

“Private Language Patterns”



Hypnotic Patterns You Can Use Anytime That Work! And they Don't Even Know!

Secrets of Hypnotic Speaking!

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Intro...

You have before you a set of language patterns you can immediately use to create your own hypnotic presentations.

As you read this e-book you'll notice how each pattern is constructed and "why" it affects the listener unconsciously by what you've learned in "How To Hypnotize Anyone Without Getting Caught." – (HTHAWGC).

Also, you'll notice this e-book plays a **big role** in using what you've learned in "HTHAWGC" as well. So if you were to think of these two e-books as one, you'll easily master the skills of covert hypnosis.

Finally, this e-book is immediately more valuable when you learn the principles taught in "HTHAWGC," and when you understand them completely. That is, learn everything in "HTHAWGC" and then move on to this one.

So if you're reading this e-book first, that's okay – but at some point you're going to want to sit down, this time with your thinking cap on, and learn these e-books in the order I've advised.

... Your "Swap File"

When you create a language pattern of your own, it's simply a matter of following a set of easy steps that'll force the listener to **process** what you're saying unconsciously. When you *modify* and *use any* of the following examples, templates and patterns – it allows you to *understand* how to **create** your own, and eventually, when you're a "deep in the guts" **serious** hypnotist, you'll begin to add your own patterns to this e-book and begin to **compile** what hypnotists like to call a "swap file."

A swap file is simply a particular set of **successful** methods. For example: copywriters collect, compile, and then use different selections of already *successful* sales letters to create their own. That's a big reason why it's called "Copywriting."

In this e-book, you'll be given a set of successful methods to hypnotize others using **carefully constructed** sets of words which work, because, they are delivered in a certain *successful* sequence.

If you were to take the examples in this e-book and **model** and *mimic* them to create your own hypnotic language patterns, you realize you take the "chance" out of not successfully using covert hypnosis, and your confidence in knowing they'll work goes through the roof.

To begin, let's look at the basic **elements** of a successful hypnotic language pattern, and then move on to understand further *how* they work by looking at some examples.

Also, as you read through the chapters of this e-book you notice patterns and templates you can modify for your own personal use, and you'll be taught how and why they work as you read each one.

Chapter one – "The Elements Of A Successful Language Pattern"

There are really **no set rules** or boundaries you *must* abide by when creating a hypnotic language pattern. Between what you've learned inside "How To Hypnotize Anyone Without Getting Caught" and this e-book, you're given the **essential**

ingredients you should ever need to create your own successful hypnotic language patterns.

Simply gather the tools you'd like to use, and plug them in to work together.

This way, you don't have to be a "world class" writer and it's not necessary -- as you begin to think about what your first language pattern will be, for you to **open your mind**, and allow yourself to become *more* creative as you begin to construct your own hypnotic patterns.

It's simply a matter of taking what you already know, and combining one element with another realizing -- that's all you really need to do.

But sometimes it's easier to have a set of **simple** guidelines to follow when it comes to being a success in what you're trying to accomplish. In this way, it almost *guarantees* your success in applying what you've learned. Here are the basic guidelines you can use to create your own hypnotic language.

I'll start with showing you the basic "outline" that's behind a hypnotic presentation, how to create hypnotic sentences, then paragraphs, and finally -- "deeper" and longer language patterns that you can only use when you've established good rapport with someone. Let's start by looking at the foundation behind your hypnotic presentation.

The Hypnotic Language Pattern Formula

The elements --

In "HTHAWGC" -- Appendix A, I give you 38 "sneak Phrases" you can use to deliver embedded commands. Appendix A in this e-book, I give you all of the sneak phrases I've ever known, including the one's I give you in "HWHAWGC."

The reason I give them all to you in this e-book is because I invite you to realize you can print them off, and come up with your own patterns quickly when you feel the need to have a language pattern to use at an upcoming social event. Plus, not everyone elects to become a "Gold Member."

You'll find sneak phrases give you the ability to turn any sentence you create into a hypnotic command. Let's face it -- the sneak phrases are the lifeblood, or better put -- "Main Ingredient" of your language pattern. So your knowledge of them is essential when you sit down and create a language pattern.

Next, your ability to **answer the following questions** enables you to *create* hypnotic presentations quickly and easily. Here they are:

1. What is the **outcome** you ultimately want your listener to take?
2. How will you **lead them** to taking the desired action, what should they feel, process and/or experience in order?
3. How will you **keep them interested** in what you're saying?
4. How will you **get their attention**, focus and/or connection to you?

You'll notice these questions are in reverse. That is, when you create your language pattern you'll **follow these questions** from the bottom up -- knowing the answers to

these questions before hand in reverse order makes it *easy* to design a compelling hypnotic pattern.

Here's an example to help give you an idea to what I'm talking about:

Suppose you are trying to get your spouse to "Help More with The responsibilities of The Household."

This is going to be the answer to **question number one**. What is the outcome?

Now, how exactly will you **lead them** to taking the *desired* action, what should they feel, process and/or **experience** in order?

Keep the **answers** to question number 2 a simple process:

- I want them to pay attention to me
- I want them to take what I say seriously
- I want them to realize they haven't been doing much to help with the responsibilities by showing them what it's like to be in my shoes
- I want them to feel like helping out more
- I want them to know why they should feel like helping
- I want them to process in their mind what it will be like when they do help, and know what it feels like
- I want them to decide on their own to begin helping me and feel good doing it, with no arguments or remorse

The above example seems complicated but this is going to be the heart of the language pattern. These questions are a simple "blue print" which will come together as you finish answering the last two questions.

Answering question **number three** is easy:

- I will suggest in my language pattern in the beginning and halfway through to continue to pay attention, and focus and really accept what I am saying.

And question **number four**:

- I will get their attention with a question.

By the way, you'll realize as you begin to develop your own language patterns, it's *easiest* to start your language pattern using a question because, when you ask a question, you can **answer it** with a chain of *hypnotic* commands.

Now, you have before you a "**blue print**" to construct your language pattern with – I invite you to notice it doesn't get much **easier** than this. Let's take a look at the sequence in reverse by combining all the answers together:

- I will **get their attention** with a question.

- I will suggest in my language pattern in the beginning and halfway through to continue to **pay attention**, and focus and **really accept** what I am saying.
- I want them to **pay attention** to me
- I want them to **take what I say seriously**
- I want them to **realize they haven't been** doing much to help with the responsibilities by showing them what it's like to be in my shoes
- I want them to **feel like helping** out more
- I want them to know why they should **feel like helping**
- I want them to process in their mind what it will be like when they **do help**, and **know what it feels like**
- I want them to **decide** on their own **to begin** helping me and **feel good doing it**, with no arguments or remorse
- Help More with The responsibilities of The Household!

As you can see – you can quickly develop an easy to follow outline. Now, you only need to inject some emotion and hypnotic devices and viola! You have yourself a hypnotic language pattern. Here are the devices you can use to inject the final elements to complete your outline.

Element One: Attention Grabbing Hypnotic Sentences

You already understand when you read “HTHAWGC” how to use cause and effect, presuppositions as well as a variety of other ways to deliver embedded commands to a person's unconscious mind. The following elements will give you a better idea how they can work together as you begin to put the above blueprint together.

In the following examples, I will refer to the blue print we've already created in this chapter.

Cause and Effect Attention Grabbing Question:

- I'm curious to know exactly what causes a person to be such an outstanding spouse. And it got me thinking about how do you know when you have someone you can really count on?

The following statement is very powerful because it uses cause and effect language. The above question may seem simple but unconsciously it does three things:

One, it forces your spouse to **unconsciously** begin to *become curious* about the elements of an outstanding spouse in order to *make sense* of the opening comment. Two, they begin thinking about how they know when they can count on there spouse, and if you're **real** good with your inflection – you may even be able to “imply” unconsciously -- you don't feel you can't count on them. And finally, it *arouses* curiosity.

Are you beginning to see how language can be extremely powerful and useful?

Clearly, the above two sentences hold subliminal and “transparent” unconscious implications and motivations.

Now normally, we’re used to asking someone a question and then wait for them to answer. In society it’s customary, typical, and natural English. But in the “hypnotic world,” you’re going to continue along and **answer the question** for them.

To begin answering the above question requires the use of *either* of the next two elements to get your spouse to unconsciously relate to what you’re saying. This is where it begins to get **very sneaky** because you won’t be giving your opinion and you won’t be coming across as a know-it-all.

In life, people love giving their opinion. It’s a **part of nature** as you may recall in “HTHAWGC” – people feel the need to be *important* and appreciated. And they will do anything to **get that** attention.

So when you use hypnosis, you’ll want to distract the listener in every way possible to not think you’re telling them what you think, or what your opinion is. You’ll find as you don’t do this, people will listen and agree if you don’t make it seem you are giving an opinion or stating a belief.

For example:

If you were to say “I think that learning hypnosis is important” to someone, they will immediately begin to form their own opinion too – and it **leaves them open** to disagree with your statement.

Or you can **take a more hypnotic approach** by saying “According to all my investigations, I’ve found that most people feel that learning hypnosis is important.” The above statement you’ll notice is immediately more “unconsciously communicating” because it gives proof (most people), as well as gets them to think of what they haven’t done, and that is putting forth the effort by investigating as you have.

In others words, the above statement **conveys the message** “What I’m saying is true and logical because most people agree, and so should you. Besides, did you go digging to find this out like I’ve done, or is it easier to just agree so you don’t feel inferior and make a fool of yourself?”

You’ll notice how that message “traps” the listener into agreeing with what you say. Here are two very powerful elements you can use that’ll deliver the same type of “unconscious effect” as above when you begin to “fill in” the language pattern blue print.

Element # 1 -- Using Stories

Stories will induce two hypnotic behaviors in a person when they are used. They are:

- Once you begin a story, they naturally want to finish or get to the point so it makes it easy to keep their attention focused on what you’re saying.
- In order to make sense of the story, they must “shift into” the character of the story, and experience what the character experiences, and this is where your hypnotic power is.

Behavior number one is clearly obvious. When you hypnotize others using every day normal conversation, it's **important** you keep their attention. You don't want them daydreaming about *anything* other than what you instruct.

Using stories, you **get them** to consciously focus on an idea or suggestion you want them to "fix" their mind on, and deliver your **embedded commands** as they're doing that, and stories allow you to introduce that easily.

Because, the second behavior causes your listener to **become what you're describing** in order to make sense of what you're telling them. Here's an example of what I mean when I say they will "experience" what you describe:

"I have this friend, John, and he told me something interesting happens to him when he begins to **pay attention**, focus, and **really look** at what he's reading. It's really interesting because he told me he used to think -- as he read a book, "learning what's in it was complicated," but he said he learned how you can **develop the skills** which cause you to understand completely what you're reading.

Now, I didn't really believe him at first, and I asked him what his **secret** was. And do you know what he told me? He said, and you may have a little trouble believing this because it's **extremely** simple to do. But this is what he told me.

He said as he reads something, he just becomes *fascinated* with the words he reads, and the more he reads, the more he starts to notice how everything starts to come together.

And as he continues to **notice that**, he then begins to *go into* a state of mind, a state where your mind begins to "open" and you're learning just becomes *accelerated*, easy, and pure -- capturing **every detail** along the way until finally, it's like you **reach a point** where you just stop... And begin to imagine all the different possibilities to *use what you're learning* -- as you become more and more *excited* when you **think to yourself**, "yes, I want that too, give me that same power because it's easy to do when you just **go for it**, and do the same!"

As you read that language pattern, in order to make sense of it -- did you notice how when you tell a story, you have to *experience* what the story describes, and are you beginning to see how stories help you to deliver hypnotic messages? Whether you did or you didn't, you can notice the use of "realize" "becomes" "starts" and "begins" -- which "trigger" the unconscious mind to do the same. Add a simple sprinkle of some sneak phrases, embedded commands and psychological devices, and you have a before you a *hypnotic* story.

By the way, did you notice how I said "Did" twice in the above paragraph? This would be an example of a "**subliminal hit**" -- readers usually will read that statement *assuming* the word "didn't" was meant to be followed by the word "did" consciously, and put the word "did" into the unconscious mind as they skim past it. The most **common reaction** to this would be -- if they even catch it is, "woops, he made a mistake" -- and little do they know, they've been hit subliminally -- even if they realize the "mistake."

Stories are my favorite way to get another person to comply with what you say because if they have to experience what you're describing to them, getting them to experience, feel or process is only a few short words away.

In other words, as you tell a story, you can virtually make anyone feel, think, do, and process whatever you want, and just as so long as you make it "appear" to be logical, they will follow what is said and begin to process what you're saying on an unconscious level, and this, my friend, is covert hypnosis.

On that note, can you think of how you would use a story to begin the next step of completing the blue print we made a few pages back? Here are some ideas you can use that'll make this easier for you:

- If your spouse is male, you can tell a story about a male friend you once had – and vice versa for females.

IMPORTANT NOTE* Using this version sometimes calls for *dishonesty* in what you're saying; because, you can make up a story about your long forgotten friend that never existed as I did in the above example. Whether you want to use this approach is entirely up to you.

This would not be a complete e-book if I did not show you every way covert hypnosis can be used, so I've included how it's used in this way – whether it's honest or not.

Also, here's something to consider: if you really did have a friend you can relate to the story you're telling, it makes it easier to create language patterns and sounds more natural and sincere. If the story is made up, the more you have to rely on your creativity to convey the message you are aiming for, and the harder it becomes to appear sincere and sound natural.

Element # 2 – Your Own Personal Learning Experiences

- You can talk about an article you read on the Internet or in a magazine, or a television documentary etc... (what you've learned)

Using this approach can be introduced by saying "You know what I find Interesting? I was reading this article one time about relationships and it really hit home with me because...."

This is the method we'll use to begin **filling in** the blue print we've made a few pages back because you've already been given an example of how you can use stories about another person in the language pattern above about "John."

Now, let's look at how we can use the "article" approach to get your spouse to "help around the house."

Here are the elements again which we have yet to make *hypnotic*:

- I will suggest in my language pattern in the beginning and halfway through to continue to pay attention, and focus and really accept what I am saying.
- I want them to pay attention to me
- I want them to take what I say seriously

- I want them to realize they haven't been doing much to help with the responsibilities by showing them what it's like to be in my shoes
- I want them to feel like helping out more
- I want them to know why they should feel like helping
- I want them to process in their mind what it will be like when they do help, and know what it feels like
- I want them to decide on their own to begin helping me and feel good doing it, with no arguments or remorse
- **Help More with The responsibilities of The Household!**

Let's suppose you've read an article about relationships. Also, I will be constructing this blueprint from a woman saying a pattern to a man because most men expect women to do all the "housework" and it just seems more natural from this perspective, doesn't it?

You might start this pattern after gaining their attention this way:

- I mean, I was reading this article and it talked about the man/woman relationship and how one way is completely different from another. They conducted a survey about how one relationship held more happiness than the other and when you read it, it causes you to really begin to pay attention as you begin to wonder if it's true, and you also begin relate what's said to your own relationship.

First, notice the sneak and linkage phrases used in this first hypnotic paragraph.

- **And when you** – "and" being the linkage phrase, and "when you" being the sneak phrase. This links the sentence together smoothly and presupposes "you." You realize this is true because you are distracting the conscious mind by deleting information and raising the question as you talk "Do you mean "me?" when you say "you," or are you talking about you in the third person and your experience?"

Here's something to consider: When you simply continue to say your language pattern, rarely will you ever be interrupted, and they will just follow along with what you're saying – even when you just come out and say "YOU." i.e. (and she said you can begin to feel....)

- **As you** – this is the sneak phrase suggesting your spouse to wonder if it's true. Remember, when you use a sneak phrase, whatever comes after will be processed unconsciously.
- **And you** – this is the final sneak phrase used. I've used this phrase to get the listener to begin the process of relating to their own relationship and what's being said.

Finally, notice the use of **cause and effect** when I fulfill the first part of the blueprint "really begin to pay attention." Later in the pattern, you'll notice how I get them to "continue" to pay attention.

While saying a language pattern, if you get a person to "begin" to do something you'll want

them to “continue” to do something as you *continue* to say your pattern, and finally, “remember” to do that something -- if you should take it that far. Simply separate these actions in your pattern and you’ll notice what I mean as you continue to see this pattern come together.

The “continue” part of this can be used to distract the conscious mind by suggesting “*and as you continue to focus and hear my voice while I deliver my embedded command here...*” Or “*as you continue to think about that as you insert your command here...*” Or “*when you find yourself starting to really feel that consistently and I insert my command here...*” etc. – I think you get the idea.

You’ll notice that creating your language pattern won’t require as much work as I have put into what you’re reading. Remember I am explaining to you “how” it works. In this way, you leave this e-book with **step-by-step** knowledge how what you’re using works. Now, let’s see how our language pattern is coming together by viewing what we have so far:

“I’m curious to know exactly what causes a person to be such an outstanding spouse. And it got me thinking about how do you know when you have someone you can really count on?”

I mean, I was reading this article and it talked about the man/woman relationship and how one way is completely different from another. They conducted a survey about how one relationship held more happiness than the other and when you read it, it causes you to really begin to pay attention as you begin to wonder if it’s true, and you also begin relate what’s being said to your own relationship....”

By now, you should have a pretty good idea about how easy this is to do. So far we’ve accomplished fulfilling the first two parts of our blue print. That is, **gaining attention** and **paying attention**. If you were to develop what’s been created so far on your own, it should only take about 5-10 minutes to do so far (including the blue print) -- if that even.

The final part of constructing this hypnotic pattern comes easy, because, you have their interest and you’ve accomplished getting them to pay attention. Now it’s simply a matter of linking the following blue print together as you begin to lead their thoughts at this point, by using what you’ve learned in “HTHAWGC.”

I will finish the rest of this pattern first then explain what I’ve used. Let’s see:

Obviously, it talked about how when you listen when your partner talks to you, you begin to take what’s being said seriously, and when they talk about what it’s like to be them -- Naturally, it allows you to put yourself in their shoes and realize how certain things affect their partner.

For example: it told a story about a woman who finally gets her husband to listen to her when she told him about how she was always taking care of the responsibilities of the house, and how it effected her emotionally because he would not help her. And as she continued talking, the more he wanted to object, and the less he decided to because he started to feel like maybe he really should carry more weight, when it comes to the household responsibilities.

Now, as he continues to listen to what she's saying, the man begins to think "you know, it really isn't fair I let you do all the house work because I live here too, and it only seems right I do may share -- will pull my own weight and offer my help" because he starts to realize when he looks into the future, not only does it bring "us" together closer, but it really feels good to help by giving half of the value of the relationship.

I mean, he works, and she works, so you are both supporting one another equally, and the article just makes sense when you think about it, to just do the same with the household responsibilities.

And while reading this article, the beauty of it all is, the man thinks of this all on his own as he pictures in his mind doing his share of the household responsibilities, and it's like, you begin to find every reason why helping your wife is nothing short of what you really feel like doing.

And ultimately because of this, the bond of both the man and woman grow closer, stronger... and happier, each day and every day... to the point where you can sleep with the comfort of knowing you're both equally happy and supportive with each other.

Certainly, you can feel that (as you create an anchor), is a great way for you to become an outstanding spouse, and the more you think about it, the more you can't help but to agree right...?

Now, how was your day now that I've told you about mine and my silly fantasies us women have when we're by ourselves (and laugh innocently) i.e. "tee-hee?"

Okay, did you notice in this pattern the use of sneak and linkage phrases, as well as hypnotic psychological devices and punctuation ambiguity you've learned inside "HYHAWGC?" If you didn't, don't worry. In jus a few paragraphs you will.

I think you'll agree when I say this is a very distractive, extremely intrusive and a hypnotically compelling paragraph. You should be able to see now how you can structure your language to make what you're saying sound innocent, and at the same time, unconsciously communicative.

Below is the entire language pattern and I want you to know, it took me a total of 8 minutes and 34 seconds to write, and as you begin writing your own hypnotic patterns you realize you can do it **just as quickly** – if not faster.

In the language pattern below, you'll notice I have color coded the different uses of the elements you've learned about, so you gain a better understanding of how hypnotic patterns can be designed, and even make -- as you realize how pattern creating becomes a breeze, your learning how to do this fun.

To make this easy for you, **Red letters** will indicate the use of a "psychological device", **Green Letters** will indicate "sneak phrases" and **bold green letters** will indicate "command verbs, linkage phrases" – **bold letters** indicate a command, and finally, **Pink words** will indicate "punctuation ambiguity."

"I'm curious to know exactly what causes a person ← (cause and effect) to be such an outstanding spouse. And it got me thinking about how do you know when you have someone you can really count on? ← (The last sentence is asking to make a judgment)

I mean, I was reading this article and it talked about the man/woman relationship and how **one way is completely different from another**. ← (Comparison) They conducted a survey about how one relationship held more happiness than the other and **when you read it, it causes you to really begin to pay attention as you begin to wonder if it's true**, ← (The **bold red** is a Judgment and command) **and you also start to relate what's being said, to your own relationship....** ← (the **bold red** is a comparison and command)

Obviously, ← (presupposition) it talked about how **when you listen when your partner talks to you, you begin to take what's being said seriously**, and when they talk about **what it's like to go through what they do -- Naturally, it allows you to put yourself in their shoes and realize how certain things affect their partner**. ← (This paragraph is making a comparison)

For example: it told a story about a woman who **finally**, ← (presupposition) gets her husband to **listen to her** ← (you can create and anchor by pointing to yourself casually "optional") when she told him about how she was always taking care of the responsibilities of the house, and how it effected her emotionally because he would not help her. ← (Again, you're instructing him to make a comparison) **And as she continued talking, the more he wanted to object, and the less he decided to because he started to feel like maybe he really should carry more weight**, ← (presupposing he isn't doing his share) when it comes to the household responsibilities. ← (make a judgment, and nominalization "responsibilities")

Now, as he continues to listen to what she's saying, the man **begins to think** "you know, **it really isn't fair** I let you do all the house work **because** I live here too, **and it only seems right I do may share -- I will pull my own weight and offer my help**" **because** he starts to **realize when he looks into the future, not only does it bring "us" together and closer**, but it **really feels good to help by giving half of the value of the relationship**. ← (This entire paragraph is making a judgment)

I mean, he works, and she works, so you are both supporting one another **equally**, and **the article just makes sense when you think about it, to just do the same** with the household **responsibilities**.

And while you read this article, the beauty of it all is, the man **thinks of this all on his own as he pictures in his mind doing his share of the household responsibilities**, and it's like, you **begin to find every reason why helping your wife is nothing short of what you really feel like doing**.

And ultimately because of this, the bond of both the man and woman **grow closer, stronger... and happier, each day and every day... to the point where you can sleep with the comfort of knowing you're both equally happy and supportive with each other**.

Certainly, you can feel that (as you create an anchor), is a great way for you to **become an outstanding spouse, and the more you think about it, the more you can't help but to agree right...?** ← (Remember to pause, slightly).

Now, how was your day now that I've told you about mine and my silly fantasies us women have when we're by ourselves (and laugh innocently) i.e. ("tee-hee?")

Are you beginning to see how the sneak phrases, embedded commands, linkage phrases, ambiguities, and psychological devices can work together?

I invite you to begin – as you think about what pattern you really want to create first, to create your very own language pattern you can use tomorrow.

Because language patterns you create require you to memorize them, I encourage you to choose a pattern you can develop and use over and over again, so you don't get bogged down with the idea that you can only use a pattern once and then it's no good, because, that's simply not the case.

Maybe you want to create a pattern which causes a person to want to go out with you, listen to you, love you, sleep with you, buy what you're selling etc. If you were to go to Appendix A and imagine all the possibilities of how you can use the sneak phrases listed there, you realize there's a whole different array of ways you can do it, and it makes creating language patterns easy and fun.

...Just follow the blue print.

Chapter Two – More Elements of Hypnotic Language Patterns

In the last chapter, I dissected for you, the different elements and show how easy it is to create a pattern by giving specific examples. I realized it may seem complicated, but I assure you it is not. You'll notice – if you were to read chapter one again, the simplicity behind the language pattern we created together.

Realize it wasn't until after the pattern was created when I noticed, and was able to point out all the nominalizations presuppositions, and sneak phrases as I wrote that pattern – not before it was created, and you'll do the same when you create yours.

The last chapter was designed to get you to become aware of all the different **psychological devices** and "bullets" you've learned in "HTHAWGC," and get you started on making your own hypnotic patterns. Hopefully, you realize by now -- if you haven't already, that you don't learn this in English class.

In this chapter, you get to learn different hypnotic approaches to creating patterns. You can use each example – as you start developing your own hypnotic patterns, and incorporate an element or two the same way copywriters do with their "swap file."

Here are some "simple" yet hypnotic sentences -- and to refrain from repeating myself, you'll not be shown again what you've already learned in "HTHAWGC":

Hypnotic Sentence structure # 1 – "Quotes"

Quotes are extremely effective when you want to by-pass a person's conscious mind because it forces them to *experience* what you say like stories do. Quotes are also a **great way** to introduce incredibly *intrusive* subjects.

In other words, you can use quotes to "camouflage" what you really would like to tell a person directly, take the focus off the fact you're saying it by simply "appearing" to innocently tell a person what you've overheard in a conversation once, or simply what another person said.

For example: You'll find successful male seducers use this to get a woman to think about them in a certain way using a quote such as "You're not going to believe what I saw the other day, I watched this guy walk right up to a woman, look her square in the eye and say.... Then simply say what it is you want them to experience..." – it's that simple.

In the sales process and in a more *advanced* way to give you better idea of this, you can say “A few weeks back, a man came into the store and stood exactly where you’re standing, and as he looked at this, he looked at me curiously and asked...(what question do you want them to process internally?) and I told him ...(answer the question)... and then he smiled and nodded because he knew, it just sure makes a lot of sense, doesn’t it?”

Are you starting to realize the potential in using quotes to hypnotize others covertly? You can even use “quotes” to say the language pattern we created in the first chapter by slightly modifying it by talking about a “talk show” you watched and what they were saying.

Obviously, using quotes is a fast way to “get inside the mind” of your listener and because it is easy to remember and apply, you’ll find it’s use can be a life saver if you were to really need to develop a language pattern on the fly, and get the person to think what you want them to, and fast.

The next **six examples** are *advanced* methods to the applications you’ve learned about in “How To Hypnotize Anyone Without Getting Caught” and as you begin to remember what you’ve learned when you read “HTHAWGC,” you realize just how well worth your investment in my “program” is, as you start to notice how the following 6 advanced methods affects a person unconsciously:

Hypnotic Sentence Structure # 2 -- Applications of Unspecified Verbs

Example:

- As you *think* of the last time you heard someone *communicate* using unspecified verbs, you might *remember* the feeling of confusion you *experienced*, and how you have to *search* for your own meaning to make sense of this sentence.

The *italics* in the above example reveals the generalized verbs used. When you generalize your verbs, you immediately force a person to begin trying to consciously “clarify” and bring meaning to what you say while you deliver your embedded commands.

When you read the above example, did you not begin to feel confused? You’ll notice it’s suggested by getting you to remember what confusion feels like and search for your own meaning to make sense of that sentence while you’re feeling confused – which is pretty hard to do isn’t it?

Okay, you can snap out of it now as you allow your thinking to become clear, and sharp again.

Hypnosis is powerful isn’t it?

Here’s another example:

- When you *remember* the feeling you felt the first time you *experienced* incredible *sensations* in your body, you may find yourself *recalling* what you saw -- you can do that when *realizing* you must *focus* on one feeling to *understand* what I’ve explained.

Hypnotic Sentence Structure # 3 -- Applications of Unspecified Nouns

Example:

It is well known that *people* can learn *information* and make *changes*.

This sort of sentence distracts the conscious mind with - "Well known by whom? Which people? What information and how will they make these changes?"

Unspecified nouns are useful when you want to convey a big relationship in what you're saying -- only using a few words.

For example: when you write a press release, you have to "play the game" by literally delivering your story in two sentences. But how can you tell a story in two sentences? Like this... "It's easy when *people* can learn *skills* and create hypnotic language. If a 7 year old can do it, so you can you."

This raises the question "who are these people, it's easy to do, and what skills *specifically* are you talking about?"

Hypnotic Sentence Structure # 4 -- Applications of Judgments and Comparisons - both judgment and comparison are good ways to apply presuppositions. These are also powerful ways of inducing the desired state.

Judgment - "It's really nice to see how excited you are"

Comparison - Notice the deletions here :

"It is better to get really excited"

Better than what? Better than just plain old excited? Better to get excited rather than depressed?

You can also presuppose what you do not want questioned:

"You may wonder when you'll find me attractive"

OR...

"Would you like to go out with me now or will tomorrow be better?" (you like me, you will go out with me, the only question is when.)

"I wonder if you realize how focused you are?" (You are focused)

"When your eye's blink that will be the signal you have been waiting for" (Your eyes will blink and you're waiting for a signal)

"Can you enjoy reading and not have to focus?" (You're enjoying reading and you won't have to focus.)

Transitions (and, as, during, while... sneak phrases) to link states are a mild form of cause and effect.

Stronger words would be "make" or "force" "Will" "Must" "Have to" i.e. "Looking at these words will make you begin to focus" And "You'll read something tomorrow and find that you're forced to laugh."

Hypnotic Sentence Structure # 5 -- Mind Reading

You might be curious now how mind reading can be applied to this form of communication. You don't want to make it too specific or it may seem that the pieces do not fit. General statements about what a person may be thinking will put you in the position to pace and then lead their state of mind and experience. For instance:

"You might wonder what applying hypnosis will be like"

OR..."You're beginning to think about the secrets that I am sharing with you."

You can also, and you may have noticed the casual use of it as you read my e-books, the phrase -- "you realize" or "You'll notice." Using this presumes you are sure what a person will process and realize or notice when basically, you're instructing them to do so.

For example: "While reading this chapter -- you begin to realize just how easy it is to use these hypnotic sentence structures, and you can begin to imagine the different ways and possibilities as a result of you're learning them."

As you can see, this a very powerful device which causes the reader to think -- if only on an unconscious level, what they will realize as a result of what you've explained. It sounds logical, but will you realize the above example is true as you read this chapter?

Of course you will!

Hypnotic Sentence Structure # 6 -- Universal Quantifiers

Examples:

"You can learn from *every* situation" and, "Don't you realize what you read here *always* has a purpose?"

Don't forget the use the words "Always, never, none, every"

Here's another Example: "*None* of what I've learned from your course was ever taught to me in the past." And "Are you beginning to understand -- you can *always* use hypnosis as your advantage gaining weapon when you talk to others?"

Hypnotic Sentence Structure # 7 -- Modal Operators Of Possibility

"You can figure out how looking at these words puts you in a more teachable state" (This also presupposes that you looking at these words does make you feel that you're learning)

In appendix A -- "You can" is listed as a sneak phrase.

- "You can find out..."
- "You can realize..."
- "You can easily make..."
- "You can instantly become..." -- these are all hypnotic devices. See Appendix A for more detailed explanation.

"You can't say no" may be a direct command that will cause them to resist it. "You can relax easily and say yes" is a better application. To say that a person can gives permission without forcing or making them do anything.

Realize, you can turn any "can't" into a "can" statement. It's easy. Suppose you want to make a person believe they can't bake a cake, you might say "You can try following the instructions on the box, but it never seems to work out does it?" – did you notice the universal quantifier "never"?

The reverse side to this is when maybe your kid, friend or spouse believes they can't bake a cake properly. You might say "You can relax and begin to feel great as you notice just by following these instructions, making a cake couldn't be easier."

The above statement is certainly **more effective**, and immediately more hypnotic in effect than "oh, c'mon, you can do it." Or "try again."

Here's another way to turn a can't into a command – they say: *I can't, it really just takes me time, it takes months for me to blah, blah, blah" Or "I just can't"*

You say: It's too bad you can't ... (Insert Command) but if you could, Wouldn't that be great to (Insert Command) and (Another Command). And as that's happening you could also(Give Command)

I'll give you an example:

You're right, It's too bad you can't feel happy about it but if you could, wouldn't it be great to really see yourself as an easy going person and also be able to find happiness in your present and futureAnd as that's happening you could also notice the better benefits of thinking that way... so much so that you can't say you can't anymore. (I threw that last part in)

This chapter indeed shows you some simple ways to apply hypnosis in your dealings with others. As you become more aware of how your language affects others and even you, you can easily begin to recognize the different ways to carefully choose the proper words that'll help others, hypnotize them, as well as protect how it affects you unconsciously.

By what you've read this far, let me share a little **secret** with you: Virtually every paragraph in this e-book and in "HTHAWGC" are hypnotic in one form or another, including the next one.

The reason I've done this is because, just by reading hypnotic sentences and paragraphs, over and over again, causes you to *shift into* the "mindset" of what it's like to speak hypnotically when you talk, and you easily begin to develop the habit of creating language patterns on the fly, as you also begin to unconsciously develop these skills.

Now, it couldn't be easier and you've probably noticed my usage of the unconscious communicating devices as you started realizing how they worked, and how each ingredient works

individually, am I right?

You see, I made a promise to show you how to “quickly and easily” hypnotize anyone, and apparently, if you read this far, when you walk away from the words of just these two books alone, in a day or so how much you’ll notice yourself to begin using hypnosis, already – just by reading hypnotic paragraphs.

Chapter Three – Ten Classic Hypnotic Templates

In this chapter, I’ll share with you my favorite one-liner sentences which are quite hypnotic in effect. If you ever get a block or are unsure of what you should write in your pattern next, you can come to this chapter as you remember it’s here, and how surprised would you be to find exactly the idea that’ll work perfect for you, when you need it the most?

Also, remember when you say these out loud, you have to pause, slightly and then say the command. I’ll use **bold print** to highlight the commands in each example given.

Template # 1

While you (insert your command), you’ll notice just how easy you can (insert your command), as you begin to (insert your command), and (insert your command).

Example: While you **read this sentence**, you’ll notice just how easy you can **use it to your advantage**, as you begin to **realize its effectiveness**, and **relax**.

Template # 2

State a fact or make a statement. When you (insert your command) – as you find yourself (inserting your command), obviously, you’re ready to (insert your command) – clearly, you may (insert your command), and (command yet again).

Example: Most people can **begin to use hypnosis** *right away* in their dealings with others. When you **read the following statement** – as you find yourself **becoming better at using hypnosis**, obviously, you’re ready to **begin creating your own patterns** – clearly, you may **start immediately**, and **enjoy it**.

Template # 3

When you (insert command) as you (insert command), how surprised would you be to (insert command), and (insert command)?

Example: When you **begin to use hypnosis** as you find **you’re growing ever more confident**, how surprised would you be to **remember these phrases**, and **master the skill**?

Template # 4

Are you beginning to see just how easy it really is to (insert your command)? You'll realize as you (insert your command), you fall nothing short of a miracle when you can (insert your command) now.

Example: Are you beginning to see just how easy it really is to **create hypnotic language**? You'll realize as you **begin to use these templates**, you fall nothing short of a miracle when you can **understand their effectiveness now**.

Template # 5

State a fact or make a statement. The more you (insert your command), the better you (insert your command), and (insert your command) when you've (insert your command).

Example: Hypnosis in the covert form **becomes easier and easier**. The more you **read the applications**, the better you **get**, and **it's easy to enjoy** when you've **been taught informally**.

Template # 6

Realize, really realize you might (insert your command) while you (insert your command), and it just (insert your command), don't you (insert your command)?

Example: Realize, really realize you might **notice the power** while you **read this sentence**, and it just makes sense to **use it**, don't you **agree with me now**?

Template # 7

State a fact or make a statement. You'll notice when you (insert your command), as you realize how quickly you (insert your command) which, in effect, causes you to (insert your command).

Example: You'll notice when you **write language patterns**, as you realize how quickly you can **do it too**, which, in effect, causes you to **become really good at it**.

Template # 8

State a fact or make a statement. If you were to ever (insert your command) as you (insert your command), you can immediately begin to (insert your command), (insert command), and insert command).

Example: Reading hypnotic templates is okay. If you were to ever **feel like making your own** as you **think about how you might start**, you can immediately begin to **understand the importance, practice, and notice you're getting better**.

Template # 9

If I could show you a way to (insert your command) would you (insert your command) as you (insert your command), and (command again), would you (insert your command)?

Example: If I could show you a way to **remember these template examples**, would **get better at using them** as you **realize you can remember**, and **use them because you can**, would you **follow my advice**?

Template # 10

You might not know this because (insert your command), but just imagine for a second if you were to (insert your command) -- as you recognize you can (insert command) while you (insert your command), and you (insert your command) -- because, it's easy when you (insert command).

Example: You might not know this because **it's not out in the open**, but **just imagine for a second**... If you were to **become fascinated** ← as you recognize you can, **use sneak phrases** while you **make your own patterns**, and you **feel excited** ← because, it's easy when you know how.

This pattern uses ambiguity, and generalized statements. I drew in the ← arrow to express what the next sentence does. For example: it doesn't really make it clear when you read "**as you recognize you can...**" because, is it referring to becoming fascinated or that you can use sneak phrases while you make your own patterns?

The second ← arrow expresses the same idea in a different way. Meaning, is it easy to feel excited when you know how, or is it easy when you know how to make your own patterns?

Are you beginning to get a pretty good idea about how you can structure your language just by reading these templates, and can you see just how easy it'll be when you decide to make your own?

Chapter Four – Complicated Patterns Made Easy

In the templates I've created for you in the last chapter, I don't really use a lot of the sneak phrases listed in Appendix A, and you'll notice the consistent use of -- as you read those templates again, the sneak phrases "as you," "when you," "And you," and "While you."

The reason I've done this is, because, remembering these sneak phrases is a piece of cake and you'll want to use them often with the other sneak phrases as shown in template # 10, so I've made sure to use them frequently as you realize how they're easy to remember and use when you talk.

Once you've developed a good idea about how you can use the common sneak phrases as you develop more skill, you can then choose other sneak phrases and notice how much easier it is to make language patterns using one of the more **complicated sneak phrases**, and then using the *common sneak phrases* to support the more complicated one you decided to use.

For example, the sneak phrase: "**Would you be excited to learn that you**" -- you'll notice it will be easier to use this one more complicated sneak phrase when you combine it with the common sneak phrases (i.e. as you, when you, and you etc.) than it would be to use another complicated sneak phrase -- "**How do you go about learning.**"

Trying to put the two sneak phrases that are in **bold print** in the above paragraph might be a bit more challenging than to use common easier sneak phrases with each one. You can, however, follow a good rule of thumb which is "use one complicated sneak phrase combined with common sneak phrases per paragraph." In this way, your language pattern doesn't sound cluttered and it will maintain a more smooth transition. Here's how you might go about doing this:

- How do you go about learning to make language patterns, and what is the best approach to take when it comes to you getting what you want from others, as you think about how easy it really is, while you start to get excited?

Would you be excited to learn that you can make language patterns easily when you follow the advice that is given to you in this chapter, achieve a remarkable level of persuasion power as you give yourself a pat on the back because, you've made it this far in your reading?

Clearly, it's easier to create a hypnotic paragraph using one more complicated pattern than it is to try and use two of them together in one paragraph, and are you starting to see what I mean when I say, "hypnotic language patterns are easy to create?"

The basic idea behind creating a hypnotic language pattern is to use a sneak phrase, command verb, and then say your command. And as you get more advanced in your language pattern creation you realize it becomes a bit more challenging as you want to make your language pattern sound smooth when you say it, and not *cluttered*.

The suggestions you make are most effective if you make the transition between the sentences smooth. You might say something like...

"As you look at the color of wall in front of you... the rise and fall of your chest... the comfort of the chair... the weight of your body being pulled to the floor... and you can hear the sounds of the TV in the background... while you listen to the sound of my voice and begin to wonder... How much you've enjoyed learning this... already"

Look at the above paragraph and notice the words, "and," "as" and "while" and how they smoothly link the flow of suggestions, while you mention something that is occurring (the sound of your voice) and link it to something you want to occur (enjoy learning this).

You can model that pattern above to create any experience you want in a person that is listening to you. Substitute your own command at the end of the sentence.

Let's suppose you were selling a car to someone and they say "it sure is a nice car" Your reply might be:

"That's right, and can you just imagine As you sit inside and look over the hood in front of you... your hands gripping the steering wheel... the comfort of the seat... the weight of your body being pulled back by the powerful acceleration... and you can hear the sounds of, the motor raising in tune... while you listen to the sound of the stereo and begin to wonder... How much you've enjoyed owning this car... already"

Can you now see the importance of making your sentences smooth and transitional, instead of a statement then another?

Are you noticing the power in this yet? Near the end you presuppose and time distort them by presupposing to their subconscious mind **they own it already!**

Using this pattern, you've successfully put them in that car, imagining everything you describe. What the mind sees, believes – even if only they see it on the *inside* of their mind -- so you mine as well use the last part to tell them they own it. This way,

they've already had the experience of driving it with your words alone, and the thought of owning it naturally becomes more appealing...

Chapter Five – Supercharging Your Language Pattern To “Push Button” Accelerate Amplified Feelings Of Action In Your Listener

You've probably noticed – language patterns only take a few minutes to create, and a few minutes to say. One of the most valuable skills you can develop once you get in the habit of creating your own language patterns is to learn to create accelerated states, processes and feelings -- which means, you want to suggest in your patterns that what the listener is feeling -- is growing stronger.

You've already learned one way to do this with “The More you A, the more you B” as in “the more you read, the more you feel like creating your own language patterns.” However, it won't be easy to keep saying the more you A, the more you B, each time you talk about a feeling because you'll sound repetitive and may arouse curiosity in the listener you might be up to something.

Here are some examples to show you more clearly what I mean when I say “amplifying feelings”:

In the middle of your patterns, as you have learned earlier in this e-book when I talk about “continuing to feel” or “experience” – you'll also want to suggest that what they are feeling may begin to grow in the same way. In essence, you can combine the suggestions “continue” with growing feelings.

A good mindset to have while you create your language pattern and you want to increase the strength of what the person is feeling would be to have in your mind “How might I give them permission to feel it grow?”

For example: you can suggest “and as you continue to feel that, you'll notice as you make those pictures BIGGER and BRIGHTER, how those feelings just grow so much more intense, as you go more inside.”

Now, you normally would use this near the end of your pattern to deliver a final bang to what you're making them feel. Here's how you might incorporate this suggestion into your language pattern:

I have an intuition about you. When you really feel that sense of comfort with a person, you know, where when you feel like you really want to be with someone, and you're really attracted to this person. ←(Here you can create and anchor by subtly pointing to yourself).

Like, maybe you begin to feel that warmth in the pit of your belly that just makes you feel like you totally want to be close with this person.

And as you continue to feel that, you might begin to picture in the future the two of you laughing, and enjoying each others company, and even jump around the house when you're alone singing silly tunes because you can feel that way if you're a real goof right?

And while you continue to imagine all these things as you start to focus on that warmth that's growing in the pit of your belly you've been feeling while I've been talking to you, you'll notice as you make those pictures BIGGER and BRIGHTER, how those feelings just grow so much more intense, as you go more inside.”

Now can you feel that (create anchor) is an incredible experience to have?

Can you see how you might be able to use this? Also, realize that language pattern above can be ten more paragraphs in length if you've developed good rapport with someone – describing exactly what you want them to feel, process and/or experience.

Another technique you can use whenever you feel it's time as you create a language pattern would be the "color" method.

The method is simple:

- Have them **choose a color** to represent a feeling, and BLOW IT UP!

Here's how you would do this:

You can introduce this pattern by using a fluff phrase like "if you were to choose a color that would best describe that feeling, what might you say it would be?"

After they've chose a color to represent as a feeling, let's say "red" representing them feeling happy... you can say in your pattern "I invite you to notice what happens when you place that color on the inside of your belly, and as that color begins to spin in the direction of your choice, notice what happens, and realize how much more intense this feeling gets as it begins to expand and grow, and more it grows the better and stronger it feels while it starts to fill your belly, and the rest of your body... the room, the city, the world... and the galaxy... the universe" (at this point -- they should be squirming around as this feeling will certainly be pounding on the inside). Next, you simply create and anchor by saying "now, can you feel that (anchor) is an incredible and fun feeling to have?"

You can notice the above pattern is extremely intrusive, so it will require having established comfortable rapport with them. Now, just imagine all the different possible ways you can use this with others.

Also, don't forget you created an anchor, so anytime you want the juicy feeling to come back, simply fire off that anchor, and your hypnotic efforts are now a one time effort.

Chapter Six – "Hypnotic Writing" Part I – The Blue Print

When you "write" hypnotically, there are *certain elements* to keep in mind, and they are:

- 1. You want to **gain their attention** by using fear of loss, pleasure gain, or arousing curiosity.
- 2. You want to **keep their interest** by answering "what's in it for me?" or getting them to think "yes, that's me, how could you have known?"
- 3. You want to **instill desire** to *have* what you're writing about.
- 4. Finally, you must *ask them* to **take action**.

You can use the above bullets as a “blue print” to create the most compelling written word. Here’s an example of how you can do this in the most hypnotic way.

Bullet One Examples – Gaining their attention

- “What will you do when your kid stops telling you the important things you must know as a parent?”
- “Don’t you just hate when you try desperately to get your husband to listen, but the more you try, the more irritating and frustrating it gets?”
- “Here’s how you can do it, without sweat!”
- “How to Easily (add a compelling benefit).”
- “Why is it that some people try so hard to (add an annoying problem) and barely get (add a compelling benefit).”

All these work well because they use fear of loss, pleasure gain, and arouse curiosity. This is how you should begin your hypnotic “letter.”

Bullet Two Examples – Keeping their interest

Once you’ve successfully gained their attention, you’ll then want to **keep their interest** by the very first sentence you write. For example, if you get their attention by using “How To Easily Make Scrumptious Chocolate Cake” next what follows must be interesting enough to keep them reading.

You can start telling a story (remember how they’ll naturally want to finish), or use questions or state a compelling benefit. Here are some examples:

- “Imagine the look on your friends and family’s faces when they sink their teeth into this easy to bake taste bud delight – and we promise, you don’t have to tell them it only took you 20 minutes to make...”
- “You are only 20 minutes away from creating the most delicious chocolate cake you’ve ever sunk your teeth into. Your taste buds will be juicing while you anticipate the delicate bite that waits on your fork.”
- What’s the secret to baking the most delicious chocolate cake in the shortest amount of time? What if there was a way where you could take 20 minutes, and out of the oven pops an award winning – taste bud wonder?
- “Mary knew that if she could follow easy directions, her baking skills would be greatly improved quickly and easily because she understood the secret to baking a chocolate cake wonder.”

As you can see, naturally the reader will want to keep reading – especially if they are interested in baking a cake. In advertising, one the most overlooked ideas behind their copy is targeting a “specific” audience. A good rule of thumb is, choose a specific person’s problem, and solve it and don’t try to solve a general problem – because, the more general the problem, the harder it gets to solve, and the more you’ll have to rely on your writing skills to convince they must buy it.

You want your reader to think “why, of course that’s me!”

Also, when you target a specific audience...

Consider this: you already learned this but people go in and out of states of mind constantly, even in a “wide awake” state. When you know what this “state” of mind they are in, you can point it out. Here’s what I mean:

Suppose you’re selling a hair brush. Just think “What would be the most common reaction when I tell a person I want to sell them a hair brush?” I don’t know about you, but the first thing that comes to my mind is “What’s the difference, aren’t all hair brushes the same?”

Knowing this, you can separate your hair brush from your competitors by using the “Why, of course that’s me” approach. Here’s a way you could do that:

- “You may wonder what makes this hair brush so unique -- as they might all appear to be the same. But just one stroke using our state of the art, scientifically tested bristles causes you to throw away what you’ve been using, and get the kind of brush your hair deserves.”

Are you starting to see how you can use this in your advertising copy? It’s easy to do, and you’ll notice how the opening sentence conveys the message “why, of course that’s me!” You’re grabbing the state of mind most people will naturally be in when they get an offer to buy a hair brush and using the above example is a great way to separate yourself by adding value and a reason to find out why they should buy your brush.

By the way, this can also be used in person, and in face – to -- face selling. In fact, this rule about how people are in a particular state of mind, and then another, and another... can be used to lead people’s thoughts immediately. Once you learn to become aware of a state of mind they are in (and point it out) you can easily lead their thoughts. Here’s what I mean:

- Suppose Kim looks upset using your “mind reading skills,” you could say: “You know what’s interesting, is how sometimes when I am feeling blue, I immediately just begin to snap out of it and my mind instantly gets flooding with happy, exciting and pleasurable thoughts, and I start to feel fantastic. And it’s just like, you aren’t even aware of what’s causing this to happen – it just does. And the more you try to feel down, the happier you get to the point where you couldn’t feel down if you tried.”

You could even, if you wanted to create an anchor, so the next time she is upset, you can just fire off that anchor. I.E. (now, feeling that (touch) is quite curious in effect, isn’t it?).

If you were to say that to someone, you see how fast they process what you’ve said – normally, if you’ve said it using your hypnotic voice, they will begin doing what you’re language pattern suggests immediately as you’ve embedded.

Now, let’s get back to hypnotic writing.

Bullet Three Examples – Instilling Desire

In the advertising world, using bullets are most commonly used to state benefits so you can arouse the targeted desire. You’ve caught their attention; you’ve gained their

interest, now it's time to **give them reasons** to do what you want them to – which is the final action you want them to take.

And the final result remember, doesn't always have to be to "buy" – it could be to sign up for a free report, or send for their free gift, or join your club, pick up the phone and call, subscribe etc...

In any case, bullets are going to get you there. The best way to create bullets is to state the benefit, then what your reader should experience once they've gained this benefit. You'll also want to inject emotion as you learned in "HTHAWGC" into the benefits so your words deliver a complex meaning.

The typical and most common bullets start with "How to" or "Discover" – but not always, and it's not a rule.

Also, designing compelling benefits require you to really know your customer. When you write your bullets, here's your chance to get "specific" with particular problems your reader has.

If you sell wonder juice for example, that makes you lose 30 pounds in three days – ask yourself "what are the specific problems my customers may have, and how does it change that?"

For example:

- I hate my appearance
- My friends and family talk behind my back
- I have a hard time attracting lovers etc...

Here are some examples of "Bullets:"

- Make your wife immediately surrender to you anytime that'll give you the pleasure and satisfaction you desperately crave. Just pop off the cap, spray the wonder juice, and notice how she instantly goes from bored and quiet to instantly enticed, and gets super excited – you're going to love it!
- How to instantly make anyone feel attracted to you so you can (state your compelling benefits) and (state another one).
- Discover what it feels like for men to trip over one another as they can't help but to feel compelled to meet you. You're not going to believe how easy the look of this bra makes them do this (and they will) when you try it on and see for yourself.

Can you see how to structure your benefits in the most compelling way? Whether you are or you are makes no difference, and it's okay. Simply practice a bit and you'll get the hang of it easily.

Bullet Four Examples – Take Action

Finally, once you've gotten them this far, what is it that you want them to do next? They're attention, interest and desire for what you're showing them is there, now what?

It's humorous to see these mistakes being made consistently by "professional" copywriters who obviously don't have a clue what they're doing. First, they will try to be "cute" or they think it's the artistic qualities that sell the product.
Wrong!

Although they might get an award – someone's going to have to pay out of their own pocket for the trophy because their advertising certainly won't.

Asking the reader to take action is one of the biggest mistakes you'll see. They do a great job with all the other elements I've mentioned so far and they fail to tell them to act. It's important and you'll realize this as your writing skills improve, that when you have someone interested and excited, they are in a state of mind where they are thinking about all the benefits you've given, so it just makes sense that while they feel and think those things, you get them to follow what they are thinking and feeling, don't you agree?

So, it's easy to tell your reader to do something when you aren't afraid to do so. If they've read to this point, they like what you have to say, they are beginning to trust you, obviously, you've successfully accomplished creating enough rapport to tell them from a "friends" point of view, what they should do.

Chapter Seven -- "Hypnotic Writing" Part II – Psychological Tricks

The only 2 differences really in writing hypnotically and talking hypnotically is:

1. You can get more creative when you talk, and it's easier to keep a person listening and interested when you talk. So you want to make sure you add unconscious "triggers" to your writing.
2. To embed your commands in writing requires the use of underline **bold print** *italics* "Quotes" highlight, --dashes-- , and commas, realizing each element will do the same thing, with only slight differences.

Let's look at each element and how you would use them to apply hypnosis in your writing:

"Quotes" and underline

These two elements are more often used to highlight "single" words in your writing. This is not a rule however.

For example: if you use underline in your language pattern, you can underline a particular word, so when the reader continues to read -- what follows, they can receive an unconscious command, or you can use it when you deliver a command.

Most people read using their "internal" dialogue, which means, they will read as though they are reading out loud to themselves, only on the "inside" of their mind "as if" they are reading it out loud.

Although I do realize there are more *advanced* methods of reading such as "speed reading" but most often, when a person is interested in something they're reading, they'll read using their "internal" dialogue because they may feel the

need that's necessary -- in order to comprehend what they're reading.

When you use "quotes" you're more than likely only going to highlight one or three "catchy" words and phrases as they read, and that's about all. Because, it's doesn't really seem natural as you'll see in a second, to "highlight a full command using quotes." Quotes can also make a set of words "dance on the page" to "highlight action words."

It's important to keep in mind, when you write something people will be reading, to make sure you don't drag on without using any of the highlights in this chapter, and to break up your paragraphs. You do this because you can "catch" their attention by what they're interested in, and deliver unconscious commands and because big paragraphs will scare the reader – so break them up.

Italics

Italics can be used in the same way as underlining. You can *deliver a command*, and you can use them to highlight a *specific* word or two, and make the rest of what you say go into the unconscious brain.

You'll notice when you come across an italicized word, you will *pause* for a split second, and the rest that follows produces the same effect *internally* as dropping your *tonality* when you talk.

Did you notice how that works?

Bold Letters

Bold letters you can **use the same way** as *italicized* words. Only, they are more commonly used to "throw" the message to a reader "hey! Look at this neat word!" -- Such as a **benefit** or an **unconscious** power word, and certainly, when you want to **deliver a command**.

There are only slight differences between the italicized and bold letters – and you know them now.

Highlighted Words

Using the **highlight** can be used to get a reader to begin reading a paragraph you feel is important they read because it's filled with psychological devices, or make a single word **"jump"** from the page. You may consider making the "jumped words" bold as well -- to produce a stronger **attention grabbing** highlight rather than a **weaker** one.

Also, you can use it to highlight a set of words in a sentence or two and end the highlight when you deliver a command, and use it this way for commanding.

Did you see how I did that in the above paragraph? -- The command was (and use this way for commanding). You may have also noticed I highlighted another command. If you come across this predicament, just ask yourself, "what command would I rather be more powerful of the two?"

Dashes –

You can use dashes to either separate your language pattern when using one or more sneak phrases as you continue to read I'll show you what I mean – clearly, you can see it now, can't you?

And you can also use as a pause to -- deliver a command.

More often commands delivered using dashes will be at the end of your paragraph. Using dashes will give the appearance the paragraph is more broken up too as you notice how I'm going to use a dash to command when you keep reading this paragraph because I want to show you it works, it's easy – you can see how it works now.

Commas,

You can realize in the paragraph above how I used a comma and a dash “together.” You'll find you can also use commas with any of the highlights you've learned.

Using commas enable you to get someone to pause so you can deliver a command, and this is where it goes.

Using the word “AND” after a comma followed by a short command is most effective when delivering unconscious commands to your reader **as you** might also remember to add another sneak phrase I highlighted a few words back, and you can see what I mean.

This, in effect, will make it perfectly grammatically structured sentence, but is not a rule. Personally, I like to slip in as many commands as possible and using sneak phrases enables me to do that.

But you can also use it the simple way, and give your command like this.

Chapter Eight – “Hypnotic Writing” Part III – Final Idea's When You Write Hypnotically

There are only a few more things you should know if you plan to write hypnotically. In part I give you a blue print. This blue print does not mean it only works for advertising. It works when you write letters to friends, family, and you want it to be hypnotic.

If you were to do this, you probably won't want to go overboard with the different highlights. It might seem like you're up to something. You don't want that. So, use “quotes” – dashes, and commas – that'll do the trick.

Here's an example of how you might use the “blue print” to write a letter to your friends or family – and even someone **you're meeting for the first time**. I invite you to notice all the different usages of embedded commands, psychological devices etc. you've learned about, as well as the blue print.

~~~~~  
YOUR PROFILE MAKES ME SMILE, Angela.

You want to know why?

Before I tell you I have to ask to please don't laugh at me and start to picture in your mind how funny I would be in person, well – at least don't laugh "at" me. It's okay if you feel like laughing at the things I do, and feel drawn to that because most people can, and more you get to know me, the more you really begin to like that about me, and it feels good.

Anyway, your profile makes me smile because (and you may have trouble believing this), but it's true – your eyes send "like me now" signals – they emanate and sparkle – they shine and twinkle, and you can't help but to smile at that.

Quite frankly, I know other women who would kill their own mothers to have eyes like yours, and that's an understatement.

Now, everyone who's ever been online dating before knows "there's a lot of psycho guys out there" and you should be careful. That's why as you find yourself getting to know me, you realize I fall in the category where you can place me in the "he's great" part of your mind.

Because, seriously now – you can think it's funny even, but it's true.

I'm happy and intelligent.

I'm nice, but strong.

I'm entertaining, and try not to let your imagination run wild on that one -- okay maybe.

But don't just take my word for it! Just look at what my other dates are saying:

...just kidding.

You see, that's the problem (and this is coming from a guy) – most women I've met aren't happy or smart, or nice and fun. They're too busy worrying about "material" things such as, fast cars, boats and stuff.

I admit, those things are great, but that's how you attract the psychos that are out there, because, they don't have character (and neither does she) – and that's not what makes you happy when you want to be with someone romantically.

Me... I don't have a fast convertible, live in a large mansion or have any special toys, yet. And I know the only way to get them is together with someone special, and until I've entered a relationship that's just right for, when you can look at is as though it's "me and you" – so to speak.

So as you find yourself imagining what it might be like to develop a friendship, a relationship, and maybe even "more" if you should want to – at a pace at which you feel comfortable taking with a guy like me, how surprised will you be when you become fascinated with the idea we get to know each other better?

Realize you can take all the time you need in the next 30 seconds to click reply as "you may never know" unless you make the next move, and write me back.

Wishing you fun and happiness,

~Nathan

P.S. Yep, that's me in the picture. I got that shirt in New York. I know it's silly, and I promise not to wear it when you want me to meet your parents.

~~~~~

Are you starting to see how powerful hypnotic writing is?

There's only a couple of things you should consider before you send an e-mail like this if you plan to use it for dating online.

It may seem when they open and read it -- pre-written. So with that in mind, it becomes a "numbers" game. You aren't going to get the kind of response using this method as you would have two years ago because women are catching on to these.

But...

That doesn't mean you can't send out about 50 of them, and have confidence in knowing you're still going to get a great response.

Now, the final thing I would like to share with you about your writing is shortening your words.

As you may have already noticed, my writing style involves the use of long sentences. I do this because that is how I am when I write. But you can also use the 54321 method to hypnotize anyone you speak with, don't forget.

Also, use words such as "that'll" instead of "that will," "You're" instead of "you are," and "isn't" instead of "is not." When people talk, they most certainly shorten their words in this way – clearly, it's obvious you should do the same when you write.

Chapter Nine – “The Golden Paragraph”

This next paragraph can be used to “set up” you listener to listen and obey practically anything you say. I kid you not, when you use this pattern you'll know exactly what I'm talking about.

Also, you'll notice the first paragraph is highlighted in **bold letters**. You would only use this if you were to slip and tell them you know hypnosis. If they don't know, start from where it's regular text.

Here it is:

In my learning about Hypnosis I've discovered that anyone can be hypnotized. It's True! And of course there is a place in your mind where you're totally suggestible, if you were to just stop, and begin the process of finding that place... that space where you're super suggestible. And if you should do that, and you were to hear my voiceand see my face right in that place - in that, super suggestible part of your mind, your like ... Wow, what a mental and spiritual bond between me and you.....unbreakable isn't it?

Are you noticing how powerful that language pattern is? – It's one paragraph worth of solid gold.

You might be wondering how you could go about introducing this pattern to someone if they don't know you know anything about hypnosis. The best way I've found is to simply say:

“I was reading this article about hypnosis and it's really neat. Can you just imagine how you could use it when you're talking with others.... and now launch into the pattern pretending to be a hypnotist.

There, now you have two patterns worth of solid gold. Use them wisely.

“How To Master And Develop More Advanced Methods of Covert Hypnosis”

As you may have already noticed, you have been given a complete breakdown of how you can “Hypnotize Anyone Without Getting Caught.” I congratulate you if you’ve read this far, not everyone has the willingness to really want to learn this material as you have.

Now, it only gets better and better as you begin to incorporate these techniques into your daily activity. However, there are more advanced techniques of hypnosis you have yet to learn about. After what you’ve read, you may be thinking “what possibly is there more to learn?” And the answer to that question is: Lots.

It may surprise you to know, that you’ve only begun your journey of learning hypnosis, which means, you know a great deal already – but it’s only the tip of the ice burg.

And that’s where I could really use your help.

You see, customer participation has enabled me to bring out the best of what I have to offer, and the more comments, requests and testimonials I get, the more invaluable secrets, methods, psychological triggers and techniques I can release as they’re requested.

That seems like a fair deal doesn’t it?

So.... With that in mind, if you can tell me what you’d like to learn more of whether it be in writing, while talking, anchors, introductions – anything you can think of – I take all the requests my customers (and it’s surprising to get all these comments) – and add them up. And whatever is requested most, a **secret made available only to my loyal customers** who’ve taken this course is created and distributed, and I’ll be sure to let you know when new developments have come out.

You’re comments and requests are all equally important to me, appreciated, and extremely valuable to you. So as you begin to think about all the methods you crave more information on, realize you can take all the time you need in the next few days to give me some ideas or tell me what you think of my products, by sending an e-mail to: Nathan@applyhypnosis.com

I wish you success and prosperity always,

Nathan Blaszak

Nathan Blaszak, President of Apply Hypnosis Center
Author of: too many books to list here.

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Appendix A. Sneak Phrases

Here are the 38 simple sneak phrases you learned about in "HTHAWGC." You may want to incorporate these phrases in your vocabulary as soon as possible so you can move on to creating hypnotic language, and print them off.

1. A person can... By talking about a "person" it melts away any resistance on the part of the person you're talking with, since you really aren't talking about them. "A person can feel compelled to practice, reading something they really, really enjoy!"

Alternatives:

- Most People (can, will, should, feel etc...)
- Many people (can , will, should, feel etc..)
- It's Like You're

2. When you... "When you" presupposes that the person is going to do the thing or experience the state you describe, so it's no longer open to debate or doubt. "When you feel seriously compelled to practice, do you find yourself compelled to act on it?"

Alternatives:

- If you (can, will, should, feel etc...)
- While you (can , will, should, feel etc..)
- You're Like

3. You really shouldn't..... This is a negation phrase. Since you're saying they "shouldn't", it's not like you're trying to get them to do as you say, aren't you? "You really shouldn't...feel compelled to practice!!"

Alternatives:

- You don't have to
- I'm not really sure if you
- Try Not to
- Don't (think, say, feel, hear, etc...)

4. What would it be like if...? This phrase is in effect, a command for the person to imagine the condition or situation named or described after it. "What would it be like if you were to feel compelled to practice?"

Alternatives:

- Can you just imagine...?
- Is it really possible to...?
- Wouldn't you know it...?
- Could you...? (transition from if you were to) "If you were to feel that, could you feel it right now?"

5. As you... This phrase assumes the person will do the behavior or undergo the condition you describe. "As you feel compelled to practice, can you feel how excited you're getting?"

Alternatives:

- When you
- and you

6. To the point where... This phrase connects one thing the person is experiencing with the next thing you would like them to experience, so you can use it both to connect and to amplify. "You might find those pictures start to get bigger and brighter to the point where you seriously feel compelled to practice."

Alternatives:

- Until you're
- And (it's, you're) like

7. It's not necessary to... This is an example of negation. By saying it isn't necessary, it eliminates any resistance, since you're saying they don't really have to do it (even though they will!). "It's not necessary to feel compelled to learn, as you listen carefully to what you're reading!"

Alternatives:

- You can't
- You won't
- You aren't

8. You might find... This phrase is useful when starting an intense chain of phrases. It implies that they are going to experience what you describe as something that just happens, so it seems like you're not commanding them to do it!! "You might find as you feel compelled to learn, it could lead to your acting on it!"

Alternatives:

- You'll be
- You might become
- You might enjoy

- You might go

9. Invite you to notice..... This phrase has the same effect as "you might find" because it is implying that what you are describing is going to happen. Plus, "invite" is pleasantly voluntary and polite! Ha! Super-hypnotic! "And I invite you to notice, how the words in this book can allow you to really feel compelled to practice!"

Alternatives:

- I Wish you would like
- I like how you
- It's interesting to notice

10. If you were to... By saying, "If" it vanishes resistance while directing the person to imagine the experience, condition, feeling or situation you are describing. "If you were to feel compelled to practice, do you think you might feel compelled to act on it?" (There's a second command hidden in that last sentence. did you notice?)

11. How surprised would you be to....? This implies that the event you're describing is certainly going to happen, and the only question is how surprised they'll be by it! One of my more favorite phrases, an example is: "How surprised will you be to find that you can feel compelled to practice?"

Are you starting to feel compelled to practice yet?

Whether you are or you are, remember that using these basic building blocks, you'll be able to create virtually any and all states you want to, very quickly, in the person you wish to control.

You can also mix and match these phrases and link them together in sentences. You'll be learning more about this a little while when we put all this information together.

When you combine the sneak phrase with a command verb, like "feel", "become", "get", "remember", notice etc, and then tack on the state, process or experience you want them to have, then... Bingo! You've made an embedded command.

As you're thinking about that...

Embedded Command ~Formula~

**Trance Phrases + Command Verbs + States, Processes or Experiences =
Embedded Commands**

(Example: What's it like **when you become compelled to practice**?)

It's actually quite simple. Practice a bit and you'll get the hang of it!!

Here are **36 more complicated** sneak phrases you can use when you develop a more sophisticated language pattern. Realize it's easier to combine these phrases with the 38 phrases above.

- 1. Some people** can learn these phrases easily.

2. **Most people** will use these to their advantage.
3. **If you could have** the power to steer someone's mind, would you use it?
4. **If you could feel** you're getting excited about learning this, would you feel compelled to master it?
5. **If you could just imagine** using these phrases on someone, how captivating will it be when you realize they work?
6. **If you could just think** about that last four phrases while reading the rest of this, how quickly you've come to learn them already.
7. **If you could feel** that you're thrilled to learn this, doesn't it just make it easier to remember?
8. **If you could choose** any car, what qualities would you want it to have?
9. **What is it that helps you know whether you** want to buy **now** or wait awhile?
10. **What is it that makes you know whether you**
11. **What it is that forces you to know whether you**
12. **Have you ever seen** this amazing car in action?
13. **Have you ever felt**
14. **What's the feeling of** knowing that you're making the right decision.
15. **You may not know** that we are going to be friends for a long time.
16. **You might not know this because** it's not obvious, but just imagine for a second if you were to...
17. **Would you be surprised if I told you** that most people aren't as energetic as you?
18. **Would you be excited to learn that you**
19. **Just by (buy)**
20. **Are you interested in** being healthy or not so healthy.
21. **Are you curious to discover**
22. **If I could show you a way to - would you**
23. **I know you can't - but if you could**
24. **Imagine what would happen if** you were to
25. **Can I show you** how this works?
26. **Don't you feel** that it's time you claim what's rightfully yours?

27. **I'm curious if** you're beginning to see the power in these phrases.
28. **I'm wondering if** you're thinking about how you can use them.
29. **I don't know if** your taking the time to say them out loud to yourself is a good Idea, but if you were to...
30. **I'm not really sure if** you'll actually use them on others.
31. **I wouldn't tell you to** use them on others , **you need to** figure that out on your own.
32. **How do you go about deciding** what phrases to use when?
33. **How do you go about feeling** that you're up to practicing these phrases some more.
34. **How do you go about seeing** they actually do work?
35. **How do you go about learning** how to make them even more powerful?
36. **How do you go about improving** your skills each and every day?

Appendix B – 226 “Trigger Sentences” To Keep Your Reader Reading and Listener In Suspense

The following list of phrases I like to call “trigger sentences” work well both in writing and in your speech when you want to “trigger” the listener or reader to continue to read or listen. You'll find them especially useful in writing.

Theses phrases act as a “launch pad” to launch your reader to continue reading the next paragraph -- or keep your listener in suspense, and to unconsciously triggers them to keep flowing with your words.

Simply tack on one of the following “trigger sentences” into your paragraphs of your language pattern and notice how it almost “forces” you to keep reading.

1. A few examples of what you'll discover...
2. Add this to...
3. After all...
4. Also,...
5. Although,...
6. Am I right about you so far?
7. And guess what?
8. And like I said:
9. And look at this:
10. And now you can...
11. And now,...
12. And that's just a small 'taste' of what's in store for you.
13. And that's just the beginning...
14. And that's just the start!
15. And that's not all...
16. And the result?
17. And this is just the tip of the iceberg.

18. And what if I could take...
19. And while we're at it,...
20. And yet,...
21. And, oh yes, let's not forget...
22. And,....
23. Anyhow,...
24. Anyway,...
25. Are we crazy?
26. As a result,...
27. As I said,....
28. As I say,...
29. As well as...
30. As you probably remember,...
31. As you read on, I'll tell you more about how...
32. At that moment,....
33. Back to the purpose of this letter.
34. Believe me,...
35. Best of all,....
36. Better yet.
37. But before we go into that,...
38. But better still...
39. But better yet...
40. But don't get me wrong...
41. But don't take my word for it...
42. But even if you were to...
43. But first a warning:
44. But first a word of introduction...
45. But first, let me give you...
46. But here's the most important part!
47. But I have an even better idea.
48. But I'm getting way ahead of myself.
49. But I'm jumping ahead. Let me tell you how this all came about:
50. But just keep reading.
51. But let me go back to the beginning to continue the story...
52. But let's suppose...
53. But there is an irony in all of this.
54. But there's a rub - and it's really ironic.
55. But, here's a problem...
56. But, that's only half the story...
57. But, there's one more thing:
58. But,...
59. By now, you probably have some unanswered questions...
60. By now, you're probably wondering...
61. By the way,...
62. Consider this fact:
63. Could that be true?
64. Despite what you may have heard...
65. Do you qualify?
66. Don't worry...
67. Fact is,...
68. Finally,....
69. First off,...

70. First,....
71. For all these reasons,...
72. For example:
73. For instance:
74. For starters,...
75. Frankly,...
76. Has this ever happened to you?
77. Heck,...
78. Here are the answers:
79. Here are the details.
80. Here is just a sample of...
81. Here's a clue:
82. Here's how easy it is...
83. Here's more...
84. Here's proof:
85. Here's the deal:
86. Here's the scary part:
87. Here's the secret...
88. Here's what else...
89. Here's what this is all about:
90. Here's your chance to...
91. How did I do it?
92. How long does it take to _____?
93. How?
94. However,....
95. I could go on and on...
96. I suppose you could...
97. I'd like to tell you more about...
98. I'll bet you can guess what happened next.
99. I'll tell you how.
100. I'm sorry, but...
101. I'm telling you,...
102. Impossible?
103. In a minute, I'll tell you how you can...
104. In a nutshell...
105. In addition to that,....
106. In addition,...
107. In any case,...
108. In any event,...
109. In essence,...
110. In fact,...
111. In short,...
112. In sum,...
113. In the pages that follow, I'll show you...
114. Indeed,...
115. Is this car really worth \$100,000? You be the judge
116. It's simple:
117. Just think about it:
118. Keep reading for the answer.
119. Let me explain what I mean.
120. Let me explain.
121. Let me prove to you - risk free!
122. Let me repeat,...
123. Let me share a secret with you.
124. Let's assume, you...
125. Let's face it,...

126. Let's take a closer look:
127. Let's take a look:
128. Likewise,...
129. Listen, there's more. Lots more.
130. Listen,...
131. Look at my next tip.
132. Look no further.
133. Look,...
134. Make no mistake:
135. More about that later. For now,...
136. More details in a moment. But first...
137. More important than that...
138. More on that in a moment - but first, let me show you...
139. Moreover,...
140. Most important of all,...
141. My point is:
142. My problem is your opportunity.
143. My strong hunch is...
144. Needless to say,...
145. Now consider what happens....
146. Now get this:
147. Now wait.
148. Now, listen to this very carefully:
149. Now, before I go on,...
150. Now, here's the next step:
151. Of course,...
152. Okay,...
153. On the other hand,...
154. One important caveat:
155. One more important point:
156. Or, if you prefer...
157. Please understand,...
158. Plus,...
159. Read on to discover the answer.
160. Remember,...
161. Second,...
162. See for yourself...
163. So it adds up to this:
164. So let me ask you...
165. So let me summarize and review...
166. So let's begin.
167. So that's why...
168. So what do you think?
169. So what does all this mean?
170. So why am I writing to you?
171. Some specifics:
172. Sound at all familiar? Take a look...
173. Stated a little differently - ...
174. Still another benefit:
175. Suppose...
176. Surprisingly enough,...
177. Take a look:
178. That means...
179. That's right,...
180. That's why...

181. The bottom line is...
182. The final facts:
183. The key to...
184. The only real question to ask yourself is this...
185. The secret to...
186. The solution...
187. The trick is...
188. The truth is,...
189. Then he dropped the bombshell.
190. Then it hit me...
191. There's just one more thing.
192. Think about this:
193. This example is going to surprise you.
194. This is not just my opinion.
195. Thus...
196. To cut short my long story,...
197. To make matters worse,...
198. Trouble is,...
199. Truthfully,...
200. Up until now,...
201. Vitally important last and final point:
202. Wait, there's more...
203. Want Proof?
204. What about you?
205. What I'm talking about is...
206. What it means is this:
207. What this all boils down to is..
208. What this means is...
209. What's all this worth to you?
210. What's more,...
211. What's the catch?
212. Which is why I'm writing to you...
213. Who wouldn't jump at this?
214. Why am I doing this?
215. Why do I say this?
216. Why I am writing to you.
217. Will it work for you? Maybe, and maybe not.
218. With that in mind, here's...
219. With that said,...
220. Worst of all...
221. Yes, it's true!
222. Yes,...
223. You know,...
224. You see,...
225. You start by...
226. You'll be glad to know that

Appendix C – 130 Unconscious “Trigger Words” To Spice Up Your Language Pattern

1. Acclaimed
2. Advancement
3. Amazing
4. Announcing
5. Appealing

6. At last
7. Attention
8. Authentic
9. Aware
10. Bargain
11. Because
12. Boosts
13. Breakthrough
14. Challenge
15. Change
16. Choice
17. Classic
18. Comfortable
19. Compare
20. Complete
21. Convenient
22. Delivers
23. Deserve
24. Discount
25. Discover
26. Discovery
27. Distinguished
28. Easy (ily)
29. Effective
30. Energy
31. Exceptional
32. Exciting
33. Exclusive
34. Experience (d)
35. Expert
36. Extraordinary
37. Fast
38. Free
39. Fresh
40. Fun
41. Guarantee
42. Heal
43. Help
44. Honest
45. How to
46. Hurry
47. Imagine
48. Important
49. Improved
50. Indispensable
51. Incredible
52. Informative
53. Instantly
54. Intimate
55. Introducing
56. Irresistible
57. Last chance
58. Love
59. Luxurious
60. Magic
61. Miracle

- 62. Money
- 63. Money-making
- 64. Money saving
- 65. Natural (ly)
- 66. New
- 67. Now
- 68. Offer
- 69. Original
- 70. Overcome
- 71. Peace of mind
- 72. Perfect
- 73. Please
- 74. Pleasure
- 75. Plus
- 76. Popular
- 77. Power (ful)
- 78. Practical
- 79. Prevents
- 80. Price reduction
- 81. Profitable
- 82. Promise
- 83. Proven
- 84. Quickly
- 85. Realize
- 86. Recommended
- 87. Refreshing
- 88. Relax
- 89. Reliable
- 90. Relief (ve)
- 91. Remarkable
- 92. Research
- 93. Results
- 94. Risk free
- 95. Revolutionary
- 96. Romantic
- 97. Safety
- 98. Sale
- 99. Satisfaction
- 100. Save
- 101. Scientific
- 102. Secret
- 103. Security
- 104. Sensational
- 105. Service
- 106. Simplifies
- 107. Soothe
- 108. Special offer
- 109. Status
- 110. Stop
- 111. Stimulating
- 112. Striking
- 113. Stylish
- 114. Superior
- 115. Sure fire
- 116. Surprising
- 117. Thank you

- 118. Timely
- 119. The truth about
- 120. Traditional
- 121. Trusted
- 122. Ultimate
- 123. Unlimited
- 124. Unusual
- 125. Useful
- 126. Valuable
- 127. Wanted
- 128. Warning
- 129. You
- 130. Yours

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