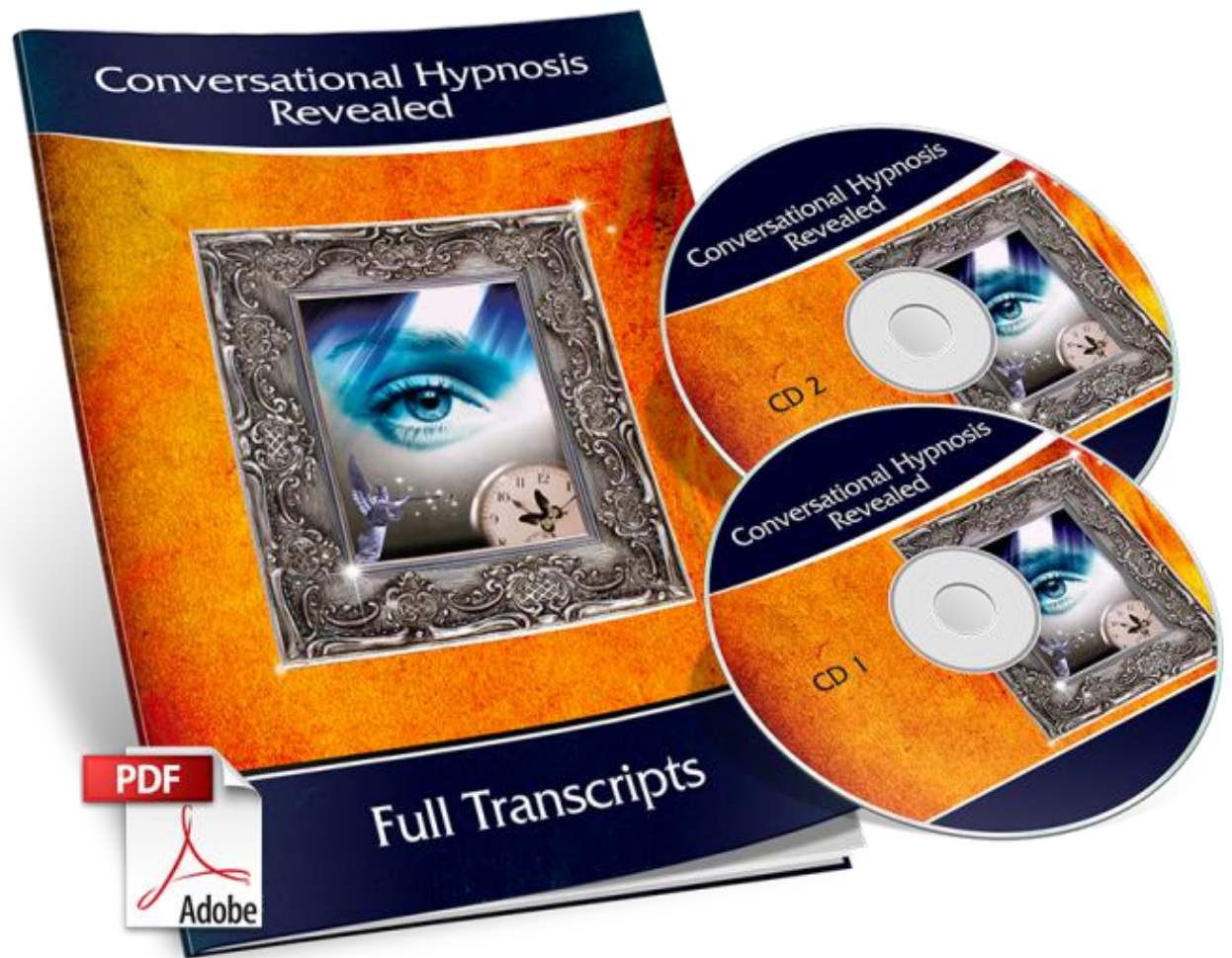


Conversational Hypnosis Revealed

With Master Hypnotist, Igor Ledochowski



CONVERSATIONAL HYPNOSIS REVEALED

Host: Welcome to Conversational Hypnosis Revealed. I'm here interviewing its creator, Igor Ledochowski, who's going to give us an insider's look at the power of conversational hypnosis.

Igor, welcome to the call.

Igor: Hi and thank you very much for having me here.

Host: Did I pronounce your name correctly, Igor.

Igor: You did it a perfect, thank you.

Host: Igor, we're talking today about your number one selling hypnosis program, Power of Conversational Hypnosis.

◆ **How did you come to record that program, and what makes you qualified to do that?**

Igor: Well, what happened was some years ago, I used to be a lawyer working for a big city law firm in London, and I decided I wanted to leave and go into the field of hypnosis because it was much more fun and much easier on my social life, and actually my life in general.

I really regretted leaving that field because I really enjoyed working with the people there. They were very smart, and it was a very high-powered environment. So my way of coming around that was doing executive coaching. I'd be working with the same kind of people, I'd still be charging high fees and so on but, of course, I'd be doing something that I love doing, rather than law, which was good but it wasn't as inspiring.

Host: Okay.

Igor: But there was a problem. The big problem I had was this. I was trained as a hypnotist, and I'd been training myself on holiday time and other times on the side, but if you go to an executive – let's say the President of GlaxoSmithKline or the head of a bank and say I'm going to hypnotise you and your lead team to do better, it really does come across very well. It just not fit that genre, if you see what I mean.

The dilemma I had was first, that was my training anyway and secondly, I knew the power of hypnosis. It's a very powerful tool. You can make amazing changes quickly and totally transform people's lives, especially when they, themselves, have no idea of where to take things.

CONVERSATIONAL HYPNOSIS REVEALED

I was kind of in a dilemma. Of course, the solution to this dilemma was infuriatingly hinted at by the work of Milton H. Erickson, a psychiatrist, a doctor who revolutionized hypnosis and created the field of indirect hypnosis. He would just talk to people, telling them stories and be very conversational and just create these amazing changes with people. He was, and still is, a real hero of mine.

I had all the pieces lying in front of me. I knew what I wanted to do, I knew the people I wanted to work with and I kind of had an idea of how to work with them. I knew I couldn't do it with regular hypnosis because it just wouldn't be accepted, but I wanted to use hypnosis. I knew that Milton Erickson's work somehow had the key to everything that I was trying to achieve.

The problem now was that no one could show me how to use his work in a usable format. Things like the handshake induction and stuff like that just didn't cut the mustard. Even with storytelling and so on, a lot of people told you to tell hypnotic stories or they might even say, tell isomorphic stories, but that's about the sum of it. That's as far as they'd go. Sometimes some real bright spark would go out there and he'd give you a story to memorize so you could tell it in the same way again.

Now if you know anything about Ericksonian hypnosis, then you know that memorization and just regurgitating someone else's story is about as far removed from that whole process as possible. That's the kind of dilemma I had, because no one was there to teach me how to do this, I decided to teach myself. In other words, I took the principles and I started teasing out the little bits from Ericksonian hypnosis that were truly conversation.

I went out and I spent a fortune – I spent over \$120,000 just flying around the world, meeting the best hypnotists I could get my hands on, watching them in action, going to their seminars and paying for one-on-ones. I paid up to \$5,000 just to be able to spend a day or two with a hypnotist one-on-one and pick their brain.

Bit by bit I started teasing out a little principle here, a little something there, a little nuance there, a little bit of language here and started piecing it together. Eventually, I managed to get to the point where I had a thriving practice. I was working with Fortune 500 companies, and I mean the real big shots in the field, and I was charging, depending on conversion rates, around about \$7,000 a day to actually work with these people and get all the results I was going for.

So that's kind of the background to conversational hypnosis came from. That's what I wanted to teach people. In fact, the irony is I started teaching conversational hypnosis before I met Cliff and we started this whole process. The way that came about was because I'd typically have a coaching contract

CONVERSATIONAL HYPNOSIS REVEALED

with an organization, where they'd sign me up for six months for coaching individual. That would be my usual minimum.

During that time, we'd get a huge amount of stuff done, and invariably at the end of those six months, they would turn around and say things like, wow, I've just been through this crazy rollercoaster ride with you. How do you do that? I want to be able to do that with my teams. I want to be able to do it with my customers.

You can imagine there were times when they weren't really willing or able to change, and I had to kind of trick them into getting to the place they wanted to be anyway. They wanted to be able to do that with their customers in terms of sales, and with their own teams in terms of lifting their performance and so on.

So I started putting together the conversational hypnosis program initially just as a one-to-one mentoring thing I would do with these guys because they'd been through actually experiencing it. They knew it from the inside out. Eventually, I met Cliff, and he and I, sat down and decided that I wanted to get this knowledge out to the whole world.

First, I love hypnosis. It's a real passion of mine. I think it's the most amazing gift. I have received so many good things from this field, but when I look around and see the standard that's out there, there is no reason for, shall we say, some of the poor operators that are out there. I'm not saying that everyone is poor.

There are some amazing people out there, but given what we know about hypnosis right now, there's no reason why people should flounder. There's no reason why people should be stuck or why people should do bad hypnosis. The knowledge is out there. I wanted to get it out there that's really how we started the ball rolling, which is let's get conversational hypnosis down, let's roll it out and let's have people learn it.

It's my sincere wish that we'll create a world in which bad hypnosis simply can't exist, that either bad hypnotists go out of business because they're just no good, or – and this is my preference – they'll learn solid techniques and solid principles and turn themselves from bad hypnotists into real hypnosis masters. The transition is not a difficult one to make. It actually is a very easy one to make.

Host: So, when you went out to your clients – I can see that you can't just walk up to a CEO and say, please close your eyes and go into a trance or do a formal induction with them. That's not appropriate in that case.

Igor: No.

CONVERSATIONAL HYPNOSIS REVEALED

Host: So, you had to find a way to get the results to help them make the changes that they wanted to make or that they were hiring you to make, but do it in a way that was acceptable to them. I can just imagine a lot of situations in life where that would be valuable.

Igor: Oh, for sure. If you think about it in terms of just the idea of influencing other people, that's really what most of life is about. That's where most of our problems come from, isn't it? If we're in business, we need customers and clients to be influenced to follow our lead. If we're in leadership positions, which of course these people were, we need to inspire people to enthusiastically take up our cause, rather than just grudgingly do the minimum.

There's a whole field of people who just want to be respected, command the respect from people around them. That in itself is a valuable thing to have in life as part of your self-esteem. Then there are the negotiators. I know negotiators who are paid six or seven figure sums to go out there and do amazing negotiations and get amazing deals for their institutions and so on.

Even in the corporate environment, let's say you need a negotiator or a salesperson. It doesn't matter, the corporate environment itself requires you to play shall we say, office politics. In other words, you have to get your ideas accepted, and you've got to get the right people to realize that your ideas are amazing and to run with them because then they become a successful project, and then your career prospects start blossoming.

You need to get people to say yes around you all the time, whether you're a teacher or parent and want to get your teens to obey you, do their homework or behave themselves. Whether you're a busy executive with a million demands on your time, or even if you're in a personal relationship and you want to enhance the quality of your relationships.

Suddenly, relationships fall to pieces or rather people drift apart just because the fire goes out. What the hell does it mean that the fire goes out? It just means that people have stopped doing things that make their interaction rich and rewarding.

These are all examples of where conversational hypnosis adds a huge amount of value to people's lives and, of course, in the field where it was developed, which is the corporate coaching field, I can attest to the fact that we had tremendous results, and people really made powerful changes after having "a simple chat."

Host: I think for a lot of people, hearing this is going to be a bit of a shift in their thinking about what hypnosis is. Most people are exposed to hypnosis either through the stage hypnotists or other popular media, but what you're

CONVERSATIONAL HYPNOSIS REVEALED

describing is a way of taking hypnosis and letting everyday people engage and use it as a tool for all those things you mentioned – enhancing relationships, negotiating careers. I think that's a major shift in what hypnosis is and does for all of us.

Igor: Well, I certainly hope so. Our company is called Street Hypnosis for a reason. I want to take hypnosis out of the two traditional domains. On the one side you have entertainment. That's people on the stage. That's a fantastic setting. It's got a lot of value. I know that some hypnotherapists don't like the idea of stage hypnosis. I used to be one of those.

I now disagree because I know for a fact that hypnotherapy cannot exist in a country without stage hypnosis. I've been around the world, and those countries that don't have stage hypnotists do not have hypnotherapists. It's as simple as that. They are the marketing arm of hypnosis.

On the other side you have hypnotherapy, and they have a tremendously wonderful role to play. They take people's pain away. They make people transform. They let people live the lives they were meant to lead, rather than the limitations that have been imposed on them. That's a great thing, but it struck me early on in my career that the bulk of the time for everyday people, we don't spend our time doing stage performances or watching a stage performance, and we don't spend our time in therapy or doing therapy.

The bulk of people live their normal everyday lives. Seeing that hypnosis is so powerful, why should we not take those skills and apply them in everyday life so that your friends become friendly, your colleagues become more inspired, your team just starts achieving great things? Or even with random strangers on the street that you just have a chat with whilst waiting for a bus or a plane?

One of my students recently told me this. He was walking to the lounge, waiting for an airplane, and he sat down next to a woman and noticed just randomly that this woman was shaking with nerves. So he starts having a chat with her and he finds out this girl has a fear of flying. She's drugged up to the maximum. She's taking all these pills, drinking alcohol and doing anything she can do to distract herself.

His heart goes out to this poor woman because that's no way to go about living your life, is it? So he sits down and has a chat and this girl gets fascinated. As it happens, they end up sitting close to each other on the airplane. There are few spare seats – I can't remember who switches with whom – but they end up sitting next to each other, and he carries on having a chat.

CONVERSATIONAL HYPNOSIS REVEALED

Before the captain's announcement comes that tells everyone to buckle up and get ready for the ride and all the rest of it, this woman is totally calm. She's looking at him and says, I don't know what just happened, but I feel great. He was simply telling a couple stories and asking a couple questions – a bit confusional type questions and so on,– basically, using some of the more fundamental principles of conversational hypnosis, and he's totally transformed this woman from a physical and emotional wreck into this happy, charming person who now gets to live her life out without fear.

That, to me, is what hypnosis should be. It's a birth right, if you like, for human beings. It's part of how we function anyway, so why specialize it and just keep it in these tiny little domains? Let's put it into the whole of our lives, make it rich, make it successful and make it happy, and everybody wins this way.

Host: Igor, I love that example because what that does is it helps me picture how I can use this in my life. When I heard conversational hypnosis or street hypnosis, I really wasn't sure how I would use it or was it for me, but that example helped me get a sense of how I could use this.

- ◆ **Do you have any other specific examples of how everyday people that we can relate to are using your conversational hypnosis in their lives?**

I think it would be valuable for us to hear that.

Igor: I have tons of examples. Our students are constantly emailing us, or when they come to a live seminar they come up to us and they'll tell me all the things that they've been doing with this stuff.

There's one example. A lot of people are using this with their family just to ease their relationships. I know one particular person, in fact, who's totally transformed all his family relationships. From having this family that's constantly feuding, they've become this charming, loving family they were always meant to be. All that happened was one person changed enough so that the rest of the family just couldn't run the same blame dynamic and so on, and the family feud is buried and gone.

There's another guy whose sister was going through a really tough time. I'm not quite sure what it was. He really didn't tell me the details, but I had the sense it was something along the lines of either depression or alcoholism, some very intense thing. He really wanted to help her so he ended up telling her just one story. It was actually one of the stories on the Conversational Hypnosis course as a demonstration of covert hypnosis in action.

CONVERSATIONAL HYPNOSIS REVEALED

He takes the principles of that and makes it his own. He doesn't memorize it; he makes it his own. He adds elements into that story that fit his sister's situation, tells this to her and it totally charmed me. She turns around and says to him a day or two later, you know, something strange happened. Ever since we talked the other week, I have this real sense of hope in my life again.

That in itself, at that point I'm thinking, this is exactly what I was hoping for conversational hypnosis to be about.

To take a completely different approach to this now, we have another student who has saved probably hundreds, if not thousands, of lives using conversational hypnosis. He's a firearms instructor. He teaches the military, particular special operational forces. He teaches the police forces from around the USA, and he teaches them in a day or two to shoot better than people who have been shooting for decades.

I've actually had the good fortune of taking his program just recently, and from never having held a gun in my hand, he had me shooting a business card at 45 feet.

The method he uses is ingenious, and all of it is based on conversational hypnosis. He's actually had police officers and family members calling him and telling him about their stories of how the training that he's created has saved the lives of fellow officers or of someone's family and so on.

Then they go on to describe these horrendous scenarios where the only reason that came through was because the unconscious mind pulled that person through at a time when they needed to, at a time when everyone else was panicking, missing and messing things up. That person's unconscious mind was prepared and defended the person, and they came out having survived a tough situation.

So, whether you're an educator as this person is, a persuader in the same sense as a salesperson, or you're just a decent human being making your way through life and coming across other people that are suffering in tough situations where you know that they don't need to suffer. Well, it just fits all those contexts, doesn't it?

Host: It certainly does and it's amazing. When you talk about a gift, I mean to be able to have that ability in your life to help those people you care about and to help yourself; where else do we get that? It's not like in society we're constantly being presented with trainings or situations where we can really develop those skills.

CONVERSATIONAL HYPNOSIS REVEALED

You've taken something that's very specialized, and to some people may be a bit off in left field, and you've turned it into a tool – or it's almost like a power we can create for ourselves.

Let me ask you this.

- ◆ **Is it difficult to learn this?**
- ◆ **It seems kind of intimidating to develop these skills, what's your experience been with that?**

Igor: That's a very good question, especially when people see the course. The course is large. There's a 600 plus page manual. There are 16 CDs with over 18 hours of content and some cheat sheets to help you go along and so on. So when you first look at it people go, oh my God, this is so much, I'll never be able to do all this and so on.

What I want people to realize is this. Conversational hypnosis is very, very easy to do. It has to be; otherwise, you could never do it conversationally. Does that make sense? Think about it this way. You've had chats with friends before, haven't you?

Host: Sure.

Igor: How often do you sit down ahead of time and plan your conversations, your maneuvers, the stories you'll tell, the topics you'll be talking about and addressing and so on? Do you have your list there and you lay it out and say, today's agenda for conversation is you'll say this and I'll talk about that, and we'll have this joke over here? You don't do that.

What you have are experiences. Those experiences are formatted inside your unconscious mind in such a way that when you meet your friends or colleagues, the conversations spontaneously arise and develop. So, any system of covert influence, conversational influence has to be at least as easy as having a chat with a friend.

Otherwise, you start becoming – and I've seen this so many times with people who try to do covert hypnosis. NLP unfortunately, is a little bit to blame for this one. There are a lot of people running out with covert anchoring techniques and covert language patterns, but really what they're doing is just being weird.

They're sitting there and going okay, now thinking of things that *you*, like *me* (point- point- point) are doing *here*. It's like robotic. You can see them switching from regular conversational mode into I'm Mr. Psycho Influence Man mode, and that destroys the whole covert context. I've literally seen this happen. In fact, I'll put my hand up. This has happened to me.

CONVERSATIONAL HYPNOSIS REVEALED

When I was developing conversational hypnosis, I spent probably about a period of a year or a year and a half or so where I was just that social retard, the weirdo that came into parties and situations and was just strange. Sorry, it's true.

I had no frame of reference in terms of how to use hypnosis outside of hypnotic contexts, and it really wasn't easy making the shift. But you see, one of the things I learned in that period was in order to do conversational hypnosis, you have to do it conversationally. In order to do it conversationally, it has to be easy. Now this does not mean that it's not sophisticated because it is very sophisticated.

If you look at the cheat sheets – part of the program has these little sheets that have quick study guides, if you like, that refer back to all the little techniques and tools you have at your disposal, and they get built up into more elaborate diagrams.

The diagram starts out very simple so you understand what's going on, and by the end of the process you have this very elaborate diagram with lots of things happening at the same time, and it can look like you're getting overloaded. Here's the key thing on how to make this easy for yourself.

All those skills – there may be some 120 skills. I don't know I'm just pulling that off the top of my head. I didn't actually count them, but maybe I should some time. Let's say there are 120 skills and principles involved in conversational hypnosis on a routine basis. You're not going to be doing those 120 things at the same time. You'll just totally blow yourself out, you'll overload. It's impossible to do this.

The key to mastering conversational hypnosis is to only go as quickly as it remains easy. We'll start people off with a very simple skill. It might be something as simple as just observe a certain pattern of behavior in people, and that's it.

You'll do this, you'll go to your coffee shops, you'll sit on buses, you'll go to public areas, you'll be in the office or you'll watch your family and you'll notice interactions and go, oh yeah, he's right. These things are happening. Now your mind is switched on. Now your unconscious mind is going, okay, something's going on here.

Then we add another layer. There's more happening. There's more going on in my world than I realized. This is very important because at this point, you're opening the doorway up to allow trance to emerge. You see, people think that conversational hypnosis is you're doing something artificial to get an artificial state and, hence, some people don't even believe that hypnosis exists.

CONVERSATIONAL HYPNOSIS REVEALED

I would go the other way. My experience – and I've got a lot of experience doing this now – tells me that people are constantly popping into trances. So the easiest skill in the world – and this is something that you can take away right now – is if you start looking for people's natural hypnotic trances to occur as you're talking to them, as they're just sitting there, then you'll recognize it when it's happening.

When you recognize when it's happening, you get to hijack it, its one of the techniques we show you in the course how to do. If you're hijacking something that's already there, well, it's easy because you don't have to induce it, and if you don't have to induce it, how can you ever be caught?

Host: That's interesting.

Can you give me an example of that?

Igor: Sure.

Everyone's had this experience. Maybe it's in the office and you're just staring off blank into space, and then someone turns around and says hey, what are you thinking? You shrug your shoulder and you quite genuinely say nothing or I don't know. But think about it. You've just spent like five minutes staring blankly into space, and you have no idea what you were thinking? You have no idea what you were doing? What's going on at that point?

What's going on, of course, is at that point you've dropped into a mini trance. Typically, what will happen is your unconscious mind will be processing some information that's been going through your head for a while, and this is your down time to allow it to assimilate. So we need trances in order to be able to cope with life.

Now if you spot someone in that situation there, it's a very simple thing to start insinuating certain ideas. Let's say you're blankly staring at a screen and you might end up adjoining that trance with something as simple as saying, as you continue staring at that screen, I don't want you to listen too carefully right now. Just remember that when the time comes, that report that you're doing for me is going to be at the top of your list.

Then they'll actually go, uh-huh, and then you just carry on. Of course, they're still thinking about whatever it is they were thinking about, or rather they'll still be spacing out in that pleasurable way that trance ends up doing for us, but you've just got your project prioritized inside their mind. It's happened in the background because you've attached it to the trance that already exists.

CONVERSATIONAL HYPNOSIS REVEALED

Now, if they were to pop out of that trance and go, what are you saying, then you'll need some other maneuvers to be able to make sure that they don't overanalyze what you're doing and so on and so forth. Does that make sense? So you always needs variable so you'll be able to handle different situations.

Just like in a conversation, you need to have variable ways of approaching situations because you know the same conversation can turn into delicate subjects, to fun subjects, to safe subjects, to boring subjects and you have to distract away from boring subjects to get something fun again. You have to deal with those delicate subjects delicately in order to take care of people emotionally.

So in the same way that you have those instincts already, what we're doing with conversational hypnosis is we're going to start harnessing the instincts we already have, rather than trying to develop instincts that don't exist yet. Does that make sense?

Host: Yes, it does. I know instinctively that I can't talk the same way to everyone I meet. I have to talk differently to my kids, differently to my grandparents. I don't have to think about that, I just understand these people require a different approach, and you're saying we just tap into those instincts when we're using these methods.

Igor: Exactly.

Think of these instincts that you have as a little army of gargoyles or creatures of some sort. You're going to build up around each one of these things that are already there, that already know how to function perfectly within their environment— your child conversation environment, your adult conversation environment, your business conversation environment and so on.

What we're going to do is we're going to train that particular animal to be exceptionally good at its task. Now, as it happens, there will be similar things that all of them will be able to use in terms of, to use a military metaphor, whether you have a Special Forces soldier or a sailor or an air force pilot or just a regular tank soldier or something like that, all of them can use certain things.

For example, the ability to shoot, the ability to make decisions under pressure, the physical fitness, emotional integrity so that they don't fall to pieces under pressure and so on.

CONVERSATIONAL HYPNOSIS REVEALED

All of them can use the principles and the same kind of training, and then they specialize in their own way. The same is true of your instincts. They're specialized already, so you don't have to do the specialization process. You just have to prepare them to give them more fire power, if you like. To give them more things to do within the context they're already in.

That's what makes it easy because you're not learning anything new as such. You're taking something you can already do, and you're refining it.

Host: That makes a lot of sense to me. So, in this program, you've taken and broken those processes down step-by-step, so that if I want to just learn something new this week, I can go and there's a specific process or a specific new skill I can acquire by going through the program.

◆ Is that accurate?

Igor: Yes. In fact, I would say we've gone a step further than this. You see the problem with conversational hypnosis – and again, this is basing it back on my own experiences when I was first teaching myself or creating this stuff and when I first started teaching executives this thing.

I remember these were very smart people, real high flyers and they were making the most schoolboy errors in the same way that I had done. I was going, how are they doing this?

Then I suddenly realized that one of the big problems around conversational hypnosis is if you learn it as hypnosis in a regular sort of sense – I'm not suggesting that learning regular hypnosis is not a good thing. I think it's a very, very good thing. It's a good foundation, but if all you do is take regular hypnosis and try to adapt it and then you start coming off weirdly.

Why? Because conversational hypnosis requires you to fit it into conversation, which means you don't start it the same way. A regular hypnotist will say, would you like to experience a trance right now? You say yes and he says great, close your eyes and go into a trance. Or look at me and sleep. Or look at that spot over there. Or whatever the induction is he's doing. A covert hypnotist cannot do these things.

Host: Give me an example of one of those schoolboy errors that you would see when people would try to incorporate that.

◆ How did you address that?

Igor: Sure. One of the greatest errors is your tonality. People shift modes when they're about to get hypnotic. They'll go, and *noooww*, as you consider all the possibilities, *imagining*... Do you see how my voice is just going weird?

CONVERSATIONAL HYPNOSIS REVEALED

There's nothing wrong with your voice becoming more dramatic, but if you're going to have the more dramatic voice, then your voice should be more dramatic in regular conversations anyway, and this is the key to fixing it.

The key is to have small little pieces that you can bring into a normal conversation so naturally that the blip on the radar screen – in other words, the weirdness that happens every time you do something artificial and it's always going to happen – is so small that most people will ignore it. Soon enough that blip eradicates – in other words, it washes away – and then you'll have another skill you overlay on top of that until that blip has eradicated and it becomes natural.

I'll give you an example of what I mean. Let's work with the idea of power words. Power words are a way of introducing hypnotic language into everyday conversations. A simple power word is the word because. The word because has many different functions, the simplest function of which is to allow two concepts to attach together, to flow seamlessly from one idea to another because that's how the mind functions.

Now, notice that I just did it there because that's how the mind functions. So now you take this idea of a power word – and anyone who's listening to this, feel free to take this. You have a free little mini hypnosis session in action right now. Take the word because and find as many different ways of fitting it into your everyday conversations, purposely fitting into lots of conversations, but so seamlessly that people don't really notice.

Because when people are noticing what you're doing, you'll actually get away with a lot more stuff that you're doing. Now when you can do this naturally, because it's natural, it will actually have a greater impact. And because you're having a great impact, of course, your ability to use conversational hypnosis starts blossoming.

Of course, you noticed I used that three or four times in those last few sentences there.

Host: Yes, I have a big smile on my face because I observed that process. Yes. So in that example, I heard you say several times because, and each time it sounded like what you were doing was building positive things for me. You were saying because you're learning this, then it means you'll do something else, which is something I want.

Igor: Exactly.

What we're doing now is I'm actually activating several principles at the same time. The lowest level of principle is just the pure language. It's the power word itself the, because.

CONVERSATIONAL HYPNOSIS REVEALED

Next, we have this idea that because actually has a psychological implication. The technical phrase for it is *cause effect*. It creates associations inside the mind between one thing and another thing. There's a nice piece of influence work that's been researched.

I'll give you an example of this one. There is a Law of Influence that says that if you justify something, even if the justification is totally random, people are more likely to be persuaded by it. Here's an example – and they actually did this in a University.

They had people cuing up for making photocopies at a University photocopy machine. If you've ever been at a University, you'll know that these things are like gold dust. People are cuing up for ages to get to them.

Host: For those American listeners, cuing up means lining up.

Igor: Of course, lining up. So they had these people cuing or lining up, depending on which part of the Atlantic Ocean they're at, and the researcher goes to the back of the cue and starts saying to people in front of him, do you mind if I jump ahead of you, skip ahead of you to make some copies? That's it, nothing else.

He got a certain amount of responses. A certain amount of people said, sure go ahead. That was low, maybe in the 20s or 30s. I forget the actual percentage. Then they did the same thing again. This time the researcher would actually try to justify his request, but with a circular justification. In other words, he's not actually adding any genuine value to it. He'd say something like, do you mind if I jump to the head of the cue because I need to make some copies now.

He's not actually added anything extra, has he? Of course, he needs to make copies. That's why he's there. The simple fact that you are justifying yourself, even though it had no real content in the justification, skyrocketed the amount of people that actually let him skip ahead. I'm not sure if it was double or triple, I can't remember what the rate was, but it skyrocketed.

So just that simple word because already starts influencing people around you, the more you start using because, the more influential you'll become because people start believing what you're saying is much more important than it necessarily is, or at least how they might have perceived it otherwise. Does that make sense?

Host: Sure it does.

CONVERSATIONAL HYPNOSIS REVEALED

Igor: Do you see how we have power words, and we have a whole ton of them? The course has – I can't remember how many of them, but I think there must be at least 50 or 60 in an Appendix. It shows you how to use these as well.

Each and every single one of them has this level of detail behind it in terms of its power, and yet you don't need to think about all the psychology that's built into that simple word. You just have to be able to use it because when you're using it, it automatically triggers the conditions you want to be more influential. I'd rather you be able to do the stuff than know all the science behind it.

Does that make sense?

Host: Sure.

Igor: Don't get me wrong. I explain as much of the science as is useful, without necessarily overloading people, because sometimes it's important to realize why you're doing certain things and other times it's not. Other times it's much more important to just be able to do them.

Now we have a ton of principles that have been packed into a single word, and now we start doing exercises with a single word, bringing that word into regular conversations in different ways. Suddenly, all those principles start unfolding because they're already waiting to be unfolded.

Host: So I can just take, for example, a power word and just go into conversations with it and start noticing the reactions people have and how it's affecting them and how they're even using it now. So you're just bringing me some extra awareness to my conversations in my daily life.

That's how I would start this program, by having this awareness, like from now on, I'm going to be hyper aware of the word *because* and how it's being used with me and how I can use it with other people because of this brief conversation we've just had.

Igor: Exactly, and we'll take it a step further than that. If you then challenge yourself to use that word more often, then your mind starts changing. You actually start creating different connections inside the brain because your mind starts looking for reasons to be able to say because. You can't just say I want ice cream because ice cream is there.

It's going to sound weird, and that goes back to what we talked about at the beginning, you know the whole weirdness phenomenon. It happens. By the way, if it happens from time to time, don't worry about it too much. It's just part of the learning process.

CONVERSATIONAL HYPNOSIS REVEALED

Host: Okay.

Igor: However, if your mind is now looking for excuses to use, because not only are you being more sensitized to when other people are using it very powerfully and incidentally, but some of the most powerful language patterns I've ever come across have been given to me by accident.

They've come by other people who were just saying something not even realizing the sheer genius of what it was. Sometimes they even misspoke or I misunderstood them and I went no, don't correct yourself. The original version was so much better than that.

So you're more sensitive. You start building up richness because your mind's looking for it, and your brain is physically changing because it's looking for reasons to put in words like because, as a result, of which you're doing other things now. Frame control, for example. That's one of the other topics in the Conversational Hypnosis course. Frame control happens automatically now.

Why? Because you have to find reasons to be able to justify your because. That's called frame control. You've got to control the conversation properly to allow these things to come in. Now frame control at a very, very small level, just to be able to add the word because is so minute that it becomes natural within minutes, sometimes hours for others, but that's just a small piece of the puzzle.

Then you add other power words and you add other principles. Then you start putting the principles back into the power words, and you're using the power words to activate a principle, rather than to learn the power words themselves, and bit by bit the puzzle starts coming together. It starts unfolding. It starts becoming this detailed, rich map of hypnotic phenomenon.

All at the same time, every single CD has all of these exercises at the end of them telling you to do these exercises in a regular conversation, and they get more elaborate as we continue through the program, of course. The reason for that is so it's in a regular conversation where you want to use it and where all this richness starts unfolding spontaneously.

Host:

- ◆ **So, if I had the program and I plugged in the first CD, at the end of that CD, you're going to give me something I can do right away to start experiencing this in my life?**

Igor: You had better believe it because I want you to succeed with this. People will judge me and my program according to you and what you do. If you're telling people this is an amazing program, but your life still sucks, no one's listening

CONVERSATIONAL HYPNOSIS REVEALED

to you and you're not getting any results, then my program sucks and I don't want that.

I'm way too arrogant for that, I'll put it that way. So my arrogance dictates that you must succeed, and I have worked really hard to make that happen. Now different people learn in different ways and the speed of learning I'm not concerned by. Some people need to take it slowly and steadily. Some people rush all the way through and just get a rough picture and then come back again and get more details and go back in different layers. That's all good.

What I'm concerned about, though, is that you have a roadmap that makes you successful. From the very get-go, this is not a theoretical approach to influence. This is a practical approach. If you do the exercises as they were designed – in other words, as I explained on the various CDs in the course – you will become more influential.

As long as you do the exercises– this is the important thing we talked about before – you allow your intuitions, your instincts that are already there to interact with the exercise so it comes out as a socially-coherent piece of communication, rather than a socially-retarded one.

Host: Okay. So something that might come up for people listening to this is this idea that I've got to really try to learn this stuff, like we've all been taught in school to study hard, we always have to squeeze our brows together trying to force the information in.

- ◆ **So, what I hear is that it's the process of listening to the information having that little step of trust it's going to be there for you when you need it?**

Igor: Absolutely. In fact, if there's one way that you want to guarantee that you will mess this whole thing up, it's by trying to do it the same way you did things in school. That's the hard way, it's difficult, it's very conscious-mind oriented and it's bound to failure. I know because that's how I did it at first and it wasn't until I stopped doing it that way that I started figuring out the way that it actually can work really well.

If you want to know how to master conversational hypnosis, I'll tell you right now. It's very simple. The essence is – and you can have two approaches. One approach is to listen to the CDs in order and then do the exercises and not move onto the next CD until you've done the exercises on the first CD, and then the second CD and so on to your satisfaction.

The other way to do this is to listen to the whole program at once, which actually kind of primes your mind – gets it ready, understands all the concepts and so on – then you go back to the beginning and now you meticulously go

CONVERSATIONAL HYPNOSIS REVEALED

through it. In fact, the firearms training would listen to all of the course and all the master classes on top of that as well, and he would take a whole notebook and fill it with notes on how to use the stuff that he's hearing right now, which gets his intellect engaged, which is great.

But then the important part is this. He dropped all of that, and all he would do is play with the exercises. Let me reemphasize that word. Play with the exercises. Play requires a certain kind of attitude. It requires you to actually do the exercise strictly by the book and then try to break the exercises – go one way to an extreme, and then the other way to an extreme, and just having fun with it and messing with it.

Somewhere in that experimentation process, you will connect what you already know – your intuitions – with what the exercise is designed to do for you. Suddenly, the whole thing comes together as a richer, stronger whole. Your instincts have just become that much more powerful, that much more influential.

Then, of course, you go onto another exercise and you do the same thing. You play with it and bit by bit, exercise by exercise, you build up this tremendous knowledge. As you're doing this, of course, your influence starts accelerating from the very beginning.

I've had students tell me, that within days of actually listening to the course they're just doing a basic exercise and don't even mean to "influence" someone. But because they're so focused on the exercise – and this is the beauty of it, by the way – they're so focused on doing the exercise and having fun with it that they forget themselves.

Meanwhile, of course, the unconscious mind is expressing all these ideas and because of the interaction they happen to be in there's always something we want from other people. It's just part of human nature – they find themselves accidentally being so much more influential.

In fact, it's the times that they try least to influence others, that they end up getting their way all the time. The times that they try to do something to influence others, which technically means they're doing all the old things, they're actually becoming less influential than when they're not even bothering to try.

These exercises become, if you like, a vehicle. They're like opening a room up to say, unconscious mind, comes in here and show me what you've got. You want the unconscious mind to express itself because that's where the power of conversational hypnosis comes from. Its conversational then, so your job is to create a context in which the unconscious mind can use the skills you're developing to influence others.

CONVERSATIONAL HYPNOSIS REVEALED

Your job is not to influence others. Your job is merely to create the situation, the context in which your unconscious mind will do this because it has the bigger picture, it has all the bigger skills and it can use them in a natural intuitive fashion. Does that kind of make sense?

Host: So, you're saying that what will happen to me almost naturally just by going through the programs and being aware of this, that context will just naturally start being created. It's not something I have to really work at consciously. It's just a result of going through these processes.

Igor: Exactly. You can't help but become more influential, provided – and this is the key thing – you're doing the exercises in regular conversations. If you're not doing the exercises, if you're just doing thought experiments, reading and going yeah, maybe one day I'll start doing this.

Or, if you find yourself in conversations going, maybe I should use a couple of power words here like the because and so on, but I don't know, I won't do it today, then there's nothing I can do, I'm afraid. There's no vehicle for your unconscious mind to express itself for the intuitions to be sharpened into this persuasion powerhouse.

If you do the exercises and you do them progressively, and if you don't rush the exercises – getting to the end of the course is not the purpose of the course. Getting to the end of the course is just a way of getting you more rich and varied experiences. The purpose of the course is to get your unconscious mind sharpened and intuitive about this whole idea of persuasion, and each exercise does that.

It holds the unconscious to task on a specific set of principles and things start emerging around the edges from that then it's that edge that we're interested in. It's rarely the actual exercise itself. It's what happens at the edge of the exercise.

So really, I say to people, do the exercises and have fun with them. If you have difficulty with one, sometimes you can just skip it and move ahead and not worry about it too much. Other times it's important to go back to it and really drill it so that it becomes natural. Why? Because it tells you where your unconscious mind needs a little bit of help to get it going does that kind of make sense?

Host: It does.

What I'm getting from this is that just by starting, by taking the step of using any of the stuff you're talking about – any power words, any of the principles – just engaging in a conversation with it even one time and just noticing things, I can just see how that would be very exciting to start seeing that process

CONVERSATIONAL HYPNOSIS REVEALED

happen. It's not going to be a hardship to start playing with this stuff or practicing it. You're going to start seeing results, and you're going to naturally want to go deeper and further with it.

Igor: Exactly. I'll give you another example. Do you want to have another quick technique that you can take from the course? It's very simple, though not necessarily easy to do, and possibly one of the most powerful forces of influence without your having to do anything, and I mean this literally.

Host: Okay.

Igor: The less you do the more influential it becomes. Would you be interested in this?

Host: Absolutely!

Igor: I'll warn you though, this is going to make you much more influential than you normally are, and you have to be able to treat people with a great deal of respect when you do this; otherwise, you're going to create dire situations. It's a very, very powerful thing, although it may not sound like it.

It's called the 'hypnotic gaze'. There's a whole induction process built up around this, but for the moment, we're just going to use the simple idea of the hypnotic gaze. I don't know if you know this, but people respond to eye sight very powerfully. We've got a whole part of the brain designed purely to process eye sight. Primates have this as well – monkeys and other primates.

So, if you go to the jungle, you have all these monkeys running around, you get a piece of paper or a board and draw two circles on it with two dots inside the circles, like a very crude representation of eyes wherever those eyes are pointing. In those words, where they're looking, if they look up or down and so on – eventually you'll see all the monkeys looking over at this board and they'll look in the same direction. It's just part of how we respond.

You may notice that sometimes you get the heebie-jeebies because someone's looking at you for too long, right something very important. In the Western World, eye contact is only maintained on two occasions at a more intense situation. One is during conflict; the other one is during love. So when you have two people who are in love, they'll sit there gazing into each other's eyes adoringly. When you have two people in conflict, they'll stare into each other's eyes aggressively.

Why? Because in both situations, you're actually creating very deep relationships. When people are in conflict, believe it or not, there's a very, very personal relationship going on, just the same as when people are in love. In hypnosis, we want to make use of that very personal relationship because

CONVERSATIONAL HYPNOSIS REVEALED

it kind of bypasses a whole bunch of circuitry in the brain and allows you to go to simpler elements of the brain – the more emotional, the more intuitive elements, and for our purposes, here the more unconscious elements – which is what we work with as hypnotists.

So that's the basic idea. Here's the exercise. Now it's a very simple exercise, but it may not necessarily be easy. From now on, for the next week – just do this for a week just to try it out as an exercise – every conversation that you have, to the extent that you can do this bar none – every conversation that you have, I want you to lock eye contact.

Smile and be friendly. It's very important you do this; otherwise, people might think you're being aggressive, but once you start talking to someone, do not look away from them under any circumstances. It's not as easy as it sounds.

Host: I believe it.

Igor: Do not look away from them. By the way, half the time you won't realize it and you'll look away. Typically, we fix that during the mentoring program. There are usually, one or two people at least, that think that they're making eye contact, whereas they're constantly breaking it unconsciously without realizing it.

If you do this alone, then what you'll start noticing is people will start getting increasingly, shall we say, nervous. You'll start seeing certain mannerisms, defense mechanisms start coming up. People will blink more often, they'll probably start stuttering more often, they might ask you why you're staring or they might start backing off.

Now this is the key thing. It's got to be friendly eye contact. You're smiling, so your face still has a regular sort of expression like you normally do, but your eye contact is locked on them. Even if they look away, you keep tracking their eyes wherever they're going.

You'll find eventually with most people, they'll get to a point that I call the hypnotic surrender. They'll just kind of give up. At that point, the critical factor is offline. They'll tend to agree with most things you say. Conversation becomes easier and they'll become very much more intimate, so be very careful about this because hypnosis is anything but a casual relationship. Your conversations will start getting very, very intimate very, very quickly if you do this.

Now I know a gentleman who does this and one other thing in negotiations, and he actually has other people negotiating for him. In other words, if he's negotiating with you, he'll do this plus one more thing, and it has the impact that you will end up offering him a better deal each time.

CONVERSATIONAL HYPNOSIS REVEALED

Do you want to know what the other thing is? It's actually very simple. It's not easy, but it's very simple. This other thing is silence. Let's imagine you're in a conversation in a negotiation. Make me an offer.

Host: So Igor, I'd like to pay you \$10,000 to work with us and our team for two months.

Igor: Did you feel that?

Host: Yes.

Igor: And I'm not even making eye contact. Eye contact makes that 10 times stronger. It just ups the emotional intensity, and you feel your emotions starting. It wasn't very long. How long was that? Two seconds? Three seconds?

Host: Yes, very short.

Igor: Can you feel your emotions starting to go a bit stir crazy. Like, what's going on?

Host: Instantly. As soon as there was no response, my brain had to engage and figure out what was happening.

Igor: Right. Now if we maintain, if we drag out that silence – and I'm not being hostile. This is very important because otherwise you engage a different set of circuitry, and you don't want to go down that road. I'm being very friendly but very silent, and I'm not committing to any position. I'm making eye contact.

Typically, what will happen – this is not 100% of the time but maybe 50% of the time, maybe 60% of the time, it's hard to give it an actual number – you will then start offering me a better deal spontaneously because what's happening is you're internally getting put under pressure. You want to relieve the pressure. You're thinking what's going on? Maybe I didn't give him a good enough deal. Let me make it better so that the pressure stops.

Host: I can feel that process just starting to happen. I was just observing it, and that's exactly what was going on.

Igor: Do you see how this is very simple stuff, isn't it?

Host: It is.

Igor: How long did it take to share that? That took two minutes or three minutes to talk about this.

CONVERSATIONAL HYPNOSIS REVEALED

Host: Yes.

Igor: We have over 18 hours of insights like that in the Conversational Hypnosis course. So you can see how, even if all you do is take away a few little pieces from that – I mean let's face it. In this interview alone, you've got a whole bunch of things that will make you more influential.

Host: Absolutely.

Igor: Do not discard those things that look simple. It's in using them systematically – that's where the power comes from. You see, you know this principle now, but if you never use it or you use it once in a blue moon, then it's no good. You do not become a hypnotist at that point. You're not a conversational hypnotist.

If however, you do the exercises – and remember we talked about this before. The exercises are designed to hone your intuitions so that you do this stuff instinctively.

Host: Yes.

Igor: Then let's say you just do that one simple exercise. You do the hypnotic gaze and nothing else. Don't do the silence. Don't do the power words. Don't even say anything extra. All you do is the hypnotic gaze and you challenge yourself – I'm going to do this with every single conversation for the next week, maybe month even – you will be collecting a wealth of data around how people respond differently with this.

Then suddenly, your unconscious mind goes, wow, all these things started happening. What do I do with it? Then the power words come in because you realize, hey, what if I'd said some power words at that point? Maybe it would have shifted him in this direction.

So now you're collecting all this extra data, your unconscious mind is putting this puzzle together at the unconscious level and suddenly, your ability to influence people goes through the roof. Then, all you're thinking you're doing is you're just having a chat and you're just keeping a few things tweaked in place – your purpose, your hypnotic gaze and a little bit of language.

Pretty much that's all you're thinking of in terms of consciousness, but all these other things are already in place to make you super persuasive. That's what I want for people.

Host: I see. So when I have this program, I can experiment with the hypnotic gaze, and when I'm ready for the next step I can go in there, and you're going to show me how to connect that and add to it and make me even more

CONVERSATIONAL HYPNOSIS REVEALED

influential by building the bridges between the concepts that are in the program.

Igor: That is exactly right. There are 12 CDs, plus four bonuses. CD 12, the final CD in the program, gives you an exact blueprint of how to do that. It says, start with this simple skill right now – it's the power words. Now add another layer around this. Now add another layer around that. When you can do all those things without thinking about it, come back and we'll go to Step 2.

Then you go to Step 2. Now take this skill that you did three weeks ago, and add that skill that you did two weeks ago. When you can do those two together, come back and we'll go to Step 3.

Then in Step 3, you'll put down Step 1 and Step 2 together and then add another step on top of that. Step by step, all the things that you've been using individually get woven together into this tapestry that's so rich. Even if they try to resist you, they'll accidentally end up doing what you want anyway because the things that they're resisting are the least important things anyway.

Host: I'm feeling already how there's a sense of power and control that I would have over my life when I have that confidence and that knowledge. You have knowledge that other people don't have. You're walking into a situation more prepared than anyone else you're dealing with.

Igor: Well, that is exactly my hope. I think people deserve to walk through the world with their heads held high, with a real sense of power and authority. I don't think power is a bad thing. It's not power over others. You're not trying to force people to do things; you're just a powerful person, and there's a big difference between the two.

People who don't feel powerful, try to force others. It's a coping mechanism. They try to prove to themselves that they're powerful, when they really think that they're not. People who are genuinely powerful, they exude that power, it's that hypnotic personal magnetism people talk about, those are people who are so comfortable with power that they never have to force anyone to do anything – people just want to do that, they get seduced by that.

That's what I want for people because for starters, we'll have a much happier world, and more importantly, for you as an individual, you will be much happier. You will be more successful. You will lead this much richer life and, as a result, everyone will gain from this. I really believe that there is this win-win scenario that's possible when people are genuinely powerful, rather than trying to be forceful.

CONVERSATIONAL HYPNOSIS REVEALED

Host: Absolutely. You're going to spend less time being anxious, concerned or afraid and more time just getting on with the things you want in life.

Igor: Exactly, and you're going to spend less time plotting and intriguing and trying to force someone to do your bidding in some way. What you end up doing then is you're exuding your influence in such a way that the context just shifts. So the things that you want become the things that they want, and you both end up winning. That's the key thing. It's a whole attitude change that happens.

Host: Well, that brings up an interesting point for me here. In a few minutes, I want people who are listening to know the details about your program but first, I have a couple questions and I think many people listening may have these objections or these questions. First, the word covert, when I hear that, there's a little bit of a negative edge to it, or I could conceive it that way. I know that's now how you're intending it.

◆ **Could you please help me understand you're meaning of covert and how that relates to this program?**

Igor: Sure. Let's talk in terms of hypnosis.

We have a couple of different poles that we can inhabit. We have covert hypnosis and overt hypnosis; we have direct hypnosis and indirect hypnosis, and they're not all the same things.

Direct hypnosis is where you tell someone what to do. Do this, do that; do the other. With indirect hypnosis you're, shall we say, implying. You're going around the houses a little bit to soften the blow. Very few people like to be told what to do, but there are certain circumstances when they want to be told what to do, and you have to recognize the difference. There are times when direct hypnosis is more appropriate, and there are times when indirect hypnosis will get you much better results.

Now when you look at the idea of covert and overt hypnosis, the same is true. Overt hypnosis is when you're doing something hypnotic and everyone knows that you're doing something hypnotic. In covert hypnosis, you're doing something hypnotic but no one else knows that it's actually happening. It happens all the time, by the way.

→ Covert hypnosis happens when two lovers meet and tell each other what an amazing person they are.

→ Covert hypnosis happens when a politician stands up and has this mass rally where everyone just walks away totally enthused, but

CONVERSATIONAL HYPNOSIS REVEALED

honestly, they don't really know very much about what he's saying. They just think he's a great guy.

- Covert hypnosis happens when you have a mentor or a teacher giving someone a good old coaching pep talk, and the other person leaves really motivated with a sense of hope for their future.

The fact that it's covert is not necessarily a bad thing. It just means that we're not overtly doing anything hypnotic. Why do we do this? Well, for the same essential reason as we do indirect hypnosis. Overt and direct hypnosis tend to, shall we say, call attention to the conscious mind. The conscious mind has a part of it that's active, which is the biggest enemy of persuasion, of reason actually, and of hypnotists. It's called the critical factor.

This critical factor is a part of the thinking that analyzes stuff for the sole purpose of what information should I reject? The way it decides what to reject is by looking inside the person at what's already there. If it's something like that, it can come in. If it's something at odds with it, it will be rejected.

Now let's say your friend has been taking a mild poison for the last year, and you've realized its poison and you tell him, hey, stop taking that. It's poison. Now he might well reject that because he's saying, no, it's a health tonic. So at that point, your ability to influence him has been shut down, even though you happen to be right. This is one of the key problems in influencing.

People think that being right is enough to influence others, and it's not. Being right is rarely the best way to influence people. The way to influence people is to talk to the part of their mind that needs to be influenced, which is usually the unconscious mind, and that's where covert hypnosis comes in.

Covert hypnosis creates the context of a situation in which the person can accept your idea. Of course, assuming the idea is going to be a good one – in other words, one that's positive for them – then your relationship will be cemented by that act of influence.

If you abuse the relationship – this is what people think about. They think about covert hypnosis as being a negative manipulation, instead of a positive manipulation. By manipulation, by the way, I mean the classic use of it, not the popular version of it. The classic term manipulation means to alter something with intent, with purpose, as opposed to what it's become known for in modern times, which is to take advantage of someone else.

If you use covert hypnosis to take advantage of someone else, you may well get away with it the first time or the second time, but eventually what's going to happen is their unconscious mind, and their conscious mind actually,

CONVERSATIONAL HYPNOSIS REVEALED

figures out that you are no good for them, and you totally burn the relationship.

There's a great example of this in a TV magician-hypnotist called Derren Brown who you may have heard of. There's a great example where he's using some distraction methods, a con trick to get someone to give him their wallet. He just gets someone and he ends up creating a little bit of confusion.

He does some very nice frame control, some nice principles are being used, and he ends up giving a very direct suggestion saying, can I have your wallet please. The guy actually reaches out and gives him their wallet and he walks off.

Of course, the camera then follows this guy who's just given away his wallet, and within seconds, literally seconds, the guy suddenly gets this frown on his face going, what just happened? He looks livid, and he races after Derren to give him a piece of his mind and probably a piece of his knuckles as well.

That's typically what happens when you abuse your position as an influencer. If you're doing this purely for personal gain at any cost, well then what you're doing is you're burning your relationships. Honestly, that's a stupid way to go about life. Why? Because all the investment you've put into developing a conversational hypnosis context is totally destroyed at that point. You will find it almost impossible to influence that person again in the future.

If, on the other hand, you're looking for a win-win scenario, something that you want is created in such a way that the other person can gain from it as well or at the very least, is untroubled by it, shall we say. Then the relationship only gets cemented each time because being influenced by you is equated with a good thing. Over time, your ability to influence that person only escalates.

Covert hypnosis has nothing to do with abusing people. It has everything to do with creating a relationship that will last the test of time. So the longer you go, the more reliable your influence becomes, and that happens because the other person knows both consciously and unconsciously through their experiences that what's happening ends up making their life better too.

There are almost no situations I've ever come across where you cannot influence someone else for their well-being and yours, at the same time, which includes sales, teaching or relationships, the whole works.

Host: Right. I'm glad you went through that because I didn't want anyone listening to this to get any sense that this is about manipulation or getting people to obey you in a way that's bad for them. You're really talking about whole host

CONVERSATIONAL HYPNOSIS REVEALED

of beneficial skills and skills that will help them get more of what they want in all areas of their life, and that's what I wanted people to leave this with.

Now the word hypnosis itself, people have some strange ideas about what is hypnosis? There are a lot of myths about hypnosis.

- ◆ **Would you mind just spending a few minutes just helping us understand what hypnosis is and what it isn't?**

Igor: Sure. I'd be delighted to. The big myths around hypnosis are really misunderstandings caused by things like stage hypnosis and so on. I'm not ragging on stage hypnotists. I think it's a very useful thing to be out there. As I said to you before, those countries that have no stage hypnotists don't have hypnotherapy either. It just doesn't exist.

Stage hypnotists are our biggest marketing tool for hypnotherapy that exists because it inspires people and makes them think, wow, look at these cool things that are possible. Maybe they'd be able to help me with my problem too.

Host: Sure.

Igor: The only downside of stage hypnosis, because it's focused so much on entertainment, rather than education, sometimes get left with curious ideas.

For example, there's this notion that people are asleep is not helped very much by the actual word hypnosis, which is named after the Greek god of sleep. Even the term hypnosis, the proper term was actually neurohypnology, which is a sleep of the nervous system, which was one of the theories expounded back in the 19th Century of what hypnosis was.

People used to think that the nervous system goes into a of coma kind of sleep, which makes the person able to heal. Initially, hypnosis was more about physiological healing, then it became psychological healing and now it's evolved to psychological influence, as well as the other two.

Even the person who coin the phrase hypnosis, James Braid, he himself turned around shortly after he published his book that coined that term, and he tried to change the word to monoideism, which is nowhere near as exciting as hypnosis, which is why it never took. Monoideism gives you a much better insight into what hypnosis is. Hypnosis is not sleep. Hypnosis is the focus on a single thought or idea to the point where it becomes real for that person.

So, there's always some level of active awareness going on whether, that's conscious or unconscious awareness, that's another story. Most people when they're in hypnosis will hear everything that you've said and they may even

CONVERSATIONAL HYPNOSIS REVEALED

remember most of what's been said during a hypnosis session. Now, because they think they've been asleep, this is actually a wonderful loophole to exploit as a covert hypnotist. Any ideas why? You can say no. It's okay. No is a valid response.

Host: In this case, actually I don't. I'm not sure where you're going with that. I'm curious.

Igor: It's very simple.

1. One of the banes of hypnotherapy is that someone will go into hypnotherapy and then come back and say oh, I heard everything you said. I wasn't asleep so I can't have been in hypnosis.

Now as a covert hypnotist, that's great because you can put people into profound deep trances and they'll come back and have no idea you've hypnotised them because they never fell to sleep.

Host: Perfect. For our purposes, that's an advantage.

Igor: It's a huge advantage. Now is hypnosis sleep? No. It has nothing to do with sleep. People will hear everything you say. There are times you can create a special kind of trance in which the conscious mind totally disappears; however, these are specialist trances, which you don't really need. As a conversational hypnotist, you'll very rarely take those trances as well. So the whole idea of sleep, you may as well forget it.

2. The second myth is that people forget everything that happens to them while they're hypnotised.

This is a corollary of sleep because you know when we go to sleep, we wake up and we tend to forget our dreams. We know we've dreamt, we may have a vague inkling of something about that dream, but the more we get into the everyday world, the more that dream fades until it's gone.

Host: Right.

Igor: So we expect the same thing to happen in hypnosis because if hypnosis is sleep, surely people's minds disappear and so they have no idea what's happened. Again, that's not the case.

It is true that you can have spontaneous amnesia, which is the technical term for forgetting things when people are in hypnosis. It is absolutely true that can happen. It's also true that when you suggest amnesia, it's more likely to happen as well.

CONVERSATIONAL HYPNOSIS REVEALED

In other words, you can cause people to forget things. However, the vast majority of people will remember most of what was said inside a hypnotic session, unless you either suggest amnesia to them, directly or indirectly, or you structure an amnesic experience.

What I mean by that is you create a certain structure, for example, a nested loop, which we cover in the Conversational Hypnosis course, which itself has a particular structure that tends to cause amnesia just by the way that the mind processes the information.

Host: I see.

Igor: So, if you want people to forget things, you can put it in the middle of a vehicle that will tend to cause amnesia, either because of the way you're presenting it or because you're putting indirect suggestions in for forgetting. That can be very useful if you want people to, for example, not interfere consciously with some stuff you've been doing with them and so on.

Host: I see.

Igor: For the most part, unless you do one of those two things, people will remember everything that's happened.

Host: One of the big fears that people have is that they're going to be out of control that they're going to do whatever the hypnotist talks about. I think that's one of the biggest ones.

Igor: That's the third myth and this is a huge one.

3. They think that in hypnosis you're handing over control to the hypnotist and that's not quite true.

What you're handing over is responsibility, and there's a big difference between the two. They look very similar, but they're not the same thing.

Host: Okay, give me an example.

Igor: When you hand responsibility over to someone – this is something that I just covered recently, in fact, in a little street hypnosis video I was doing for people, teaching them street hypnosis.

Let's imagine just on a purely physiological level that you are leaning on me. All right? If were to step away, you'll fall down. You have just given me responsibility for your balance because I'm in control of that balance now. Does that put me in control of you, of your body?

CONVERSATIONAL HYPNOSIS REVEALED

Host: No.

Igor: Not really because you can take back responsibility, take back control at any point. So during the duration that you give me responsibility for your balance, I have control of your balance, but I can lose that control at any point if I should abuse it by, for example, threatening to step away or even doing it once, and then the second time you're not going to be trusting me the same way.

Does that make sense?

Host: I see. Yes, because true control is when you can't get control back.

Igor: Exactly.

Host: If someone's in control me, for example if I was in a prison cell, I have no ability to get out. So I'm out of control, but you're saying that you're just handing over...

Igor: Responsibility. Exactly! So you're handing over responsibility for the duration of the trance so that things can be fixed that you can't fix yourself, or in terms of a conversational trance, you are, shall we say, seducing responsibility from them. You're indirectly getting them to hand it over, rather than directly getting them to hand it over.

There is another reason why people think that they might lose control to the hypnotist, and this is something that stage hypnotists exploit, and this is something that goes right down to the fundamental nature of problems.

If you think of your consciousness, you have conscious mind and unconscious mind. Those are the two dynamics that we like to play with as hypnotists it's a metaphor it's not real. But, it's real enough that we can do our work as hypnotists when we think of it in those terms.

Occasionally, what will happen is the unconscious mind will latch onto an idea or a principle with such intensity that it refuses to let the conscious mind do anything contrary to it. For example, one very important rule for the unconscious mind is to preserve the body, unless there's a bigger reason to not preserve the body – for example, amorality issue or something. We cover those things in the course – it won't allow you to damage yourself.

If I asked you to take a knife and to place the flat part of the knife across your hand and draw it across the back of your arm with a bit of pressure, you can do that quite happily right? No problem. If I asked you the same activity, but with the sharp end of the knife, put pressure and draw it across your hand – in other words, to damage your hand – can you do that?

CONVERSATIONAL HYPNOSIS REVEALED

Host: No.

Igor: No. Your unconscious mind will not let you do that because it's designed to stop you from harming yourself. Actually it's to preserve your body. So when what we've created now is a conscious-unconscious conflict. Your conscious mind wants something and your unconscious mind wants something different. The unconscious mind will always win during those conflict situations.

Now unless you give the unconscious mind a bigger reason to cut yourself – for example, cutting yourself will save someone's life, and that person is very important to you, like your children. Let's say your child is trapped somewhere and you're going to pull your child out, but in the process of doing so your hand is going to get cut straight. Are you even going to think about it? Are you even going to hesitate?

Host: No.

Igor: No, because your child's life is at stake. It's worth swapping your arm or your hand for your son's life.

Host: Absolutely.

Igor: So now we've got this idea of a hint as to how we can influence the unconscious mind. We've got to find some psychological leverage to change things. This is going more towards influence in hypnotherapy and stuff like that as well.

Coming back to the control issue though, what we sometimes can do is give the unconscious mind a process, a reason to hold onto something with such intensity that the conscious mind can't interfere with it. Classically, it's things like try to bend your arm and notice that you fail. People go oh, my God, he's got control over the guy's arm. He doesn't.

The unconscious mind has control over the arm, and it's only lent the control to the hypnotist for the duration that they've given responsibility over to the other person. Does that make sense?

The moment the focus goes, the responsibility goes. The moment the responsibility goes, the unconscious mind no longer plays ball. When the unconscious mind no longer plays ball, that hand will bend just as it did before, unless of course you create a post-hypnotic suggestion.

At that point, you've got to give the unconscious mind a damned good reason for holding onto your suggestion with more intensity than their conscious mind can. So if the conscious mind tries to interfere, it won't be able to. That goes into more hypnotherapy and stuff like that, but that's the control issue. It's not

CONVERSATIONAL HYPNOSIS REVEALED

that you're in control. You're not at the mercy of the hypnotist. You're at the mercy of your own unconscious mind, and you're always at the mercy of it. Really, mercy is the wrong word to use for this. Really, what it would be is to say you're actually in the care of your unconscious mind.

You drive a car, right?

Host: Yes.

Igor: Have you ever narrowly avoided an accident, like maybe the car in front of you starts swerving or there's a crash and without thinking about it, you find yourself switching lanes, overtaking and getting past the obstacle or even stepping on the brakes and stopping the car just in the nick of time. Have you ever done something like that?

Host: Sure.

Igor: Let me ask you this. Were you thinking at any point during that process or did your thinking begin long after it was all over and you were safe again?

Host: Just like you described. It all happened, and then you look back on it and go, wow, that was close, but all the actions took place without my conscious thought.

Igor: Exactly. That's an example of this loss of control issue. What's really going on is the unconscious mind's going, whoa, hold on a second, buddy. This is very serious now. I'm going to get you out of the way so you can't interfere with what's going on because we need to act quickly here. This is important.

Host: I see. So your unconscious shoves your conscious out of the way for a minute to take control of the wheel, so to speak.

Igor: Exactly. Now because hypnosis talks directly to the unconscious mind, there's an illusion of control going on. It might seem like the hypnotist is in control, but it's not it's always a deep part of you that's in control and the hypnotist has to persuade that deeper part of you that some course of action is going to be better for you, which is really what hypnosis and influence are all about.

This takes us right back to our original point. If you try to abuse people, you might get away with it once or twice. After that, your entry road is shut off. Your access pass has been cancelled. You're denied entry. Your control is gone because you never had the control. The unconscious mind always had it – it just happened to be listening to you.

Host: Okay, that makes total sense.

CONVERSATIONAL HYPNOSIS REVEALED

Igor:

4. The fourth myth that people have – and it's related to the idea of control – is that they might reveal their deepest, darkest secrets to you.

Host: That's true.

Igor: This is another myth. This goes right back to the control myth again. Your secrets are your secrets. Your unconscious mind is as much a part of you as your finger is or any other part of you is, and it's not going to betray you. If it's going to betray you, it's going to have a reason to betray you and hypnosis or no hypnosis is going to happen anyway.

You know when you say the wrong thing to someone sometime, or you let out a secret that you weren't meant to say, and you go, oh my God I said it. You felt guilty and then you were kind of glad it came out anyway. That's an example of your unconscious mind forcing you to reveal a secret, even though consciously you don't really want to do it.

That's something that your unconscious mind does. It has nothing to do with the hypnotist. As a rule, you're less likely to reveal a secret under hypnosis than in a regular conversation.

Host:

◆ Why is that?

Igor: Well, your unconscious mind is the storehouse for your memories. It decides what gets revealed to people or not. Let's put it this way. Everyone has this. You've got some skeletons in your closet. I have skeletons in my closet. There are things about me that I really don't want anyone to ever find out about.

Host: Sure.

Igor: Now if you would do me the courtesy of just thinking of one of those things that you don't want me to know about. Just consider one of those things. Now when you just think about telling me about it, what happens to you?

Host: I get kind of locked down.

Igor: You lock down, right? That locking down is your unconscious mind saying, no way buddy I'm not letting you do this. It has nothing to do with your conscious mind. It's an emotional response. It's a defense mechanism inside your unconscious to keep that secret safe, or rather to keep you safe from other people's reactions should they ever know that secret. That's really what's going on.

CONVERSATIONAL HYPNOSIS REVEALED

Now, think of it this way. If just the fact that you're trying to tell me this secret locks you down already – your unconscious mind refuses – if it's the one that's in control of the secret after all, why the hell would it tell me the secret while you're in hypnosis if it's the one that's keeping it from me in the first place?

Host: I see, so in hypnosis, my unconscious mind is actually in the forefront. It has even more control than my conscious mind.

Igor: Exactly. You're putting it in the driver's seat. You're creating the same context that happens when you're driving the car and narrowly avoiding the accident was you just had a moment ago when it stopped you from giving away that secret.

We're just creating the same context only in a more positive sense, either to release you from fears and anxieties of the past, to empower you for the future, to overcome problems and difficulties, to become more creative or to get excited or motivated about something and so on.

Does that make sense?

Host: Yes, it does.

Igor:

5. The fifth myth is that only gullible or stupid people can be hypnotised.

This is a fantastic one to blow out. As a rule, there's a direct correlation between levels of intelligence and levels of hypnotise ability, and it makes sense. You see, your ability to learn is based on the unconscious mind. Your unconscious mind is a storehouse of your wisdom, your learning and your memory and so on. If you're going to learn something, your unconscious mind has to accept it; otherwise, you'll never be able to do it.

Do you remember the first time you were in the driver's seat of a car and tried to actually drive the machine?

Host: Oh, sure. Yes.

Igor: How easy was that?

Host: It was tough. I had lots to think about.

Igor: Exactly. You were totally overloaded. Yet, you drive a car now, don't you?

Host: Sure.

CONVERSATIONAL HYPNOSIS REVEALED

Igor: You don't even think about half the stuff anymore, do you?

Host: No.

Igor: That's because your unconscious mind has assimilated a skill. It's taking care of it for you. So your ability to learn and your ability to explore new ideas are based on your unconscious mind's willingness to go there. Close-minded people have either an overactive critical factor or an unconscious mind that simply is not interested in that field and you have to get the unconscious mind interested in the field in the first place.

Therefore, our intelligence – in other words, our ability to solve problems, acquire more information, learn new things and so – is predicated on our ability to influence the unconscious mind to accept information. That's what hypnosis does.

Taking it another step further, we're constantly going through mini trances. Sometimes when we're asleep, we're processing information from the day that's gone by. During the day, we'll have periodic times when we just need a mental break. A mental break is your unconscious mind saying, okay, enough information for a while, buddy. I need to file all this stuff. So it goes into a mini trance. We talked about how to hijack one of those trances a moment ago, didn't we?

Host: Yes.

Igor: So, if we need trance in order to learn, and learning and memory and solving problems are all aspects of intelligence, then really it requires in intelligence to be hypnotised.

Host: I see.

Igor: Now I can tell you as a hypnotist that the hardest people to hypnotise are people who have a mental retardation, like a problem with their brain so they can't process information properly and small children who are incapable of actually understanding you in the first place or whose attention span might not be in the right place.

It has nothing to do with stupidity or gullibility. In fact, the person that is gullible is usually the worst hypnotic subject and the reason for it is, is because as soon as your hypnotic influence is over and someone else says something different, that new idea will replace your idea and it's gone. There's no longevity at all.

CONVERSATIONAL HYPNOSIS REVEALED

Host: I see. So, if you're trying to help them overcome a problem, they may overcome it during your session, but they'll just accept the next suggestion that comes along.

Igor: Exactly. Or, it's not even a suggestion it's just the next idea. Someone says, oh that can't work and he goes, all right, it didn't work. So our ability to be hypnotised has a direct relationship with your level of intelligence. If you're smart, you can go into trance more easily.

Now it is true that occasionally people who are "very intellectual" – and by that I mean actually people who have a very overactive critical factor. I don't mean true intellectuals because they can be very, very intellectual and still respond powerfully to hypnosis.

People who are very critical, who reject information habitually, it's a defense mechanism – those people are harder to hypnotise, not because they're smarter or have more willpower than anyone else, but because they have a defense mechanism inside their mind, the critical factor, that's overactive. These people will typically suffer a lot because they can't even influence their own problems and resolve them.

Does that make sense?

Host: I see.

Igor: Incidentally, covert hypnosis is great for specifically those kinds of people because one of the main reasons for using conversational hypnosis, which is one of the reasons Milton Erickson used it, is to get around that defense mechanism so that you're letting your ideas in through a back gate that isn't being guarded.

Host: So it's not even an issue. It doesn't matter how intellectual or how critical the people you're dealing with are. They're not even aware that this is happening.

Igor: Exactly. Now I want to say a couple of things. Intellectual and critical are two different things. Those are two different mental processes, shall we say. I like very intellectual people because I know that their minds are very dense. In other words, they rich associations of experiences, and I can use that as a hypnotist to create amazing mind-blowing effects.

I don't want to work so much with people who are highly critical. Those are harder to work with because I have to get very, very subtle to make sure that my ideas come in around the backhouse because they're constantly on high alert for fighting off new information.

CONVERSATIONAL HYPNOSIS REVEALED

Those people really make me work for my living, whereas the very intellectual people I really have to do very little bits of the work. I just give them a very high level suggestion, and they end up working everything else out for me.

Host: Great. Thank you for clearing that up.

Igor:

6. The final myth that people tend to come in with is this idea of can people get stuck in trance.

It's related to the idea of sleep. I'll fall asleep, but it's an artificial sleep, it's like a coma, and I'll stay in a coma forever. If the hypnotist puts me in there and doesn't bring me back then I'm screwed for life. Well, no.

Remember, you're going in and out of trances naturally every single day. If you didn't do that, you literally would go mad. There's a condition, in which people physiologically cannot fall asleep, it's a very rare condition and very tough because these people die within.

I'm not sure if its weeks or months and they suffer a lot in the process because if you can't go to sleep, the unconscious mind does not have the time to process the information properly to keep your sanity. Trance is part of that process. You're going in and out of trances constantly.

Let's say I hypnotise you right now and then, for whatever reason – I don't know, the phone lines cut off, there's an international crisis and I never get to speak to you again. The very worst thing that will ever happen is you'll drift into a natural sleep, and after a couple of hours, you'll wake up feeling refreshed like you've had the best sleep ever and going, was I talking to someone? Never mind, let's get on with life.

Host: I see. Well, that's a relief.

Igor: Those are the six myths in a nutshell and the reasons that they are myths, rather than anything to do with reality.

Host: Well Igor, this has been amazing information you've shared with us.

- ◆ **Can you just quickly run down what's included in your product, Conversational Hypnosis and what people get?**

Igor: Sure. It's a home-study product, so it's 18 hours worth of audio seminar. It comes in the form of 16 CDs; 12 CDs are the main course and there are four bonus CDs.

CONVERSATIONAL HYPNOSIS REVEALED

Essentially, what happened was when I was recording the main course, there's always extra stuff I wanted people to know about to really push their skills to the maximum. It just didn't fit on the first 12 CDs, so I ended up running over and doing some more CDs with content there, but it's over 18 hours of packed information.

We're talking about lots of specific details and lots of exercises. Each of those 16 CDs after you take a topic, for example, the idea of hypnotic language, we'll go through exercises in the actual CD itself, principles and demonstrations and so on. At the end of each CD, you have exercises that are designed for you to do in regular everyday conversations to make you a conversational hypnotist from the moment that package reaches your doorstep.

On top of that we have a 631-page manual. The reason the manual is so big is so you have multi-channel learning. You can read along as you're listening. It's a new concept in terms of manuals. It's a transcript manual. In other words, it's the transcript of all those sessions, but it's been adjusted in a way to help your learning format.

There are headings and subheadings. It's been organized in a particular way to make it easier for you to look up information very quickly, just like a regular book, and for you to be able to follow along with stuff as well.

This is useful because, when I'm giving you some demonstrations of hypnotic language or hypnotic principles in action, and believe me I give you tons of them in this course. You'll be able to actually read the manual along with the demonstrations and track me word for word, phrase by phrase, to see exactly what I'm saying and why I'm saying it.

Later on in the course, if you want you can flip back through the manual and go, oh, I remember this thing. Now I know what he did that. I get this now. It's a very, very useful learning tool, and you can sometimes also – students of mine have done this as well – you can lift phrases that you like out of this and just take those phrases lock stock. I never recommend that people memorize a particular induction or something like that.

I hate scripts because scripts are never conversational. You can't script a conversation. I like people to have the skill so they can do this automatically.

We have the 16 CDs, over 18 hours worth of detailed content. There's no fluff in this at all. It's really principle after principle after technique after technique. The 631-page manual with everything you need to know about conversational hypnosis and then some.

CONVERSATIONAL HYPNOSIS REVEALED

We also have a very important element, cheat sheets. What we want to do is have a whole brain learning system. So we have the auditory channels where you're listening to stuff; we've got the physical channel where you're actually doing the exercise in conversations that includes your whole body, your musculature, your tonality and your throat.

All these things have to be engaged; we've got the digital system in terms of the written word that you can follow along with as well; and then we have what we call the cheat sheets. These cheat sheets are special visual learning aids designed for your right hemisphere. The manual is designed for your left hemisphere its words and written language. Your right hemisphere; however, works in terms of rhythms, in terms of pictures, holistically, patterns and that sort thing.

We want both sides of your mind to be working at the same time. So in terms of the demonstrations we give on the audios, a lot of them will have elements in them designed for your unconscious, as well as for your right brain to give you a richer experience. These cheat sheets do the same thing on a more visual plane for you.

What they've done is they've taken all of the skills of conversational hypnosis, and they're being represented diagrammatically so that you start with a simple skill – let's say the hypnotic language – and you add another skill on top of that and another layer and another layer.

As these layers get added, the picture becomes more sophisticated and more complex, only ever adding layer with each transformation of that picture. So as you go through the cheat sheets, you can actually watch your own progression as a conversational hypnotist, presented to you in a visual holistic sense. When you get to the final cheat sheet, it actually has all the skills of conversational hypnosis in one big diagram.

The first time you look at this it will blow your mind. I mean you'll look and you'll go, what the hell is all this? What's all this stuff coming out of this? Of course it does because it's all new to you, but of course the whole content of the course takes you step by step through every element. Each of the cheat sheets builds up that picture step by step so that it's in a non-threatening manner.

By the time you've gone through the course and you've followed each of the diagrams one at a one, you'll get to that final holistic big picture, and you'll go, oh that's easy. I know exactly what he's talking about. Yes, this makes sense to me. So that becomes like a visual representation of the entire course. If you do nothing but take that little thing around with you and look at it, you'll go, I can do so much stuff and it's all on this little piece of paper right here.

CONVERSATIONAL HYPNOSIS REVEALED

That's what's included in the course. Of course, I really believe in this course. I think it's one of the best hypnosis courses out there. It's the best, hands down, the best conversational hypnosis or covert hypnosis course in existence. It's the reason I think it's number one in the industry and has been for the last, God knows how many years now. I'm surprised that no one's tried to emulate it or tried to trump it, but I guess they haven't, and I really believe in this. I want people to really get the most value out of this.

Now I don't think people should pay for my mistakes or my failures. If you have this course and you try it out and you give it a good go for say a month or two, and it's not working for you, why should you pay for it? I think it's very reasonable that you should say, hey, this course has failed me. I want my money back. So we give people a full 60-day money-back guarantee.

In other words, if you take this course – and all I ask is that for the next 60 days you try it out. You listen to it, you do the exercises and so on, and if for whatever reason I fail you and I can't help you to become a competent conversational hypnotist with the real prospects of becoming a masterful conversational hypnotist in time, then I want you to send the course back, and I will give you your money back. You have 60 days to try it out and do that. You can't really be fairer than that, can you?

Host: No, that's as fair as you can make it. Igor, this has been fascinating. I really appreciate your sharing some of the specific techniques. I mean you've given us things I can actually take right now and use and that's very generous.

I think anyone listening to this has a really good picture of what they're getting with this program, and the unique background that you brought to this – I mean it was your experiences in the corporate world and hypnosis that came together to create this. That's not available anywhere else.

I'll make sure anyone listening to this has the information they need to look up your program, and I really appreciate the time you spent with me today.

Igor: Thank you very much. It's been a real pleasure. Hopefully, it comes across that I love hypnosis, and I wish for the whole world to know how to do this because I only think it's a good thing if it happens.

Host: I agree. All right, Igor, all the best to you.

Igor: Thanks very much, and until the next time.