd_set.htm)

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#5 - Highlight Key Words and Phrases**

Once you're in rapport, you can highlight specific key words and phrases to communicate directly with the unconscious mind. This means that you can use a seemingly ordinary conversation to mask subliminal messages, and guide a person's unconscious mind in a certain direction. This is referred to as 'analogue marking'. Here are some tips:

- Decide on the message you want to send to the person's unconscious mind (Eg. **"Feel really comfortable"**, **"Allow yourself to relax"**, **"Buy now"** etc).
- Think of a context you can talk freely about, where that message (or messages) would not be out of place (Eg. talking about a health spa).
- Talk about the context, using a sentence that can accommodate the embedded message (Eg. "I went to this new health spa, and I was able to **feel really comfortable**, because they've created this place where you can **allow yourself to relax** while accomplishing something beneficial and useful").
- When you get to the embedded messages, do something to *mark them out* for the person's unconscious mind. You can...
  - Slightly lower your voice tone
  - Touch their arm
  - Raise your eyebrows
  - Move your head to one side
  - Slow down your voice
  - etc

With practice, you will be amazed at how quickly ***you are able to do this easily.***

(To hear this being demonstrated for use in sales, persuasion and influence contexts, check out *Ethical Influence with NLP* at

[http://www.saladltd.co.uk/ethical\\_influence\\_with\\_nlp\\_8\\_cd\\_set.htm](http://www.saladltd.co.uk/ethical_influence_with_nlp_8_cd_set.htm)

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### #6 - Use Descending Voice Tone

The pitch and tone of voice you use toward the end of a sentence determines at a deep unconscious level what 'kind' of sentence it is:

(↗) Rising pitch gets processed as a question.

(→) Level pitch gets processed as a statement.

(↘) Descending pitch gets processed as a command.

Which do you think is most useful to use when making suggestions to the people you wish to get into a trance? Of course! Descending voice tone.

Practice saying sentences (Eg. "Have you got any questions?") with a rising pitch, then a level pitch, then a descending pitch.

The descending pitch opens up the 'command module' in someone's brain. People are more likely to do what you want them to do if the request is made with a descending pitch, because their brain will ***process it as a command.***

Identify the directions you want to guide someone's consciousness in (and potentially the specific actions you want them to take). Practice making those suggestions using 'command tone' then notice what a difference it makes.

I was running a one-day session on NLP for a branding agency a few years ago, and I told them about command tone. One of the participants was from Australia, and asked what effect the characteristic antipodean 'question tone' would have. I replied "It won't have any effect at all?" with a rising voice tone, and she got the point. If you want people to follow your instructions, command tone down will make it more likely to happen.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### #7 - Notice Their Responses

It's great to have a goal for your communications (see *Conversational Hypnosis Tip #1*), and it's fantastic to do lots of funky embedded suggestions, but how do you know if the suggestions you're making are having the desired effect? Easy: **watch and listen**. Hypnosis relies on having the sensory acuity to notice the effect you are having, particularly in the visual domain. As people begin to **relax into a trance state**, certain changes start to take place, for example:

- Their breathing may become slower
- Their face may relax and becomes more symmetrical
- Their blink rate may slow down
- Their eyes may close
- They may stop making movements and gestures
- etc

With practice, you will find it easier and easier to notice the subtle changes that alert you to the fact that you've succeeded in inducing a trance state. Obviously, if you are getting a person into a different state (e.g. get them to **become happy, excited, ready to buy**) there will be external evidence of that. When you know what you are looking for, it's much easier to recognize when you've got it.

Top tips for increasing your sensory acuity?

- **Develop your peripheral vision.** Your peripheral vision notices movement and changes, while your focal vision is good for examining fine detail. When you develop your peripheral vision, it's much easier to notice the changes that let you know trance is developing. For exercises on how to do this, see [Salad NLP Tip #7](#).
- **Make it go quiet inside.** Internal dialogue significantly hampers sensory acuity, so turn it off. This may take some practice at first, but when you persevere, you will be amazed at how much you are able to see and hear which used to be invisible. For a number of methods for doing this, see [Salad NLP Tip #8](#).

Each time you use conversational hypnosis, it's a new learning experience for you and the person or people you are working with. When what you are doing isn't working, do something else. And how do you know what's working and what's not? **Watch and listen.**

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#8 - Trust Your Unconscious**

When I first started learning NLP and hypnosis, I read many references to the unconscious mind. People explained that the conscious mind is capable of doing step by step thinking, while **your unconscious** makes intuitive leaps. The conscious mind can hold a limited number of things in awareness, while **your unconscious** can track everything that's going on around you. The conscious mind is a recent innovation, while **your unconscious** has been around for ages.

To become highly skilled at conversational hypnosis, it is wise to develop excellent rapport between your conscious mind and **your unconscious**. Of course, the idea of 'the unconscious mind' is just an idea – it doesn't really exist. But it seems to be a useful way of describing a human being's ability to receive, store, access & influence many things which seem to be outside of ordinary conscious awareness. Your unconscious will give you valuable information you can use when communicating hypnotically, but only when you **allow yourself to receive it**.

In Western society, we have been taught to disregard many of our unconscious signals, but you can allow yourself to become more aware of them. Before you choose your next meal, ask yourself "What would I like to eat?" and pay attention to the response you get. One of the quickest & easiest ways of widening the channels of communication between your conscious & unconscious mind is to actively involve your unconscious in decision-making. Start with questions like "What would I like to do tonight?", "How do I feel about [situation x, y or z]?", "What shall I wear today?", "Who would I like to telephone?", etc.

#### **A few tips:**

- Your unconscious will always serve your best interests. If you ask a question & don't get the answer you want, assume that there's a very good reason for that! Then ask a different question.
- Your unconscious processes negation differently than the conscious mind. Communicate in positives; leave out the nots, nons & nos.
- Start with smaller things then work your way up to the big stuff. Rome wasn't built in a day.

Be polite to your unconscious. Say please and thank-you.

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## *Conversational Hypnosis Tip*

### **#9 - Give Them Time To Process**

This tip is one of the simplest, but one of the most important. Different people process information in different ways and at different rates of speed. When you are using conversational hypnosis, it is important that you give people time to process (this is in contrast to stage hypnosis, where the hypnotist will often use rapid suggestions to confuse the subject, overload their conscious mind, and make them more compliant).

As the person goes more deeply into a trance state, it can be useful to slow down your rate of speaking slightly, and leave larger gaps between sentences.

You can even adjust your speaking rate to match their breathing rate: speaking on their out-breath will deepen a trance, speaking on their in-breath will lighten it.

As you develop your ability to watch and listen, you will notice people responding to your suggestions with involuntary signals such as twitches, blinks, skin colour changes, minor head nods and the like. You can consider these as communications from the person's unconscious mind. (Milton Erickson considered everything a person said and did as such a signal!) You may even choose to acknowledge the signals by saying "That's right" (but remember, less is more).

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## Conversational Hypnosis Tip

### #10 - Wire In The Language Patterns

Hypnotic language (particularly the indirect hypnosis patterns of Milton H Erickson MD) is probably **the most powerful tool there is** for conversational hypnosis. The great thing about it is this: the fact that you can read this book means you already have all the skills necessary **to learn hypnotic language**. All that is required now is some practice. There are a number of techniques that can help you learn to use hypnotic language with effortless elegance:

- Get a set of the language patterns to study. They are available in various books on NLP & hypnosis, including Salad's *Hypnotic Language Masterclass Manual* (coming soon to [www.saladltd.co.uk](http://www.saladltd.co.uk)). The patterns are also available on *Salad's Ericksonian Hypnosis Cards™*, with examples of how to use them.
- Write out examples of the language patterns to **wire them in** to your neurology at a deep level. If you write out every pattern 100 times, it will go a long way to embedding them automatically in your speech.
- Use Salad's *Ericksonian Hypnosis Cards* to play card games using the language patterns. Play makes learning fast and fun, so games increase your learning speed. Then you can become curious about just how quickly your unconscious will begin to surprise you by allowing these patterns to emerge in your language spontaneously!
- Choose a pattern each day, then practice using that pattern in your conversations that day. You will be surprised at just how quickly you are able to integrate the patterns.
- Start speaking even if you don't know what you're going to say to complete it your sentence. Word selection is an unconscious function, so **your unconscious can take care of it**.

As usual, set a goal for your communication (E.g. for the person to access their resources, learn quickly, relax easily, be successful etc). Then allow your unconscious to help reflect this in your suggestions. Of course, the other *Conversational Hypnosis Tips* also apply!



# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## More Information

**salad**

**the hypnosis collection**

## "Finally, Powerful New Hypnosis Product Available"

### The Secrets of Hypnosis

We've been running sold-out "Secrets of Hypnosis" programmes for the past two years. This June, we brought in a professional film crew to capture the event so we can make a **top-quality DVD** for our clients.

**The DVDs are still being edited (this is going to be the most exciting, useful & valuable Hypnosis product on the market),** but we've managed to extract a high-quality audio recording of the entire course.

You may already be aware of just how powerful hypnosis is for helping you get the results you want in every area of your life. In fact, one of the things you're going to love about these recordings is **just how practical & easy it is for you to learn to hypnosis & hypnotic communication skills in everyday contexts, you're going to discover:**

- How hypnosis works
- Ten rapid inductions
- The three barriers
- The language of trance
- Nested loops and stacking realities
- Embedded commands
- Your most powerful hypnosis tool
- Utilisation
- Conversational Techniques
- Conscious / unconscious dissociation
- Self hypnosis
- Ericksonian Techniques
- Pattern interrupts
- And tons more!

**Order Now and get the E-Book Manual FREE**

#### Price:

**Download** £67.00

**CDs** £97.00

[Click Here To Order Now](#)

[Click Here To Order Now](#)

(VAT & Shipping charges added where appropriate)

**Get it RISK-FREE  
with the **salad**  
guarantee!**



**You can get yours now at [www.saladltd.co.uk](http://www.saladltd.co.uk) or ring 0845 650 1045 to place your order right away**

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

**salad**

the hypnosis collection

## **"When You Really Begin To Master The Ultimate Hypnotic Pattern... The Magic Starts To Happen"**

### **Metaphorically Speaking**

Top salespeople, great political leaders, wildly successful motivational speakers... they all have a secret. It's the same '**secret**' used by the greatest hypnotherapists, the most elegant communicators, and the most effective coaches. The advertising industry regularly uses this '**secret**' to **induce a powerful sense of desire** and get people to **buy the product**. It is used to influence us all the time, and yet, *most people aren't even aware of it!* The '**secret**' is stories & metaphors. On this high-quality recording of a sold-out workshop with Jamie Smart, **you're going to discover how to:**

- Do covert changework and healing, leading to much greater flexibility
- Effortlessly captivate people's attention and fascinate them
- Speak directly to the unconscious mind – the source of so much power
- Illustrate points effortlessly, as a clear thinker and communicator
- Get people to take off their armour and open up their mind
- Easily get rid of objections – leading to greater prosperity
- Induce trance in your listeners, and much, much more...

"The more I learn the more I see the relevance in all areas of life, not just business.  
Life changing stuff!"

**Guy Peters, Project Manager**

**Order Now and get the E-Book Manual FREE**

**Price:**

**Download** £37.00

[Click Here To Order Now](#)

**CDs** £57.00

[Click Here To Order Now](#)

(VAT & Shipping  
charges added  
where appropriate)

**Get it RISK-FREE  
with the **salad**  
guarantee!**



**You can get yours now at [www.saladltd.co.uk](http://www.saladltd.co.uk) or ring 0845 650 1045 to place your order right away**

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

**salad**

the hypnosis collection

## "How Quickly Would You Like to Master Hypnotic Language & Conversational Hypnosis?"

**Ericksonian Hypnosis Cards** are for putting people into trance, and guiding them to access the resources that will help them make certain changes. These are great whether you're doing formal hypnosis, public speaking, or just want to tell more engaging stories. They are based on the work of Milton Erickson, & also include techniques for wiring in **the infamous NLP Milton Model**, the world's most powerful hypnotic communication tool there is!

### What will using the cards give you?

- Learn to become a highly influential communicator
- Make suggestions that are impossible to disagree with
- Overcome resistance without argument, tension or conflict
- Change other people's state as you play and experience the power of influence happening before your eyes
- Learn the power of covert communication techniques
- Some of the fastest skill development you've ever experienced
- Add a new tool to your NLP skill set

"At last, a replacement for Zebu! Zebu was an extremely popular card game used for learning Ericksonian language patterns. Salad have updated and improved the original idea and produced a pack that is quite simply the most elegant, enjoyable and efficient way of teaching and learning language patterns."

*Changes Magazine*

### Price:

**Ericksonian Hypnosis Cards**      £14.95

[Click Here To Order Now](#)

(VAT & Shipping  
charges added  
where appropriate)

Get it RISK-FREE  
with the **salad**  
guarantee!



You can order yours now at [www.saladltd.co.uk](http://www.saladltd.co.uk) or ring  
0845 650 1045 to place your order now

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

**salad**

**free stuff**

At Salad, we are committed to your learning and development, so we want you to have great stuff. Part of our strategy involves giving our best stuff away, so here are some links to some of our best stuff.

**You can have all this for free!**

## Jamie Smart's NLP Tips

An e-zine chock full of great NLP related tips you can put into practice right away, as well as links to Salad courses & products, as well as a free e-book worth £19.95, *'10 of the Coolest, Most Powerful & Useful NLP Techniques I've Ever Learned.'*

**Sign up for yours free now** at <http://www.saladltd.co.uk/1.htm>



## NLP Coaching Tips

Learn secrets that most people (including most NLP Practitioners!) don't know about NLP coaching. These tips (soon to be published) will give you details every week of practical techniques, ideas and approaches you can use to get great coaching results. In addition, you'll get a free e-book worth £19.95, *'The Top 10 Secrets of NLP Coaching Language.'*

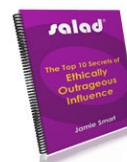
**Sign up for yours free now** at <http://www.saladltd.co.uk/2.htm>



## Irresistible Influence Language Course

Sign up for this FREE 1 year Irresistible Influence Course (a £29.95 value) for a weekly dose of influence language, as well as a free e-book worth £19.95, *'The Top 10 Secrets of Ethically Outrageous Influence.'*

**Sign up for yours free now** at <http://www.saladltd.co.uk/3.htm>



## Unconditional Happiness Tips

Every week, you'll receive a quick reminder of the principles that will help you to experience more happiness, joy and freedom in every area of your life, as well as more of the things and experiences you desire. In addition, you'll get a free e-book worth £19.95, *'The Top 10 Secrets of Unconditional Happiness.'*

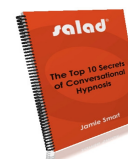
**Sign up for yours free now** at <http://www.saladltd.co.uk/4.htm>



## Hypnotic Language Course

Sign up for this FREE 1 year Hypnotic Language Course (a £29.95 value) for a weekly dose of hypnotic language, as well as a free e-book worth £19.95, *'The Top 10 Secrets of Conversational Hypnosis.'*

**Sign up for yours free now** at <http://www.saladltd.co.uk/5.htm>



**Sign up for your free stuff now at [www.saladltd.co.uk](http://www.saladltd.co.uk)**

# The Top 10 Secrets of Conversational Hypnosis

By Jamie Smart

## About the Author



Jamie Smart is the Managing Director of *Salad Seminars Ltd*, as well as the principal trainer. He spent much of the nineties leading large, mission-critical business projects and change programmes. In the process, he found that individual change is the key to collective change, and became fascinated with helping people achieve the results they want. This fascination led him to NLP, and he has spent from 1996 to the present day learning from the finest teachers and materials, and applying what he's learned. Jamie is an NLP Master Practitioner and is licensed by Richard Bandler and the Society of NLP as a Trainer of Neuro-linguistic Programming (NLP).

Jamie is author of *The NLP Tip*, an e-zine which goes to thousands of people around the world each week (available from [www.saladltd.co.uk](http://www.saladltd.co.uk)), as well as the creator of *Ericksonian Hypnosis Cards™* and many other products.

He lives in Leicestershire (UK). When he isn't helping *other* people get what they want, he likes going for long walks in the woods, listening to music and reading.

## Acknowledgements

I've been fortunate to learn from a number of great NLP Trainers and other innovative thinkers and teachers. Thanks to anyone whose efforts have made their way into this work.

Specific thanks to...

- Richard Bandler
- John Grinder
- Joseph Riggio
- Eric Robbie
- Jo Cooper
- Peter Seal
- Timothy Leary
- Marianne Williamson
- Michael Breen
- Sháá Wasmund
- Robert Dilts
- Sid Jacobson
- Jonathan Altfeld
- Robert Anton Wilson
- Ian Watson
- Michael Neill
- John La Valle
- Paul McKenna
- Christina Hall