



By Jamie Smart  
of **salad**

**Jamie Smart** came to the world of **Neuro-linguistic Programming** (NLP) from a career in IT, first as a computer programmer and then rising through the ranks to become a first-class Project Manager. Today, as Founder and Managing Director of **salad**, now a highly respected author, trainer, executive coach and NLP specialist, his published work includes the market-leader for learning hypnotic language, *Ericksonian Hypnosis Cards™*. His weekly *NLP Tips* newsletter is now read by over 9000 coaches, managers, therapists and NLP-enthusiasts worldwide.

A leading resource for development and coaching instruments **Salad** offers a comprehensive range of materials for learning NLP, Persuasion & Influence, Intuition, and general wellbeing. Consumers of these products range from those in business and enterprise, to consultants, life coaches and the full spectrum of people looking to unlock the power of NLP in their lives. The fast growing range of Salad products, which includes books, programmes, CD, etc., is available at [www.saladltd.co.uk](http://www.saladltd.co.uk), or ring **01455 445705** for more information.

# Secrets of Hypnosis

## That's When I Said To Myself, “You Have To Learn Hypnosis”

When I first came across *Neuro Linguistic Programming* (NLP), I read about amazing things it was possible to do with it. When I went on training courses, I was to **discover even more cool stuff** that I wanted to learn, and one of the things that I found most fascinating (and useful) was hypnosis.

I was surprised to **learn the principles of hypnosis** underpin much of NLP. I was even more surprised to learn that many of the so-called *presuppositions* of NLP had been based on the beliefs and behaviours of Milton Erickson, the world's greatest hypnotherapist. I discovered that mastering the principles of hypnotic communication was actually going to be key for me to have the sort of success I wanted in my life. You see, I had a number of challenges:

I had certain goals that I'd been unable to reach, no matter what I did.

- I wanted to **become an exquisite communicator**, so I could present my ideas to people in a compelling way.
- I had certain people who, no matter how hard I tried to persuade them, wouldn't do the things I knew would be best for both of us.
- I wanted to **become unusually influential**, able to get people to **say yes** to me.
- I had friends, colleagues and clients who had challenges, and I wanted to have incredibly powerful ways to help them.

I had been given a number of tantalizing reasons to learn hypnosis, and the more I thought about them, the more I wanted to **learn it right away!** Here are just a few of the things that attracted me:

- **Reason number one** (this one's sort of the reason behind all the other reasons). I learned that hypnosis is quite possibly the most powerful approach to communication ever devised. Why? Because it allows you to communicate with a person's unconscious mind (whether yours or someone else's). While the conscious mind enjoys the illusion of control, it's actually the unconscious that's making the important decisions in a person's life. That means that if you can get in touch with someone's unconscious, you can be extraordinarily influential with that person.
- I wanted to **develop a reputation as an extraordinary communicator**, able to express myself with clarity and precision.
- I wanted to increase my skill as a public speaker, able to paint vivid pictures in people's imaginations, and get them to immerse themselves in the experiences I presented to them.
- I wanted to amplify my ability to coach others, using language elegantly to help them **discover solutions to difficult problems**.

- I wanted to load my communication with 'subliminal messages' to a person's unconscious mind (a la Derren Brown).
- I wanted to get more control over my own state, and help to change other peoples' state of mind, quickly, positively and covertly.
- I was told I would even be able to get people to **go into a trance!** How cool is that?!?
- I wanted to have a lot of fun! And I can tell you now that my world has **become far more interesting** since I learned hypnosis.
- I wanted to become more persuasive and influential, able to get people to **buy into ideas, products and services.**

So I decided to **learn hypnosis**. I immediately set to work, eager to **learn as much as possible** about hypnosis, and **develop great hypnotic skills**. I started out by reading books. Books are fantastic (my monthly book bill makes my accountant weep), but I soon discovered that you can't learn hypnosis from a book you have to learn it by doing. Don't get me wrong, the books I read got me to feel really excited about what I was going to be learning but I had to go out and have the experience before I could actually do it. Some of the things I read about that made me **feel really excited** included:

- Nesting stories inside stories inside other stories (called nested loops & stacking realities) for trance, influence and change (I'd actually seen the comedian *Billy Connolly* doing this, but had never understood why it **feels so powerful**, or how to do it myself).
- How to get people to go into a trance during a seemingly ordinary conversation (the whole idea of covert hypnosis seemed like **the coolest thing ever**).
- How to use **the language of hypnosis** (the Milton Model) elegantly, discreetly and most of all, effectively.
- **And the attitude:** I really wanted the **go for it** attitude that made the people who are really amazing at this stuff so much better than the rest.

Whenever I read about a cool technique I'd say to myself “

**Imagine being able to do this. How amazing is that going to be? Now what do you have to do to make this happen?”**

So I learned hypnosis. In the process, I had to deal with limiting beliefs about my own abilities, conflicting information about what did and didn't work, and people who tried to mystify something which is actually incredibly simple!

The amazing thing is, when I finally realised how easy hypnosis is, I laughed out loud! You see, the ability to go into a trance, and to get other people to do the same, is a natural human capability. We all have the ability to enter altered states of awareness. Developing the skill to guide yourself and other people into those states is not actually as difficult as you may previously have thought. In fact, it's easy once you know how!

In the course of becoming a licensed Society of NLP Trainer, I've spent hundreds of days learning from some of the best trainers in the world, including **Paul McKenna** (the world-famous stage hypnotist), **Richard Bandler** (co-developer of NLP and probably the best hypnotist alive today) and many others. I've spent countless hours developing my skills and putting them into practice. Best of all, I've discovered through trial and effort what works, and what doesn't.

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You see, my hypnotic work is not theoretical. My skills and experience have been tried and tested in a number of key areas:

**Doing private client work**, helping people get over debilitating conditions such as phobias, compulsions, grief, and other issues, often in a single session.

**Coaching Company Directors** and other top executives, where any mention of the 'H-word' is totally unacceptable.

**Working as an NLP Trainer**, helping people to develop a high degree of skill in as short a time as possible.

Here are just a few examples of the things that my hypnosis skills have helped me to do:

**Close deals worth hundreds of thousands of pounds**, with large corporate clients who continue to give me repeat-business to this day.

**Help a beautiful 24-year-old woman win a 10-year battle with agoraphobia** and fulfill her lifetime dream of going shopping at a local shopping centre by herself (her dreams subsequently got bigger, and within a month she was relaxing on a beach in sunny Spain!)

**Persuade several hundred hostile, frightened employees (not mine, I hasten to add) to relax and open their minds** to a new organisational change programme (the programme was later rated as a huge success, and was fully embraced by the business as a whole).

**Help a high-flying executive who was still suffering with feelings of guilt and remorse years after ending his marriage** to let go of the past, focus on enjoying the present and start looking forward to a wonderful future.

**Do life-changing work with hundreds and hundreds of people** who attend my training courses and corporate workshops to clear limiting beliefs and start getting more of the results they want in their lives.

In all of these arenas, my skill as a hypnotist has been put to the test. And believe it or not, I do most of my best hypnotic work *covertly*, using conversational hypnosis. My clients pay me to get a result, and they allow me to choose the best way to achieve that result. But I know that hypnosis has such a mixed reputation in our culture, that I usually choose not to mention it. ***I just do it, and the results speak for themselves.***

Don't just take my word for it - read what my clients and colleagues say:

Jamie,

Just wanted to thank you for the time we spent together on Monday. I can honestly say it was the most helpful, relevant and effective coaching/training/therapy I have ever had by some way.

Great to meet you and look forward to a continued relationship.

Cheers, Rob

Rob Taylor,  
Head of Field Sales,  
Caudwell Communications

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Jamie

You have a fantastic ability to change people's lives for the better continue the amazing work

Louise Hurdley  
Trainer and Coach

“Jamie is a top notch NLP™ trainer and he's about to begin a new NLP™Practitioner/Master Practitioner training program. ...if you don't yet have the skills where you want them to be then I recommend you contact Jamie and make arrangements to learn with him ... especially if you are a UK resident.”

**Joseph Riggio**  
Architect and Designer of the MythoSelf™ Process

## The Secrets of Hypnosis -

So now I've decided to start passing on the secrets I've learned. The first step was to create **Ericksonian Hypnosis Cards™** to help people learn to use the language patterns of hypnosis. What I didn't anticipate is that I would be inundated with requests for hypnosis training! The good news is, I spent years learning to do this, so **you can learn it quickly!** I've designed a two-day workshop that will put you on **the fast track to hypnotic skill**. By the time you finish this workshop, you will learn:

**How hypnosis works:** what its benefits are, and when to use it (whether with yourself, with individuals, or with entire groups of people!)

**Ten rapid inductions:** simple ways to get people into trance, *fast!*

**The three barriers:** these are the main obstacles to getting someone into a trance, and what you can do to eliminate them.

**The language of trance:** we'll wire in the patterns in a fun and powerful way. Prepare to be amazed as you find yourself using hypnotic language *automatically!*

**Nested loops and stacking realities:** lots of people talk about it, but very few can actually do it. *You'll learn how!*

**Embedded commands:** you'll discover how to communicate directly with someone's unconscious mind.

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**Your most powerful hypnosis tool:** your voice. You'll learn the simple tricks that make a huge difference in how your voice affects others (including the way to open up the 'command module' in someone's brain with *every word you say!*)

**Utilisation:** how to get someone into a trance no matter what's happening in the environment around you.

**Conversational Techniques:** How to use the patterns and principles of hypnosis during an ordinary conversation.

**Conscious / unconscious dissociation:** and how you can use it to rapidly create a 'hypnotic relationship' with a person's unconscious mind.

**Self hypnosis:** so you can start to get all the benefits of hypnosis for yourself.

**Ericksonian Techniques:** Including positive double-binds, negation, ordeals and lots of other powerful techniques for getting people to go in a certain direction.

**Pattern interrupts:** including the legendary handshake interrupt, as well as others that are far more covert, but just as powerful (*I use one of them on a regular basis, and no-one even notices! They just notice feeling good, and that whatever we do goes well.*)

**Hypnotic Metaphor:** If you've already listened to my CD products, you know that I tell a lot of stories. What you may not have realised is that they are one of the most powerful tools for communicating with the unconscious mind (that's part of how people learn so much so quickly on my trainings). You'll learn how to create powerful metaphors and use them to help people develop solutions, to persuade and to influence, or even just to clarify a point.

**And tons more:** I mean it. There is so much we're going to be covering on this training that you're going to be completely blown away by how much you've learned, and how much you are able to put into practice. This is not a theoretical training it's about developing skill. No matter where you're starting from, you will see a significant increase in your hypnotic abilities during the course of these two days.

**And who is this workshop for?**

I'll start by saying who it isn't for. It isn't for people who want to come away with a purely theoretical model of hypnosis. This is for people who want to **learn hypnosis** and put what they've learned into practice. It will be of particular interest to NLP enthusiasts, coaches, trainers, influence professionals, hypnotherapists, managers, presenters, people-helpers... the list goes on. Basically this workshop is for people who want to take their communication ability to a new level, and start discovering the magic of what's possible for human beings.

If you have already learned hypnosis, but would like to go deeper into the domain of Ericksonian Hypnosis, learning conversational approaches etc, this will be of particular interest to you.

So the big question is: **where, when and how much?**

The 'where' is at our custom designed training venue in Hinckley, just 90 minutes drive from London.

**The when is the 9<sup>th</sup> and 10<sup>th</sup> of July, 2005.**

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### **The how much is up to you!**

Let me explain. I've spent tens of thousands of pounds developing my skills, but I'm going to offer them to you and 14 other people (only 15 people will get a space on this training) for the price of just **£347 + VAT** (a total of £407.73).

One of the great things about having a maximum of 15 people on the training is that every person has the opportunity to get personal coaching on their skills and personal objectives from me. Many people who have attended Salad trainings have found the personal work I did with them justified their investment by itself. The fact that they got all the skills and learnings on the curriculum as well just increased their level of happiness with what they received.

We're going to be filming this one-of-a-kind workshop, so I'm keen to ensure a full house. For this reason, I'm going to go one step further and offer an early bird discount of £100. You can save £100 and **pay the low price of just £247 + VAT** if you **book before 17<sup>th</sup> of June 2005**. When you book before this date, you will pay a 50% deposit, with the balance of fees being due by the start of the course.

So why else did I say "how much is up to you"?

Because for every friend or colleague you refer who pays for and attends the workshop, I'll give you £75 off your total investment. If you order at the early bird price, and refer four people who attend, you will pay nothing!

And the best news? **There's no financial risk whatsoever**, because of the Salad guarantee:

### **The *salad* No-Quibble Guarantee**

If at the end of the first day of the training, you are not **completely delighted** with the training you are receiving, we will give you your money back **immediately**.  
No quibbles. Period.

Because there are only 15 places available for this training event and we expect this to be fully booked before we get the web-page up on our site (at [www.saladltd.co.uk](http://www.saladltd.co.uk)) we have opened a **Booking Hotline** on **01455 445705**, so call now to reserve your place.

I'm looking forward to seeing you at the workshop on the 9th & 10th July 2005.

**Jamie Smart**  
***salad***

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