

# Covert Hypnotic Persuasion in One Hour or Less



**Powerful NLP Hypnotic Language Patterns to bend people  
to your will**

## Preface

Congratulations on getting hold of the Covert Hypnotic Persuasion in One Hour or Less. Held in this eBook are some very powerful tools that allow you to take any conversation, turn it to where you want it to go and then get your subject discussing what you want.

By the end of these few pages you will know everything you need to take people covertly into your persuasive trance. Within an hour, if you follow through with the exercises and ideas you will be doing this naturally in many different circumstances. If you practice diligently for ten minutes a day you will be doing this instinctively, confidently and automatically.

Sat at your computer reading this book you may not completely believe that it is possible to learn these skills in less than an hour. Belief is not an issue; it is only about trying out these ideas and then becoming fluent. Within an hour you will know this works enough to try it. Within a week of doing ten minute drills you will be fluent.

Take the super pattern detailed in this book and you will be taking people directly into your hypnotic persuasion trance. Take this the right way this is not a manual of trance inductions. For persuasion the issue is not about deep trance but just redirecting the focus of a conversation to where you want it to go. That is what this super pattern is designed to do.

Contained in this eBook are some of the most powerful covert hypnotic tools on the internet and therefore I need to put some protections and legal notices in place.

## Promises

Whilst the material in this eBook is very powerful I will not make any promises about the results you will get. These are up to you and are entirely dependent on what you do with the material. Take the next couple of hours to go through the material, try the exercises and you will start getting fabulous results. Take the next week to practice ten minutes every day and you will be incredibly persuasive.

## Values, Ethics & Manipulation

You are responsible for your results. I am not the NLP Thought Police and nor will I allow myself to be set up for this. What you do with this material is for you to decide. I will urge you to have good intent, leave people in a better place than you found them in and always work towards win/win situations. I don't say this through any altruistic, tree hugging or saintly attitude. It simply makes sense. If you con, trick and force people against their will you will be caught out eventually. As a result you will lose credibility, trust and friendship.

Being honest, direct and open in your dealings with people gives you a huge amount of personal power. You will gain more business, more friends and a reputation that attracts people to you. And even better - they will want to do the things you want them to and give their effort freely because you are open about how they also benefit. Trust me, I've tried it both ways and the second works so much better, is more long lasting and makes me feel good to boot.

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# Covert Hypnotic Persuasion in One Hour or Less

## Introduction

Welcome to Master Covert Hypnotic Persuasion in One Hour or Less. In this eBook you will find three concepts which when linked will allow you to take any conversation to where you want it to go. Not only that but also you will take the person you are speaking with directly towards a persuasive trance that is in your control.

Does this work always work? If it only worked half the time how much more persuasive would you be? The truth is that you cannot control the mind of another, so if they really don't want to travel the road with you then they won't whatever tools you use.

But even if only 50% of your situations are improved by using these tools then I am sure you are already seeing the benefits. And trust me, these tools work a lot better than 50% of the time.

Whilst this eBook is meant to be a short snappy introduction to the use of covert NLP hypnotic language patterns the tools are extremely powerful. You may already be realizing that I am using the patterns on you as you read. You would want me to walk my talk wouldn't you?

Using the patterns with you right now serves three purposes. Firstly I am using them because they work. Secondly I want you to see how easy they are to fit into normal real world situations. And thirdly...well you will start to understand the third reason properly when we discuss anticipation frames and open loops.

## How to Use this eBook

In the first instance just skim through the whole eBook. It is designed to be read in less than an hour. For most people this will be enough to understand the whole picture.

Once you have this big picture go to the section at the end and do all the exercises. Many of them only take a few minutes to do to get the picture. The only criteria for these exercises are that you understand how the pattern works and are comfortable doing them with a “live” audience. Each section of the super pattern has value on its own, but it really becomes powerful when you combine the whole pattern.

For most people an hour is all you need to become comfortable with the super pattern and start using it. Spend ten minutes every day using the pattern in a normal conversation and you will be amazed at the results by the end of the week.

When you have a few spare moments feel free to go back through this eBook and spot how many times I use the concepts and patterns throughout. This helps because you are seeing how easily and covertly some of these patterns fit into normal language.

So without further ado let’s start with what conversational hypnosis is and how you might use it to get what you want.

## Can I use Hypnosis to be more Persuasive?

### **If you could conversationally take people into a hypnotic trance what would you do with that skill?**

Would you like to have the ability to conversationally get people to access resourceful, happy and motivated emotional states? How about having the ability to blow out limiting and unhelpful beliefs through a quick conversation over coffee? If it were possible how would you feel about being able to attach good feelings to you, your products or services whilst simultaneously attaching bad feelings to your competitors?

All of these things are possible with some basic conversational hypnosis techniques.

### **But what is conversational hypnosis?**

Before we can start developing the skills it might make sense to define what we mean by a hypnotic trance, how they occur and what we can do with them.

Since I use hypnosis as a persuasion tool I am going to suggest we use a flexible idea of what a trance is. Just for this eBook let us say that hypnosis is about altering a person's state of consciousness. Let's just look at a simple example. For a few moments think about a pleasant memory from your childhood.

Are you back yet?

Good, you have just been in a mild hypnotic trance. You went from your reading trance into a pleasant memory trance and now back to a reading or even a thoughtful trance. And guess what? I induced that in you by asking you to do the exercise.

There is another important point in the exercise. I have no control, I can't force you to do it and in fact you may not have done the exercise at all. As a conversational hypnotist I don't have the ability to make you do my trance I can

only suggest and hope you come along. Later we will look at ways of upping the chances of people following you into your trance.

The other point worth making is that obviously there are more subtle ways of inducing different trance states than just simply asking someone to do it. But often the simplest approach is the most powerful.

### **If trance is just about getting people to imagine things how is that useful?**

Here are a few ways that conversational hypnotists use their skills. As you are sat at your computer reading this list just think through how many of these might be useful for you:

- *Getting your dream date to imagine feeling real good waking up next to you tomorrow morning.*
- *Getting a prospect to imagine how good they will feel after gaining the benefits of your product or service.*
- *Taking someone that is feeling unmotivated or unresourceful and getting them to remember what it feels like to rise over a challenge and succeed.*
- *Taking someone who is being argumentative and closed minded and getting them to feel the benefits of thinking in a more flexible way.*
- *Letting your team see the benefits they will get when they implement the changes you are asking them to make*

I could go on but I suspect you have got the idea and you can imagine many different scenarios in your own life where you can already see the benefits of imagining things differently. If this is true then you already realise the benefits of learning how to use some of these powerful conversational hypnosis techniques.

## **So how can I take people into a hypnotic trance conversationally?**

There are lots of complex techniques like anticipation frames that install states like curiosity and embedded commands so you just have to find out about particular ideas, concepts and tools. But for the purpose of this eBook let's just concentrate on a simple but powerful idea.

If I were to ask you a question that you fully considered then you will have changed the direction of your thoughts from where they were going to where I was directing you. How would you feel if you could use that one simple idea as a gateway to not only taking people into a trance but also in the direction you want them to go?

If this is useful to you here is the structure of that question:

“What would it be like if you (x)?”

Where (x) is the thing you want them to do, feeling you want them to experience or idea you want them to access. Here is an example:

*“What would it be like if you were easily talking people into a persuasive trance using this questioning technique?”*

I guess you might be thinking this takes some practice. You may be surprised to notice that it becomes very natural very quickly. What would it be like when you suddenly realise that you are doing this naturally? Can you imagine yourself using this simple but powerful technique to be more persuasive? If you can then a quick way to practice might be to read this section again and just notice how many different ways I have used the same technique with you.

## Getting Agreement

In the last section we discussed conversational hypnosis and you discovered the power of a well placed question. We will come back to that when we look at our super pattern. In this section we will look at gaining agreement.

Obviously you already know the power of agreement. When you agree with people there is more rapport, people are more responsive to what you have to say and to go with you. So the trick here is to gain agreement with your subject before you move them onto your agenda. This is surprisingly easy to do.

### The 10% Rule

Here is a simple way of gaining agreement with anyone. Say the words “I agree” to them. But what if you don’t agree with them? In any statement that a person makes you can find at least 10% of it that you can agree...Even if the only thing you are agreeing is that that they said the statement. Here is an example:

“I think the colour pink is too bright and should be banned from public use.”

“I agree you think that and...”

### Joining Thoughts

Now that you are gaining agreement the next thing you want to do is join on the thought that you want. Again this is surprisingly easy to do. Add to the end of your agreement the word “and” and then add in your thought.

Obviously your thought will work better if it were close to the previous comment but it really does not have to be. Let’s look at the example we started above:

“I think the colour pink is too bright and should be banned from public use.”

“I agree you think that and would add anyone that thinks like that should be stripped naked, painted bright pink and displayed in public for 48 hours.”

You might notice I am being a little extreme to prove the point, but any statement can be used because you have started with agreement, and you have done it without having to compromise your integrity.

### **Major Disaster Warning**

Remember to use the word “and”. Neither “but” or “however” works. Don’t believe me yet? Try out these different versions of the pattern and see which works best in your mind.

“I agree you want a pay rise but the company can’t afford it”

“I agree you want a pay rise and the company can’t afford it”

How about this parenting example:

“I know you want to play however your homework isn’t finished”

“I know you want to play and your homework needs to be done first”

“But” and “However” ignore rather than acknowledge the beginning of the phrase and also sound accusatory. So only use “and” when learning this pattern.

How do you practice this part of the pattern? Simple just have conversations with people and agree with them. Just get used to saying

*“I agree (insert the bit you agree with) and...(insert the thing you want to move to)”*

In the next section we will look at the most powerful part of this super pattern. It properly redirects the flow of a conversation and sends it to where you want to go.

## The issue is getting them to discuss your agenda

Now you know that you can open people up by agreeing with them. You know that you can connect two differing comments together using “and”. You also know that you can redirect thoughts simply by asking questions. There is one other part to this puzzle that will allow you to take the flow of a conversation and completely subvert it towards your own ends.

### Redefine Patterns

The issue is not just about changing the flow of a conversation but also about making sure that your subject follows through in this flow. There is a very simple pattern that properly changes the direction of a conversation and it is called a redefine. Here is the formula for it:

*“The issue isn’t (x) it’s (y)”*

Where (x) is what was being talked about and (y) is what you want to talk about. For example:

*“The issue is not about discussing the pattern, it’s about going out and using it a few times to get used to it.”*

Here is another, let’s say you have been discussing the socio / economic policies of Thailand and you want to discuss NASA use of dwarfs for astronauts you would say something like:

*“The issue is not the socio / economic policies of Thailand it’s about why NASA won’t employ dwarfs as astronauts. “*

This might seem a silly example but the issue is not the contents but the fact it illustrates how quickly you can change any conversation topic for any other conversation topic.

Now you understand the pattern the next thing for you to do is to start practicing it. There are four key steps to doing this.

Firstly think about the conversations you have, where you can use this pattern, imagine what you would say and then practice saying out loud. It is important to practice saying these things out loud because it gets your mouth used to saying the phrases.

Secondly watch TV or listen to the radio for chat shows and debates. Listen for phrases and arguments and on the fly create a redirect pattern to steer the conversation in a different directions.

Thirdly go out and practice live on people.

Fourthly, and in particular if you are having difficulty with step three or finding how you will use this pattern log onto the [Persuasion Skills Facebook Fan Page](#) or the [NLP Company Article Page](#) search the posts, watch the videos and listen to the audios. You will find hundreds of tips on how to practice and lots of powerful ideas on how to use these patterns.

In the next section we will look at putting all of these patterns together in an incredibly powerful super pattern that subtly turns any conversation in the direction you want it to go and gets people to follow along with you.

## Putting it all together

You now have three really important tools to move people out of the conversational trance they are in and move them to the trance you want them in.

Now you might be thinking that we have not discussed anything about how you put someone in a deep hypnotic trance and bend them to your will. And you would be right we haven't. The issue is not taking someone into a deep trance but just getting them to think about the things you want them to think about. Now, if you could do that wouldn't be really useful?

If that is the case then you have all you need to do this very powerfully. Here is the process broken down into three steps:

- 1. Use the agreement frame and 10% rule to agree...remembering to add the "and" at the end.*
- 2. Use the "and" from step one to go into a redefine to move the conversation to the subject you want.*
- 3. Finally ask a question that sends your subject further down that road.*

Does this sound simple? I would agree and the issue is not how simple it is but how you are going to use it. How many different ways can you think of using this pattern?

Here are a couple of examples:

Let's say you want to take the afternoon of knowing you can cover your work tomorrow but your boss has decided that you need to be there. You might say something like:

*"I agree that you think I need to be here and the issue is not me being here but making sure the work is done. How much more productivity would you get out of me if you trusted me enough to get all the work done to deadline?"*

As you can see instead of being stuck the conversation is about to shift to a completely different area and you can start manoeuvring to get the result that you want.

Here is an example of a salesperson who used this pattern to not only make the sale but up-sold a very profitable service contract. At this point in the conversation she has just been told by the prospect that her product is too expensive. Her reply was:

*“I agree you think the product is more expensive than our competitor but the issue is not the expense but the amount of revenue you will lose when it breaks down. How much piece of mind will you have when you buy good quality instruments backed by a 12 hour on site service contract?”*

How about asking for a date and the person has just told you that you are not their “type”:

*“I agree that you think I am not your type and the issue is not staying with the standard boring traditional stance but whether you have enough character to step outside the confines of your own prison and experience all the opportunities life presents you. So tell me are you dull and boring or adventurous enough to experience new excitement in your life?”*

You might notice that this last example is a little more confrontational. The beauty of this pattern is that you can use it in many different contexts and ways. You may not win the last one but anyone working to “types” needs a verbal slap and this would do that.

You may already be seeing the power of this super pattern. The issue is not about understanding the pattern but actually going out and using it. That is exactly why we will discuss how to practice and learn to become instinctive in the use of this pattern.

## Practice

I deliberately broke the super pattern down into three stages; agreement, redefine and question. This is not only so you can see how each part builds up and works but also you can practice each part in isolation.

Start of by thinking about situations when it would be useful, practice what you would say out loud. Practicing out loud is worth ten times practicing in your head because your mouth gets used to saying the words. Then start using each part in isolation as you get more comfortable start putting things together.

Here is where the ten minutes a day really helps. Once you are getting used to the patterns set your watch or phone to go off at some time during the day when there are people about. Your task is that when the alarm goes off that you find someone and start a conversation. During that conversation you have to use your pattern of the day as many times as you can.

You can find lots more about ideas, exercises and ways of developing your hypnotic persuasion skills at the [Persuasion Skills Facebook fan page](#). The page also includes free video, audio and written material that will help you develop these skills.

## Next Steps

Depending on where you have got to so far there are some key steps that you can do to develop your hypnotic persuasion skills even further.

If you are happy with what you have learnt and feel that is enough for you feel free to keep in touch via the [Persuasion Skills Facebook fan page](#). Here you will be able to access free videos, audios and articles to keep your skills alive. These include different ways to practice, ideas for applications and the opportunity to discuss your specific ideas.

If you want to develop your skills further then I would highly getting the Advanced Persuasion Patterns download course. As you go through this programme you will find more information that will lead you very quickly to mastery of key conversational and covert hypnosis skills.

## Final Thoughts

I think you will agree that the issue is not about knowing this material but everything about going out into the world with these tools and doing something great with them.

How would you feel if you achieved more in the next twelve days than you have in the last twelve months? Just consider the possibility of using your new found persuasion abilities to motivate many people to help you towards your goals.

This is just a brief introduction to the whole subject of NLP and Hypnotic Persuasion. If you are recognising how powerful these ideas are, just ask yourself what more is there to find out and where can I get more?

Thanks for taking the time and energy to go through this material and I wish you well in all your persuasive endeavours. Remember to stay in touch and post your successes and challenges on our [Persuasion Skills Facebook Fan](#) page.

Cheers



Rintu

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