



A  [fact] and [fact] and [fact] and ____.

If I state three things that are true, a person is likely to accept the fourth thing as true. You're sitting here, and you're listening to me, and you're breathing in and out, and you're starting to relax. You're playing this game, and you're reading this card, and you're looking at the words and you're continuing to learn. You can also use words like "as" and "while", or even just a comma, to link the phrases together. You're here today, with a purpose in mind, looking at me as you begin to become curious about what you're going to learn.

____ and [fact] and [fact] and [fact] 

**J
O
K
E
R** One of the things you're really going to love about ____ is ____.

When I talk about *one* of the things you're going to love, it presupposes there are others too. And you *really are* going to love them! One of the things you're really going to love about this car is the feeling of power and control you'll get, every time you drive it. One of the things you're really going to love about our approach is how much money we'll save your business. One of the things you're really going to love about *these cards* is just how quickly you'll become irresistibly influential.


This is a sample from our Persuasion & Influence cards, coming soon. Check www.saladtd.co.uk to find out how to place your advance order now.

Tips for Learning Hypnotic Language


- Play makes learning fast and fun, so use games like Crazy 8s, Solitaire or Slapjack (rules enclosed).
- Certain phrases are in italics. You can 'analogue mark' these phrases (E.g. with a gesture, a touch, lowered voice tone, a raised eyebrow etc) to send commands to a person's unconscious mind.
- Choose simple commands (E.g. *go into a trance*) to fill in the blanks in the patterns on the cards.
- End your suggestions with a descending voice tone for increased authority.
- Start reading the pattern on the card aloud, even if you don't know what you're going to say to complete it. Word selection is an unconscious function, so your unconscious may begin to fill in the blanks!
- Set a goal for the game (E.g. for people to relax, to learn easily etc). Then allow your unconscious to help reflect this in your suggestions.


Hypnotic Slapjack (played clockwise)

- The dealer places a card (not a Jack) face-up in the centre of the table, then deals all the remaining cards face down. Players do not look at their cards.
- The player to the dealer's left makes a sentence using the language pattern on the face-up card, and says it aloud. They then place their top card in the centre of the table, and turn it face-up.
- When a Jack is played, the first player to slap their hand on top of the centre pile wins these cards and adds them face down to the bottom of their pile, leaving the Jack face-up in the centre of the table. The player to their left makes a sentence using the Jack and play continues.
- If a player slaps a non-Jack, they give the top card of their own pile face down to the person who played the non-Jack. That person adds it to the bottom of their own pile.
- When a person runs out of cards, they are out. Whoever is the last person with cards wins.

5  A person can ____.


A person can. I'm not saying who, so your unconscious assumes I mean you. A person can relax easily. A person can get in touch with their own creativity. A person can find imaginative ways to use this pattern with others.

____ A person can **5** 


4  ____, isn't it?


"Isn't it" is called a *tag question*, and when you add it to the end of a sentence, it's difficult to disagree with, isn't it? It's good to *go into a trance*, isn't it? It's enjoyable to *learn something new*, isn't it? It's useful to *practice these patterns*, isn't it? If you say it with a slow head-nod and descending intonation, it's even more irresistible, isn't it?

____, isn't it? **4** 


3  ____ because ...


People are much more likely to do things when you say "because", because they like to have reasons for things. You can learn to *go into a trance*, because you have an unconscious mind. You can *start to make those changes*, because you've waited for long enough. You can *enjoy learning these patterns easily*, because you learned to speak and you don't even know how you did it.

____ because ... **3** 


2  ...said " ____".


I'm just reporting what they said, so there's nothing for your conscious mind to resist. My friend Joe said to me, "*Enjoy all the moments of your life*". And my friend Anne said "It's easy for you to *drop into a nice deep trance*". One of my teachers once said, "*Learn to use hypnotic language*". So I did!

____ " ...said " **2** 


9  A person may not know ____.


A person may not know. But in order to find out whether you're a person who does, or a person who doesn't, you have to go inside and check, by which time it's too late. You can even add a "you", a "your" or a "you're" to make it a bit more personal and trancey. A person may not know how deep of a trance you're already in. A person may not know exactly how *your unconscious will signal that its already made these changes*. A person may not know when you will next *use this pattern*.

____ A person may not know **9** 


8  A person is able to ____.


Which person? The unconscious assumes it's you. A person is able to *enjoy relaxing deeply*. A person is able to *develop an internal focus of attention*. A person is able to *enjoy a certain facility with language*.

____ A person is able to **8** 


7  A person doesn't have to, [name], ____.

And because I'm saying they don't have to, you're perfectly safe to imagine doing what it is. A person doesn't have to, David, *relax completely*. A person doesn't have to, Elaine, *imagine slipping into a deep, relaxing trance*. A person doesn't have to, Paul, *imagine practicing these patterns every single day*.

____ A person doesn't have to, [name], **7** 

6  A person could ____.

A person? Which person? The unconscious will assume it applies to the person you say it to. A person could *open their eyes to new experiences*. A person could *close your eyes and relax*. A person could *allow the unconscious to integrate these patterns*.

____ A person could **6** 

K ♠ Eventually ____.

Eventually is such a non-specific word, that you can imagine almost anything happening, eventually. Eventually, you will *find ways to make sense of these events*. Eventually, you will *let that troublesome habit just slip away*. Eventually, these patterns will trip off your tongue as easily as your name.

Q ♠ Can you imagine ____?

Can you imagine it? You have to imagine it to find out if you can or not. Can you imagine going into the deepest trance you've ever experienced? Can you *imagine waking up to find that this problem has just disappeared*? Can you imagine being able to *develop unconscious competence with hypnotic language patterns*? Of course you can!

J ♠ By the time you've started to ____, you'll ...

By the time you've started to? When exactly is that? I don't know, but by the time you've started to discover that, the suggestion's already gone in. By the time you've started to *notice just how far you've come*, you'll be really excited about the changes you've made. By the time you've started to *hear these patterns cropping up in your day-to-day speech*, you'll really know you've learned them well.

10 ♠ A person might, you know, ____.

A person might, and that person might be you, and the "you know" makes it almost seem like I know what you are thinking. A person might, you know, *relax deeply into trance*. A person might, you know, *get a whole new perspective on this situation*. A person might, you know, *find these patterns emerging in many aspects of your communication*.

Eventually ____.



Can you imagine ____?



By the time you've started to ____, you'll ...



A person might, you know, ____.



4 ♦ Will you ____ or ____ or ____?

So many choices, which one to choose? Either way, the bases are all covered. Will you *go into a trance* right away, or will you *go into a trance* later, or will you just sit there comfortably as you notice yourself *begin to relax*?

3 ♦ When you really begin to ____ then ____.

When you do 'a', then you can have 'b'. It's so compelling that it doesn't even need to be based in fact. When you really begin to *get in touch with your own needs* then you'll *start to allow the necessary changes to take place in your life*. When you really begin to *accept yourself at a deep level* then you'll *free yourself to change whatever you wish*. When you really begin to *make these patterns an automatic part of your behaviour* then you'll become more influential than you ever thought possible.

2 ♦ When you ____ then ____.

Of course you have to do the thing suggested in the first part to get what comes after. When you *allow your unconscious to generate creative solutions to this problem*, then you'll begin to see the results you desire. When you begin to *relax the muscles in your arms and legs*, then you'll start to deepen your trance. When you *practice these patterns on a regular basis*, then you'll enjoy a real sense of accomplishment.

A ♦ What happens when you ____?

I'm only asking. But to find out what happens, you have to do it. What happens when you *imagine yourself enjoying all the benefits of having made this change*? What happens when you *imagine being able to use these patterns effortlessly*?

Will you ____ or ____ or ____?



When you really begin to ____ then ____.



When you ____ then ____.



What happens when you ____?



8 ♦ You may already have started to become aware of ____.

You may already have started, or you may be about to, and having started, it's presumed you will continue. You may already have started to *become aware of certain changes in your moment-to-moment perception*. You may already have started to *become aware of the slowing and deepening of your breathing*. You may already have started to *become aware of the increasing of your skills in these patternings*.

7 ♦ You may ____.

I'm not saying you will, just that you may. You may notice some changes in the focus of your eyes as you listen to me. You may start to *feel the weight of your eyelids*. You may *learn these patterns* in many different ways.

6 ♦ Your conscious mind ____, but your unconscious ____.

It's good to explain the difference between the conscious mind and *your unconscious*. And *your unconscious* is such a lovely ambiguity. Your conscious mind can pay attention to a few things, but *your unconscious* can pay attention to everything. Your conscious mind is listening to my words, but *your unconscious* is listening to how I am saying them. Your conscious mind is trying to make sense of these patterns, but *your unconscious now* is already integrating them at a deep level.

5 ♦ You can ____, can you not?

When you add "can you not" to the end of a sentence, you can agree with it more easily, can you not? You can *feel parts of your body beginning to relax*, can you not? You can *remember certain pleasant experiences*, can you not? You can *imagine using these patterns in many future situations*, can you not?

You may already have started to become aware of ____.



You may ____.



Your conscious mind ____, but your unconscious ____.



You can ____, can you not?



Q You might ____.

You might do this or you might do that. I'm not telling you what to do, just what might transpire. You might start to find a new way of perceiving this situation. You might see a new direction opening up in front of you. You might find yourself repeating these patterns as you sleep and dream.

You might ____.

J You may notice ____ as you ____.

You may notice it, or you may not, but as you do whatever's been suggested, you'll probably be looking for it. You may notice a sense of anticipation as you start to relax. You may notice the sensations in your hands as you allow yourself to go inside. You may notice certain feelings as you become determined to learn these patterns thoroughly.

You may notice ____ as you ____.

10 You may be aware of ____ as you ____.

It's happening - it's just a matter of whether or not you're aware of it. Of course, if you really want to find out, you need to do what follows the "as you". You may be aware of the sound of my voice as you slip into a trance. You may be aware of sensations in your body as you relax even more deeply. You may be aware of a sense of enjoyment as you continue practicing these patterns.

You may be aware of ____ as you ____.

9 You may already have started to notice the changes in ____ as you ____.

When I say that you may have started to notice something, you check to find out if you have or not. And while you're checking, it's so tempting to just accept what follows the "as you". You may already have started to notice the changes in your physical sensations as you allow yourself to relax into a trance. You may already have started to notice the changes in your depth of trance as you focus on the feeling of going deeper.

You may already have started to notice the changes in ____ as you ____.

3 How quickly can you ____?

I'm not asking if you can, just how quickly you can. How quickly can you start to notice the effects of trance? How quickly can you become aware of the changes you're making at an unconscious level? How quickly can you imagine really seeing the benefits of learning these patterns?

How quickly can you ____?

2 How does it feel when you ____?

How does it feel? It's a fair question, and in order to find out, you have to at least imagine what I've asked. How does it feel when you allow yourself to relax deeply? How does it feel when you get in touch with the part of your body that feels the best? How does it feel when you imagine using these patterns skillfully?

How does it feel when you ____?

A Don't ____ too quickly.

You're going to do it, it's just a matter of how quickly, and we wouldn't want it to happen too quickly, now, would we? It's better to savour it! Don't go into a trance too quickly. Don't close your eyes too quickly. Don't learn these patterns too quickly.

Don't ____ too quickly.

K You might become aware of ____ when you ____.

You might become aware of it, which presupposes it's already there, and all you have to do to find out, is the bit after the "when you". You might become aware of a deepening sense of trance when you focus your attention inside yourself. You might become aware of a new range of possibilities when you allow your unconscious to start generating solutions. You might become aware of an emerging sense of confidence as you practice these patterns repeatedly. It's just a possibility!

You might become aware of ____ when you ____.

7 I don't know if you've already begun to notice ____.

I don't know, so there's only you that can. I don't know if you've already begun to notice certain sensations in your body. I don't know if you've already begun to notice your eyelids starting to become heavier. I don't know if you've already begun to notice the positive effects of using these cards.

I don't know if you've already begun to notice ____.

6 I don't know exactly how ____.

Not exactly, but it's going to happen. I don't know exactly how you're going to go into a trance. I don't know exactly how you'll find these learnings helping you the most. I don't know exactly how you're going to use these patterns. That's for you to find out.

I don't know exactly how ____.

5 I could say ____, but ____.

I could say it, but I'm not going to, so it won't ruffle your feathers. Except I already did! I could say you have all the answers already within you, but you already know that. I could say that you will make these changes quickly and easily, but it's going to be a few enjoyable minutes before you know it to be true. I could say that these cards will massively enhance your skills, but you're already recognising that, aren't you?

I could say ____, but ____.

4 How would it feel if you ____?

The "would" makes it theoretical, so it's safe to go there. But you can change the tense part way through for extra impact. How would it feel if you suddenly resolve to stop smoking? How would it feel if you find a new way of perceiving this problem? How would it feel if you fully master these patterns?

How would it feel if you ____?



J I'm curious to know ____.

I'm not asking you, I'm just saying that I'm curious. I'm curious to know how deeply you'll go into trance. I'm curious to know which resources you'll find to deal with this. I'm curious to know just how many ways you'll find to apply these language patterns.

I'm curious to know ____.

10 I wouldn't tell you to ____ because ____.

I wouldn't tell you to, so you don't need to resist against it. And just to make sure, I'll give you a reason (people love reasons). I wouldn't tell you to enjoy the process of going into trance because it goes without saying that you will. I wouldn't tell you to relax the muscles in your arms and legs because it's up to you how you prepare to go into trance. I wouldn't tell you to practice these patterns repeatedly because you can choose for yourself how best to integrate them.

I wouldn't tell you to ____ because ____.

9 I wonder if you've already started to notice ____.

I wonder if you've already started to notice a feeling of relaxation somewhere in your body? It's not a matter of if it's happening, just a matter of whether you've already started to notice it or not. I wonder if you've already started to notice how much fun you can have learning these patterns.

I wonder if you've already started to notice ____.

8 I wonder ____.

Isn't it wonderful to wonder? Of course, when I wonder, you have to process the meaning of what I'm wondering about. I wonder if you'll just forget that you ever had that problem. I wonder what it will be like for you to take a fresh new outlook on this situation. I wonder how quickly you'll begin to hear these patterns emerge spontaneously in your language.

I wonder ____.

2 Isn't it nice to know ____?

Isn't it nice to know that you can integrate these learnings at the speed that's best for you? It's so easy to agree with, that you just want to nod. Isn't it nice to know your unconscious has the answers to all the questions you'll ever ask? Isn't it nice to know that you have all the resources you need already within you?

Isn't it nice to know ____?

A In the days and weeks ahead ____.

I'm not saying when, exactly, and it sounds so plausible. In the days and weeks ahead, you will begin to find these learnings integrating at every level in your neurology. In the days and weeks ahead, you may begin to notice certain indications that the changes you desire are taking place. In the days and weeks ahead, the real value of having practice these patterns diligently will begin to become apparent. (Yes, I know it should say practiced, but when you say it smoothly, the conscious mind doesn't even notice).

In the days and weeks ahead ____.

K I don't know whether ____.

I don't know, but you'll know, once you've considered the possibilities. I don't know whether you'll start exercising today. I don't know whether you can feel a tingling sensation in your fingers. I don't know whether you've decided just how deeply you're going to embed these patterns in your language.

I don't know whether ____.

Q I'm wondering if ____.

I'm not telling you to do anything, I'm just wondering aloud. I'm wondering if your eyelids are getting heavy. I'm wondering if you're starting to look forward to making those changes easily. I'm wondering if these patterns will become integrated immediately. I don't really know. I'm just wondering.

I'm wondering if ____.

6 One of the things ____ is ...

When I mention one of the things, it presupposes that there are others. One of the things you can enjoy about going into a trance is the sense of comfort and relaxation you'll feel. One of the things you'll appreciate about having resolved those issues is just how good you'll feel. One of the things you'll laugh about once you learn these patterns is just how much fun you can have using them.

One of the things ____ is ...

5 One can, [name], ____.

One can, can one? Of course. And when you use their name just before you embed the command, it makes it all the more powerful. One can, Tom, connect with these learnings at a deep level. One can, Carol, feel satisfied with what's been accomplished. One can, Andrew, have a great deal of fun with these patterns.

One can, [name], ____.

4 Maybe you'll ____.

Maybe you will, and maybe you won't. I'm just stating a possibility. Maybe you'll discover a new level of awareness. Maybe you'll get in touch with your innermost self. Maybe you'll buy a deck of these cards for all your friends. It's just a thought - keep it in mind!

Maybe you'll ____.

3 Maybe you haven't ____ yet.

Maybe you have and maybe you haven't. The negation is great for people whose natural urge is to resist, and if you have, well that's just my mistake. And the yet presumes it will happen in the future. Maybe you haven't opened to the unlimited possibilities within you yet. Maybe you haven't thought of all the ways you can enjoy becoming slim and healthy yet. Maybe you haven't imagined all the ways you can use these patterns yet you can begin to now.

Maybe you haven't ____ yet.

10

People can, you know, ____.

9

People can, [name], ____.

8

People can ____ because...

7

People are able to ____.

Which people can? People like you! And the "you know" assumes you already know this, so it's nothing new. People can, you know, *forget about ever even having had this problem*. People can, you know, connect with their natural brilliance. People can, you know, *learn even faster* when you're having fun.

Which people specifically? Why *you* of course. People can, Peter, *relax deeply*. People can, Jane, *imagine being fit and healthy*. People can, Emma, *learn these patterns thoroughly*.

Which people? People like you. And why? Because they've got a reason to. People can *go into a deep trance* because it's a natural state of consciousness. People can *discover powerful inner resources* because your unconscious is a storehouse of memories, learnings and possibilities. People can *practice these patterns thoroughly* because practice is the mother of all skill.

I'm not saying which people, but your unconscious is likely to assume I'm talking about you. People are able to *imagine innovative solutions* to their own problems. People are able to enjoy eating when they're hungry and stopping when they're full. People are able to *find fun ways to use these patterns in conversations*.

10 People can, you know, ____.

9 People can, [name], ____.

8 People can ____ because...

7 People are able to ____.

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K Try to resist ____.

Q There is no need for you to ____.

J The fact that [fact] means ____.

Of course if you try, it presupposes failure. And what better to fail at than resistance. Try to resist the sense of enjoyment that grows with having learned something new. Try to resist the weight of *your eyelids beginning to close*. Try to resist the urge to *use these patterns with every person you hypnotise*.

There is no need for you to do it, so I'm not even asking you to, but you at least have to imagine it to know what it is. There is no need for you to *turn your attention inwards*. There is no need for you to *imagine yourself dropping into a trance*. There is no need for you to *picture yourself using these patterns fluently*, so you can just relax.

The fact that you're here means...well logically it means that you're here. But hypnotic logic is a bit different. You can state a fact, then say what it means. The fact that you're here means you can *make whatever changes you desire*. The fact that you've learned to write means you can *master any complex skill*. The fact that you're playing this game means you'll *wire these patterns in at a deep level*.

K Try to resist ____.

Q There is no need for you to ____.

J The fact that [fact] means ____.