

**Powerful Language Patterns That**  
**Get Results!**

**A Handbook for Coaches and**  
**Facilitators of Change**

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# **Powerful Language Patterns That Get Results! A Handbook** **for Coaches and Facilitators of Change**

## Introduction

Hello



I'm Tony Burgess and I welcome you to this Handbook.

You may have obtained this handbook because you are already a successful coach or change-facilitator and you are always on the look-out for ways of further enhancing your performance and results. It may be that you are still training to become a coach or change-facilitator or you are newly qualified and you want to give yourself the best possible start on your exciting journey. It is possible that you are not a coach or change-facilitator at all and you may be in a role within a company or organisation where language expertise and change facilitation skills will really help you influence and connect with people. You may of course be one of the many coaches or change-facilitators that we have trained over the years, eager to reinforce your learning at every opportunity. If your

current position fits one of those above or you have accessed this handbook for reasons I haven't even thought of yet, I congratulate you for being one of those people who *takes action* when presented with an opportunity to step up and further improve your performance. I guarantee that by choosing to read what is in this handbook with an open heart and mind, ready to soak up what is offered like a sponge for success, by choosing to adopt it and practise it regularly, to integrate it into your daily communications and also share it with others, I can help you to make an important difference out there in the good work you are already doing and beyond.

The information held within this handbook will have benefits that ripple out well beyond your coaching or any formal change facilitation activities. The language secrets that I will disclose can help you step up to become a better partner, a better parent, a better friend, a better colleague, a better salesperson, a better customer, a better networker, a better business owner, a better speaker or presenter, a better author and more! I know this because I have worked with people who have had improvement goals in all of these areas (and more besides) and they have achieved consistently solid results.

A bit of a historical context for what is on offer to you in this handbook:

I am one of the founding Directors of Academy of High Achievers Ltd (Aha!) and for more many years I have specialised in training coaches, trainers, speakers, consultants and other change-facilitators in the mastery of effective language use and I have been using the expertise directly in coaching and change-work with my own clients since the mid 1990s.

Looking back to when I studied Psychology at University, I was fascinated by what I was learning and thoroughly enjoyed my studies and then when I left after graduating from my degree programme I was really hungry to *apply* psychology to make a positive difference to people's lives. My psychology degree hadn't really prepared me for such practical application although it had given me a very good academic grounding in understanding people and what makes them 'tick'. It was when I trained a couple of years later in how to use conversational hypnosis and related techniques to facilitate positive change that I got my first taste of just how powerful applied psychology can be (including the secrets of influencing language). I got hooked very quickly because I discovered that as I experimented with these language tools they worked effectively and reliably in a very wide range of contexts and situations. I have since used my skills to help lots of corporate clients and business owners to get more

of the results that they want - more often, more quickly and more effectively. Then as time passed by, I began to develop a stronger and stronger reputation as a coach and trainer that really 'cuts the mustard' and I began to teach other ambitious change-facilitators the secrets that I had learned. Over the years, this part of the business has grown and grown based on solid results. Now my partner Julie French and I have developed, tweaked and honed some highly effective and unique approaches for teaching others how to integrate these language secrets for themselves. We have tutored very select groups and ambitious individuals to harness the pure magic of these language skills along with other associated powerful change tools. In addition, we continue to deliver solid, effective coaching directly to our own corporate and business clients.

Here in this handbook, we will in effect be peeling back the curtain that will give you insider access to the language secrets that until recently we only taught to small elite groups. Each individual who we have trained has been willing to invest thousands of pounds with us to take that step up and here for the first time we are inviting you behind the scenes to learn for yourself how to begin to use masterful language that really makes a difference.

The power of language is mesmerizing!

I sometimes wonder what my coaching and change facilitation work would have been like if I had not been fortunate enough to have come across the language secrets so early. To me, the language patterns that we live by and teach are like the oil on the cogs that eases the coaching or change process at every turn. Without the oil, coaching and facilitation approaches can be less graceful, less elegant, perhaps even clumsy or inadvertently disruptive at times. We have found that as we teach the language patterns to others, they seem to literally ‘wake up’ to the possibilities that they had previously been missing. We also notice them begin to realise just how ‘hit and miss’ their language-use had previously been in change-work without the detailed awareness and knowledge of how it all works.

You see, strange as it might initially seem, all of us are living in a kind of ‘trance’ moment by moment. That’s right – we are living our life in an everyday kind of hypnosis! Our ‘reality’ is to a great extent ‘made up’ – it seems accurate and real and yet it isn’t. Each and every one of us has a ‘made up’ version of ‘reality’ in our heads and although it *seems* like ‘truth’ it is in fact a heavily distorted and filtered version of what is actually going on ‘out there’ (the raw information that actually hits our senses).



Sometimes a person will find him/herself in a 'helpful' trance, totally aligned with and supporting the journey towards more of what they desire and strive for in life. At other times, they will find themselves in an 'unhelpful' trance that is getting in the way of them achieving more of what they want. When I am noticing a person's current 'trance reality' I am only ever interested in whether it is serving them or not in relation to their expressed goals. I am never interested in deciding whether it is 'true' or 'false' or 'right' or 'wrong' in relation to my own 'trance'/ version of the world (people fight wars over such things). This is a very practical approach to being able to support people to get the results that they want in an unbiased way.

Other people's language powerfully influences and shapes any individual's 'trance' (their 'version' of the world). This influencing power can be either used deliberately when the people speaking actually know the rules, or more often it is inadvertently and haphazardly powerful because they don't. Without a keen awareness of what is going on, your own unique version of 'reality' is being shaped by people's language whether you like it or not and even people who have great intentions for you may be shaping it in unhelpful ways without even knowing it.

Everyone who speaks to us is in fact a hypnotist of sorts – whether they know it or not. Their language is a powerful influencing tool and for most people it is being used in an ‘untrained’ and therefore ‘unharnessed’ way with a significant risk of unintentional disruptive influence. For some, however, there is a ‘trained’ awareness of how language works and how it influences people and so they are ‘hypnotising’ people with their language in a deliberate and purposeful way, harnessing the power of language to influence. So, some people know the secrets and if they are a positive change-facilitator or a friend or supporter they will be aligning their language with whatever the person says they want to achieve or experience.

Are you aware enough to ‘protect’ yourself?

Trained or untrained, purposeful or not, harnessed or unharnessed - language is powerful and hypnotic either way. When I found out the secrets of language and the powerful impact that they can have on people, I committed to give myself a winning edge by learning as much as I could about how it all works. I did so both to help ‘protect’ myself from deliberate and also inadvertent unhelpful communications delivered by other people and also to ensure that I was able to support my own positive intentions towards others by using purposeful, aligned and effective language myself as I communicated with them.

We even hypnotise ourselves!

Of course, through our own ‘self talk’ in our thinking, we are also contributing to creating and maintaining our own ‘trance’ (our own ‘version’ of reality). Again, people are often inadvertently ‘getting in their own way’ through lack of understanding of how language works and how powerfully it shapes their own perceived ‘reality’.

Change-facilitators hypnotise their clients – purposefully or not

Most concerning of all is that a great many well-intentioned change-facilitators such as sports coaches, doctors, therapists, business and life coaches, managers, trainers and professional speakers are inadvertently disrupting their intended messages by unharnessed or ‘hit and miss’ language patterns. Their language is going to be having a powerful influence on people and whether that language happens to support the intended meaning or disrupt it (sometimes even in the opposite direction to that intended) it is likely to be inconsistent if they’ve not learned to apply the rules.

This handbook will allow me to help far more coaches and change facilitators than I could ever tutor face-to-face to harness the power of their daily hypnotic communications. Through this handbook, I can help to ensure that you are at least *beginning* to get a good grasp on how to

communicate messages that will powerfully support the direction of your clients' desired journeys rather than disrupt them. Of course, there's so much more that I can help coaches and change facilitators to do beyond that and at least this handbook gives everyone a really, really good start in this important area!

If you are hypnotising anyway – you might as well do it positively and purposefully!

What I realised is that for as long as I choose to continue using language in day to day communications (including with my clients) I will be powerfully influencing people. So, I would rather be influencing positively and deliberately, than haphazardly, unintentionally and potentially disruptively.

The powerful language skill set offered by this Handbook:

The language secrets that I learned and now teach to others have provided me with two main categories of verbal communication that have helped me considerably in my coaching and change facilitation work. **First** is the skill set that I use to help my clients to strengthen, develop, support, grow and maintain really helpful 'trances' that are enabling them to stride forward towards their desired goals. **Second** is the skill set that I use to shake the foundations of my clients' unhelpful 'trances' as I spot that they

are getting in the way of their desired progress. In many respects, I see both skills as essential to getting the floodgates wide open for my clients' inner resources to flow easily, powerfully and purposefully in the direction of their desired outcomes.

The purpose of this Handbook is to focus on and help you to start developing the first skill – *using language to powerfully facilitate 'helpful trances' in clients*. The second skill is a separate and related topic in its own right. In my view, it is most helpful to first ensure that the influence that *you* are definitely having moment by moment is doing *useful* work rather than having an unhelpful influence. At least then we know that as change-facilitators we are contributing to the solutions rather than inadvertently to the problems. A second-wave skill, once we know that our own house is in order is to be able to help 'undo' existing unhelpful 'trances' that people may have in place, so that they can be purposefully replaced by more useful ones.

### The Secret Language Patterns:

The great news is that each of the language secrets that will be disclosed in this handbook will be very easy for you to grasp and apply straight away. In fact, you will quickly notice that you have already been using

many of the language patterns in your everyday conversations. The key revelation for each pattern will be the power it has to shape and influence people's thinking and experiences. Then you will gain a clear understanding as to how each pattern can be harnessed to great effect when used deliberately and purposefully. As you enjoy practising the individual language patterns that you learn you will begin to notice that you are more and more involved in performing the powerful 'art' of communication – you will be using the language patterns in increasingly graceful and subtle and yet powerful combinations. In short, you will begin 'weaving magic' with your words.

Enjoy the outcomes and enjoy the journey!

#### 1) 'Solidifying' positive identity and 'loosening' unhelpful behaviour

When people accept labels about who they are (from others or sometimes self-assigned labels) they tend to have a certain 'stickability'. I have seen all kinds of examples in education, in medicine, in business relationships, in organisations and also in personal relationships where such labels can be hugely empowering or disempowering, sometimes without any deliberate intention from the 'labeller' one way or the other. Such labels, when delivered, are most easily recognised when they begin with '***You are...***'

Of course, evidence that the ‘receiver’ of the labels has actually accepted them as true is when they begin to refer to these labels in the form of *‘I am...’*

An example would be where someone is offered a label *‘You are a hopeless salesperson’* (which if accepted by the receiver will become a recurring thought or self-reinforcing message of *‘I am a hopeless salesperson’*).

This is a statement that is offered about the person at an ‘identity’ level – Spoken as if it were a personality trait, a characteristic of them as a person, an ‘unchangeable’ quality that feels rigid and something they are ‘stuck with’. Interestingly, the comment will have been based upon perceived behaviour and perceived results of behaviour rather than anything about who the person actually is.

Other examples of potentially unhelpful ‘labelling’ communications would be *‘You are so unimaginative’*, *‘You are a rigid thinker’*, *‘You are really lazy’*, *‘You are so stupid’*, *‘You are ineffective’*, *‘You are inflexible’*, *‘You are so unhelpful’*, *‘You are an underachiever’*, *‘You are really unsociable’*, *‘You are aggressive’*, *‘You are unassertive’*, *‘You are such a pushover’*, *‘You are a trouble-maker’*, *‘You are frustrating’*, *‘You are so picky’...*

Another powerful version of this pattern starts with *‘You are being...’* eg *‘You are being so annoying’*.

If you are interested in facilitating positive change, then it would be useful to adopt a standpoint that all of these messages (above) are in fact only commenting on perceived behaviour (even if highly frequent behaviour) rather than actual qualities that make up the person.

The use of any limiting ‘identity label’ is unlikely to encourage positive change if the label is taken on board by the receiver. Effectively, if accepted, the mind will interpret the label in the following way: ***“If I am a hopeless salesperson and it is a characteristic of me, why bother even trying anything else or believing anything else is possible? If it is who I am then I had better just accept it and get on with being it!”*** Also, their mind will then start to adopt a ‘filter’ to find or ‘select for’ evidence that is consistent with the adopted label, which makes it self-reinforcing and leads to self-fulfilling prophecies as outcomes.

So as a well-intentioned coach or change facilitator, you will, I am sure, want to communicate in a way where anything ‘unwanted’ seems ‘fluid’ and ‘transient’ to the individual you are communicating with. You will want them to feel empowered to do something about it. You can help facilitate this very simply and you can do it by referring to it at the level of behaviour.

Examples of communications that seem (to the receiver) to have less ‘stickability’ and so the possibility for positive change remains alive include: ***“These aspects of your sales activity in situation x have been***



*ineffective...’, ‘You have not been letting your imagination thrive in area x of your work’, ‘Your thinking in task x has seemed quite rigid’, ‘Your actions in situation x appeared to involve less commitment than I think you are capable of showing’, ‘You didn’t appear to have been applying your full intelligence in that situation’, ‘That particular behaviour was ineffective in situation x’, ‘I perceived your behaviour to have been less flexible than it could have been in context x’, ‘Your behaviour was unhelpful just then’, ‘I think that you underachieved in relation to your capabilities in situation x’, ‘You were showing less sociability in that situation than I have seen you show in other situations’, ‘The way you behaved with Bob seemed like a very aggressive option to take’, ‘Your assertiveness was not shining through in that meeting’, ‘He seemed to be getting all his own way in that interaction’, ‘That action seemed to spark off some trouble’, ‘I felt frustrated when you did that’, ‘When you said that, it appeared that you were giving more attention to the detail than was perhaps helpful’, ‘Gary and Andrea appeared to be getting pretty annoyed when you started asking question x’.*

Notice that each of the phrases just mentioned (above) are behaviour-focused alternatives to the original ‘identity’ statement examples offered earlier. Apart from the obvious move to commenting on the behaviour

rather than the person (which immediately provides less psychological ‘stickability’ to the problem and allows it to be ‘out there’ to examine and correct rather than stuck ‘inside’), there is also a specific rather than general nature to the communication. Each phrase offers a specific reference point such as *‘when you did that’, ‘when you said that’, ‘situation x’, ‘context x’, ‘that situation’, ‘that behaviour’* and so on. This ‘pins down’ the problem rather than leaving it seeming all-encompassing. Also, notice that the problem is framed in the past tense in the behaviour-focused communications (*‘were’, ‘was’, ‘wasn’t’, ‘did’, ‘seemed’, ‘appeared’*) whereas in the original ‘identity’ level communications it was phrased in the present (*‘You are...’*). The psychological advantage of putting a problem in the past is that it can be considered to be ‘over’ and that in this new moment the person has new choices to do things differently. You can easily communicate any problem as being in the past even if it only happened a second ago and it has a powerful effect in terms of leaving plenty of room for ‘moving on’ positively into the future.

To make these behaviour-focused communications even more effective involves offering an opportunity for the person to consider adopting an alternative, more useful behaviour in the future. This can be done very easily by either asking a question: *‘What do you think you could say/do*

*that could be more effective in that context in the future?’ Or by being more directive: ‘What I would like you to say/do in that context in future is...’*

An example would be: *‘When you started to tap away on your laptop in the last five minutes of that sales meeting this morning, I sensed that it broke rapport with the prospect. Next time you are in a sales meeting I want you to consider how you can tweak your behaviour to maintain rapport throughout’*. Getting a person to consider new, more helpful behaviours at the point at which you are giving feedback about an unhelpful behaviour can help - first of all to break the old pattern in advance of the situation being encountered again. Second, it tends to indirectly indicate to the person that you believe in their capability to make a change (which can be motivating or at least acknowledging or affirming).

The ‘flip side’ to communicating ‘problems’ as past, specific, and at the behaviour level is to communicate ‘desirables’ in the present and at the level of ‘identity’ in order to give them more ‘stickability’. For example, *‘You are a great learner’* has more power than *‘You learned that well’* if you wish to reinforce ongoing good learning in the future. If someone accepts the label *‘great learner’* then it will psychologically seem to them to be part of the very essence of who they are and is therefore likely to be

perceived as something that will persist. Of course, you can then add ‘supporting legs’ to the identity statement by referring to some confirming examples: ***‘You are a great learner! You learned this well and that well and also this and then that too’***. The examples can provide evidence that supports the identity statement. Without the presence of the identity statement, the examples might seem transient and may perhaps be perceived as exceptions or inconsistent behaviours. When the identity statement is offered as part of the positive feedback, it all seems more ‘solid’ and ‘sustainable’ to the receiver.

If you already operate as a coach or change facilitator then you may well have come across the idea of presenting feedback to people as a ‘feedback sandwich’ (in other words, wrapping any ‘negative’ feedback between two slices of ‘positive’ feedback to make the ‘negative’ stuff more palatable). This is good psychology and certainly ‘softens’ any potentially unhelpful impact of words that might be perceived as criticism. The ‘feedback sandwich’ can have its power increased significantly when the rules about communicating appropriately in terms of either identity or behaviour are taken into account. An example of a conversation piece that includes all of these aspects is:

***“You are a great colleague Jane. You bring all kinds of qualities to the team that really make a difference. You are conscientious, reliable and***

*trustworthy to name just a few of your valuable qualities. I want us to just reflect for a moment on the sales meeting this morning, Jane.*

*There were lots of things that went well. For example, x, y and z. Your professionalism as a capable sales person really shines through. There was one specific area, Jane, where I think there is room for some positive adjustment to get better results. It relates to when you asked for the sale in the final moments of the meeting. I am sure that you will remember that when the prospect looked a bit hesitant, you spoke up and offered a discount fairly quickly. I have a hunch that if you had waited a little longer we may have secured a full-price sale and I know that both of us would have preferred that as an outcome. In our next sales meeting, I would like you to consider the idea of waiting calmly once you have asked for the sale and let the prospect speak next before you speak any further. We can of course discuss the reasons why I suspect this might work better and I think that it will fit very well with what you already do so well as the professional sales person that you are. I know that you are someone who is willing to take constructive feedback, Jane, when it is aimed at getting even better results and I am wondering - What do you think could be some of the potential benefits of my suggestion?"*

You will notice that the example above gives lots of acknowledgement of the person at the identity level. Equally, it does not shy away from

discussing the problem and when it is discussed it is framed as past, specific behaviour so that the focus for change is clearly identifiable, it seems transient and a ‘manageable’ change. An alternative way forward is offered and further personal acknowledgement gives a sense that the ‘sender’ of the communication believes that the ‘receiver’ of the message is very capable of making the suggested change in behaviour.

Just a quick note on a word to be avoided or replaced when giving feedback – I am speaking of course about the word **‘But’**.

Remember - Keep your **‘but’** out of the way!

People tend to consciously or unconsciously ‘expect’ a **‘but’** when they are receiving feedback on something. And at times when people say **‘but’** the receiver does something along these lines in their thinking: **‘Okay here we go, let’s hear what they really mean...’** It diminishes any of the positive communication that may have just been said (even if it was genuinely meant). The phrase **“Everything before the ‘but’ is bullsh\*t”** captures well the psychological effect that the word **‘but’** has on the receiver of a communication. It will be so refreshing when the word **‘but’** is missing from most of your communications and it will really help all the positives to remain intact as you move on to address any ‘problem’. If you wish to replace the word **‘but’** with a more helpful word then try the word **‘and’** instead. Think about it – which would be received better: **‘I**

*like you, but...*’ or *‘I like you, and...’*? I am sure you will agree that the latter is likely to be more palatable for most people.

As with many rules, there are of course exceptions where **‘but’** can in fact be helpful and for brevity I know that the guidance I have given here in this handbook will serve you very well in virtually all of your communications.

Remember:

- Use ‘feedback sandwiches’
- State useful, helpful, desirable activity at the level of the person’s identity to give it stability and ‘stickability’ – **‘You are...’** (or **‘I am...’** if the communication is with yourself)
- State unhelpful or undesirable activity at the level of behaviour to make it seem transient and ‘fluid’. Refer to it in the past. Refer to it as specifically as possible and offer an opportunity to consider alternative behaviours that could work better.
- Keep your **‘but’** out of the way (replace with **‘and’**)
- Adopt an attitude of seeing the huge potential within people to thrive in any endeavour (see the magnificent person behind any unhelpful behaviour). The more you believe in and acknowledge greatness in someone the more likely you will tease it out of them. Framing any unhelpful behaviour to be a temporary ‘blip’ (that has

simply fallen short of that which the magnificent person is truly capable) can really help move things forward more quickly. The language rules about when to refer to identity and behaviour can help you to communicate this useful attitude very effectively and powerfully.

- Get started – This stuff works!

## 2) Getting ‘buy-in’ can be easy – can’t it!

I **love** this particular language secret. It is going to be SO easy for you to understand and begin to apply it straight away and it is beautifully effective.

When you are in good rapport with someone (which is another topic in itself), you can elicit good ‘agreement’ activity (or ‘buy-in’ behaviours) from them by simply adding a ‘tag’ question at the end of a useful sentence. Of course, as a coach or positive change-facilitator I know that you will want to align this kind of communication with the goals, wants and needs that the person you are helping has expressed.

Have you ever come across the idea (well known in sales) that if a person says something themselves, it becomes ‘more true’ to them than if they just hear someone else say it or they just read it? Well this language pattern is aimed at triggering just such behaviour in the person you are supporting. It gets them to say ‘Yes’ either in their head or out loud. And



as soon as they say ‘Yes’, the statement that they said ‘Yes’ to suddenly becomes more ‘true’.

I am sure that you will agree that, as a facilitator of change, your responsibility is to facilitate the positive change as effectively as possible – and this language pattern is really easy and effective!

And the thing is, when you have tools that are effective and easy to apply, you will want to use them, won't you?

And when you start to notice how helpful a tool is in getting results, you will feel encouraged to use it more, won't you?

Then as you combine more and more effective tools together and begin to get better and better results, it will have you noticing how much you have learned, won't it?

And you can already begin to think about all of the benefits that people will experience as you apply these approaches more and more expertly, can't you?

And it just gets easier and easier the more you practise a skill, doesn't it?

And knowing all that will help you feel even more optimistic about your own performance, won't it?

You can sense how this works, can't you?

In fact, although I have put a question mark (?) at the end of each sentence, you can probably already tell that it is delivered more as a statement than a question, can't you!

That's right and because it is delivered as a statement, people will feel even more ready to agree with it, won't they!

And as long as you align it with what they want to achieve, then it really is very ethical, isn't it!

What you will begin to notice is that when you present phrases with a 'tag' on the end, people nod in agreement or say 'yes' or grunt a confirmation to you, which is all very natural behaviour, isn't it!

You might have even found yourself nodding in agreement to some of the statements above, mightn't you!

In fact, all of this is so natural that your language will already be full of such 'tags' already, it's just that until now it is likely you were using them without full clarity about their power and perhaps without a purposefulness in their use. I am sure that you will soon begin to notice it in other people's language and you will be able to ask yourself 'Is this being used purposefully by the sender and is it helpful for me to be nodding?' (won't you!)

Once, as I shared this language secret with someone, they exclaimed with a big smile on their face – ***“Oh - that is really manipulative, that is!”***

The reason they were smiling as they said it is because a part of them also knew that they were inadvertently being manipulated by every sentence they ever heard in any conversation and so this deliberate manipulation in the direction of what they had expressed as their goal was probably the most useful kind of manipulation they had ever encountered. You can relate to that I am sure, can't you!

The thing is, a positive change-facilitator working with a person will either be manipulating them inadvertently and without understanding of the influence their language is having (therefore potentially haphazardly and even disruptively) or they will be manipulating deliberately, purposefully and skilfully with the person's good in mind, aligned with what they have expressed that they want to achieve. Given that manipulation will be happening one way or the other, which would you prefer to experience? I am guessing that you can begin to see particular merit in the latter, can't you?!

Let us be really clear about 'manipulation' and 'everyday hypnosis'. It is happening anyway! It is happening in every conversation that people have with each other! There are people being inadvertently hypnotised to agree with *unhelpful* statements and beliefs by their friends, supporters and/or coaches every single day and in every country on the planet. Why? Because of lack of understanding (for most people) about the power of

language and how it could be harnessed for good. The key difference in what I am proposing here is that you do the ‘manipulation’ and ‘everyday hypnosis’ deliberately and helpfully rather than haphazardly or potentially unhelpfully. That really makes useful sense, doesn’t it, if you are serious about being an effective change-facilitator (aren’t you!)

Of course, you can combine your use of ‘tag’ questions with the ‘identity’ and ‘behaviour’ language secrets that I disclosed in number 1) earlier. Here are some examples of ‘identity-focused’ comment combined with ‘tags’:

***“You are a great salesperson, aren’t you!”***

***“You are a great learner, aren’t you!”***

***“You are so capable, aren’t you!”***

***“You are creative, aren’t you!”***

And as you get more confident using the ‘tags’ you can even switch the direction of a phrase subtly so it starts off being about some ‘thing’ and then you end by making it about them as a person:

***“It’s really amazing, aren’t you!”***

Or...

They say ***“It’s amazing”*** about an outcome they were involved in achieving and you then reply ***“Yes - You are, aren’t you!”***

Anything unhelpful can be ‘played down’ in significance very easily by combining ‘behaviour-focused’ comment with ‘tags’. Here are examples:

***“It’s just a temporary blip and it can easily be tweaked to get better results, can’t it”***

***“It’s just activity – it can be changed next time, can’t it!”***

***“It’s in the past, isn’t it! So you can make new choices now and in the future, can’t you!”***

So there you have it. You can begin to apply all of this easily and quickly, can’t you!

Remember:

- ‘Manipulation’ and ‘everyday hypnosis’ is happening at one level or another in all conversations (either deliberately and purposefully or inadvertently and potentially disruptively) so to be as helpful a change-facilitator as you can possibly be – get wise to the rules and align your manipulation and hypnotising power in the direction of people’s goals.
- ‘Tag’ questions are just added to the end of particular statements (that will be useful for the ‘receiver’ to agree with) to get them to say ‘yes’ (either in their head or out loud or through nodding) so that the statement becomes more ‘true’ for them – ie to get ‘buy-in’.

- Although at first glance, ‘tags’ may appear to be questions, they are in fact best delivered with the tonality of a statement.
- You can combine ‘tags’ with other language secrets to add to the power of the communication.
- Get using this stuff – it works! Enjoy experimenting!

3) Meanings are ‘up for grabs’ until a decision is made – Make sure the ones adopted are useful!

In everyday conversation, phrases with the structure ‘X means Y’ appear frequently as people attempt to make sense of their environment and share their views on the world.

What someone ‘decides’ something means can be either ‘empowering’ or ‘disempowering’ (helpful or unhelpful in relation to goals, wants and needs).

For example, if someone decides that a past ‘failure’ *means* that there is no point in continuing with a particular goal, there is a possibility that this may be an unhelpful meaning for the person to adopt.

I say that it *may* be unhelpful because rather than assume it would be more respectful to check.

There are of course other possible meanings that could be attached to a past ‘failure’, some of which may be more useful in helping the person to

achieve their goal or the outcomes that they want in their life or their business.

As a coach or facilitator of change it can be very helpful for you to become highly aware of what meanings people are attaching to their own perceptions about things. This is because if you spot that the meanings being attached are unhelpful you can challenge them and help a person to adopt more useful meanings. Also, if you spot that the meanings being attached are helpful, you can help reinforce them.

Equally (and of particular relevance to this handbook) it will be very important for you to become aware of the meanings that you are communicating to others. I know that you will want to help a person to ‘adopt’ meanings that will most empower them to achieve whatever they want to achieve.

Suspend your own beliefs about the ‘true’ meaning of anything – after all, meaning is ‘up for grabs’ and simply offering *your version* of events may or may not serve the person you wish to help. Rather than focus on what seems to be the ‘truth’ (which is a heavily filtered version of reality anyway), focus on what is going to be most *useful* to communicate.

For example, who is to say whether a perception of a glass that gives it the meaning ‘half empty’ is more or less ‘true’ than a perception that gives it the meaning ‘half full’? You could argue the point to the end of time. What might be more appropriate for a change-facilitator would be

to consider which meaning is more *useful* for the person, given their expression of what they want to achieve or experience.

One useful way to approach this issue of ‘meaning’ with people is as follows: When you hear someone attach a meaning to something, simply ask them whether that is a useful or unhelpful thing to believe, given their wants, needs and goals.

If they say ‘useful’ then leave it well alone or reinforce the meaning.

If they say ‘unhelpful’ then ask them what would be a more helpful meaning that they could believe in (if they could believe whatever they want – which of course they can!). Reinforce whatever ‘meanings’ they consider will be most useful to them on their journey.

There are of course lots of ways to really strengthen ‘beliefs’ about meanings that empower people and this is for discussion elsewhere as I really want to focus on giving you the powerful language secrets in this Handbook. Equally there are very powerful tools to help people to ‘dismantle’ any unhelpful beliefs with the structure ‘X means Y’ and it is great to have such tools in your change-facilitator’s tool box too. Again, this is for discussion outside of this Handbook so that we can keep on track with its core purpose – to reveal the secret hypnotic language



patterns that will help you to get better results in your coaching or change facilitation work.

In terms of the way *you* communicate meanings in *your* language... anything that happens in any conversation or meeting that you have with anyone whom you are supporting is of course an opportunity for you to deliberately suggest meanings in the direction of progress.

Let's face it, given that meaning is 'up for grabs' you might as well powerfully suggest helpful ones.

Any change facilitator who has not yet harnessed this powerful hypnotic language pattern will be inadvertently using it in an unharnessed anyway and powerfully influencing people in a more haphazard way. The key here is to harness it and use it purposefully in the direction of positive change.

Here are some examples:

A person says *"I feel really optimistic about this"*

In reply, you could say *"Wonderful and that means that your resources will be really flowing and you will be able to remain motivated to make things happen"*

A person says *“This is really confusing”*

In reply, you could say *“And that means that you are heading for new insights on this matter”*

A person may say *“I am really scared about taking that next step”*

In reply, you could say *“And that means that you will be able to keep your wits about you and take whatever action ensures the very best outcome for you”*

A person may say *“I’ve been here before and I messed up last time!”*

In reply, you could say *“And that means you have got the benefits of all kinds of useful lessons and insights that will serve you so well this time”*

Offer meanings that will help keep the person’s beliefs and resources aligned with where they want to go as this will give them the very best chance of steering their activity in the direction of their target.

You can also string longer sentences together full of ‘X means Y’ statements to ‘make the most’ of the impact of a useful belief.

For example, someone may say *“This is all making so much more sense to me now”* which I am sure you will agree seems a pretty positive,

helpful thing to say (it suggests progress in terms of mental alignment with the direction they want to go).

You could help ‘make the most’ of this positive alignment in your reply by suggesting positive things that it could mean: ***“Yes, and that means more much more clarity which means you can free up more of your mental resources to really make things happen. And that means that progress can happen at a whole new level and pace, which of course means that you can keep motivated and focused more easily, can’t you!”***

If the person is going to experience that something is making sense, we might as well help them use this ‘truth’ (because they said it) as a ‘lever’ to open up all kinds of other possible benefits (that can also then be accepted as ‘true’). With strong rapport, this can have incredibly powerful and helpful effects for the person you are supporting.

The more you practise this, the easier it becomes. And that means that you can begin to get focused on getting started and noticing the great results that you get.

Remember:

- Meaning is ‘up for grabs’ and once decided can be ‘empowering’ or ‘disempowering’ in terms of facilitating progress towards any particular goal. Beliefs often have an ‘X means Y’ structure which is often revealed by a person’s language. Some beliefs are ‘helpful’ and others are ‘unhelpful’ for a particular person in relation to a particular context or goal.
- As a coach or positive change facilitator, your role includes supporting and reinforcing ‘helpful’ meanings, and also deliberately introducing or suggesting ‘helpful’ meanings. (There are also tools available to help dismantle and replace beliefs that are built upon ‘unhelpful’ meanings and those tools are beyond the scope of this handbook).
- You can ‘leverage’ the positive impact of a helpful ‘X means Y’ belief statement by replying with an additional string of helpful ‘X means Y’ statements. This stacks up the benefit and really makes the most of the positive power of any ‘X means Y’ belief.
- This language pattern is happening in everyday language anyway – the exciting task for you is to use it purposefully and harness its power (whereas others who do not know the secret will be inadvertently using the language pattern and will be influencing people with it in haphazard ways).

- Get using this stuff – it works! Enjoy experimenting!

4) Cause and effect is also ‘up for grabs’ until a decision is made – Make sure the ones adopted are useful!

Another common language structure that appears in everyday language is ‘X causes Y’ or ‘X makes Y happen’ or ‘because of X, Y is the case’.

They are all variations on the theme of one thing causing another.

As was the case when discussing ‘X means Y’ in 3) above, these cause-effect statements are possible indicators of beliefs held by the speaker.

Each statement offers a ‘version’ of reality which may be ‘helpful’ or ‘unhelpful’ in relation to a person’s goals, wants or needs.

Again, cause and effect is often ‘up for grabs’ when we are talking about achievement and people’s progress. Decide one way and someone can feel helpless, which in turn will shut gates on their inner resources and prevent them from achieving what they are capable of achieving – in other words the belief *becomes* true. Decide another way and the person can feel empowered and open the gates on their inner resources and achieve more than had ever previously thought possible – again fulfilling the belief or expectation and *becoming* true.

The following example illustrates the point:

A person might put forward the cause-effect belief *“Unfortunately my boss was often abusive at my last place of work and because of that I am no longer a confident person”*.

Another person having experienced a similar circumstance might state *“My boss was often abusive at my last place of work and I started to do an unhelpful response pattern of holding back and waiting for others to take the initiative. I am now looking to establish more useful responses and I am looking forward to releasing my full confidence again”*.

In the first statement, the person is saying that an experience out there in their past life (abusive behaviour) has *caused* their current undesired circumstance (not experiencing confidence) which tends to indicate that they perceive it was not within their control. They also put the issue at an identity level (*I am* no longer a confident person) which is more likely to be experienced as if it is something they are stuck with - see point 1) earlier in this report.

In contrast, the second statement shows that the person is keeping a sense of control over their current and future situation – the person is putting himself ‘at cause’ and is thereby leaving all kinds of options open, placing them in control of making things different and better. They also put the ‘problem’ in behaviour-level terms which has less ‘stickability’.

I am sure that you will agree that the person who uttered the second statement is more mentally aligned to experience full confidence again than the person who uttered the first statement.

The second statement is no more ‘correct’ or ‘true’ than the first – it is just likely to be more empowering and ‘useful’ if in fact they have a goal or desire to experience more confidence.

When we help people to put themselves ‘at cause’ (whilst free from self-*blame*) when things are not as they want them to be, it keeps them firmly in the driving seat to do something about it and make things better. If we inadvertently support or introduce a view which puts them helplessly at ‘effect’ in an undesirable situation, then we are directing them to close down options and to settle for whatever consequence comes next from this unhelpful ‘outside cause’.

There are all kinds of ways to skilfully challenge ‘unhelpful’ cause-effect beliefs, thinking and language patterns and also lots of ways to help people to then begin to put themselves into an empowering position ‘at cause’ (without self-*blame*) in situations where they want things to be better. Such skills are for discussion elsewhere and at some other time because in this Handbook I want to keep focused on how you can make

sure that your own ‘cause-effect’ language supports and encourages progress.

Any ‘cause-effect’ language that you use can have a powerful influence on a person’s thinking and behaviour. Whereas other people (including other coaches and change facilitators) will be inadvertently influencing people in a haphazard way due to lack of understanding, you will be able to increasingly use these powerful language patterns purposefully and in line with progress for the people that you support.

There are two key areas to introduce here. The first is for you to look for opportunities to communicate to a person that they have choices; that they are in control; that they are able to influence what they can achieve and experience – in short that they are ‘at cause’. The second is to use language skilfully to suggest that anything that the person has encountered, experienced, noticed, said or done (within them and outside of them) can *cause* further progress.

So let’s have a closer look at the first area – How to use language effectively to help people to know that they have choices.

Here are some very powerful questions that prompt people to sense that they are in the driving seat:



*‘Out of all of the choices that you have for action, what are you going to choose to do about X?’*

*‘What response will it be most useful for you to opt for in that situation?’*

*‘Knowing that you can draw on all of your inner resources, what is appealing to you most as the best way forward?’*

*‘What are your top 3 preferred actions to start to make progress in this area?’*

*‘What will you do first?’*

*‘What will you choose next?’*

*‘Which will be your quickest way of progressing?’*

*‘What actions will lead to the most useful, powerful and long-lasting change?’*

*‘When will you be choosing your way forward?’*

All of these questions are showing a powerful ‘assumption’ of choices, options and control. The questions are simply focusing the listener on looking for and sorting through the assumed choices to check which is best, quickest, fastest, first, favoured, most useful, most appealing. The last question also assumes that the choosing is going to happen – it is just a matter of ‘when’.

When in strong rapport, any communication that shows that you are taking for granted that they do have choices can be very effective in prompting them to seek them out and voice some of them (which of course then become *real* and *true* choices for them to consider adopting).

Along similar lines to the last question (which assumes choices are available and simply focuses on when they will be made) the following statements can be very powerful:

***‘Before you decide which option you are going to select to make this change...’***

***‘Once you have chosen how to make progress in this area...’***

***‘After you have made your choice about how you will make this happen...’***

*As you make your choices, in your own good time....'*

*When you have decided which option to go for...'*

All of the above statements will communicate your belief in a person being capable of handling things – the only question it leaves open is which option they will go for and when it will be that they decide.

As you take on board the ideas mentioned here and you start to consider who you will be helping with these language patterns first, let's move on to the second area I have mentioned - using language patterns to prompt anything and everything to be perceived as potential useful *causes* of further progress. Of course we want the person to feel essentially 'at cause' for progress and in addition we can help the person sense that even things and situations 'out there' are helping to *cause* additional progress.

Let's revisit the example that I gave at the start of section 4), a situation where someone had previously experienced a boss who showed abusive behaviour towards them.

There is an opportunity here to make it a *cause* of something that could be really helpful.

*‘So I’m hearing that your previous boss showed quite a bit of abusive behaviour. Wow that will have made you prepared for anything in your new place of work and just think - because of that previous experience you must have developed an inner strength that could be redirected into all kinds of new and helpful areas in your new position.’*

You can of course combine this language pattern with all of the others that we have already covered for even more positive influence. Here is another example that weaves in other language patterns as well:

*‘Because you struggled in that sales meeting, you have experienced some really useful learning (haven’t you!) that will make you more prepared for meetings in the future. And that means that ideas can start to flow about the best options for making that improvement most quickly. You are very capable and resourceful and that means that before you even start to make the changes you can begin to appreciate what the knock-on benefits will be and that means that this conversation has been really worthwhile, doesn’t it! And that can make you feel good already about the progress you are going to make (can’t it!)’*

You can also use anything that is ‘undeniable’ in their current experience to help to get a ‘yes set’ going in their mind (ie thoughts of agreement) so

that they will also expect to agree with extra (useful) things that you link to them through ‘meaning’ or ‘cause-effect’.

Here is an example of how it works:

***‘Because you have come and raised this with me today...’*** (undeniable yes!) ***‘...and we have sat and talked for a little while...’*** (undeniable yes!) ***‘...and we have both expressed some views to each other...’*** (undeniable yes!) ***‘...that means that you can feel good about this whole matter...’*** (agrees) ***‘...and you can begin to think of ways that you can contribute to a useful win-win solution, can’t you!’*** (agrees).

And just because you have been reading this section of this report and have been having thoughts about it and you have experienced this in your own unique way, that means that you can already begin to enjoy anticipating how you could use the language patterns most usefully first, can’t you.

Remember:

- Many powerful beliefs have a ‘cause-effect’ structure and can be ‘helpful’ or ‘unhelpful’ to progression towards a particular goal. A useful role for a change-facilitator is to help people to adopt ‘cause-effect’ beliefs and thoughts that serve them well. You can do this through challenging unhelpful beliefs expressed through

their own language and help them to replace them with more helpful beliefs (this is beyond the scope of this handbook). You can also use your own language to deliberately suggest and introduce helpful ‘cause-effect’ relationships that will powerfully support progress (this has been the focus of this section of the handbook).

- You can ask great ‘presumptive’ questions and make useful ‘presumptive’ statements that clearly communicate that you believe in the person having choices and being in the driving seat of their progress.
- You can help make anything (even something perceived as negative) into a cause of something useful and progressive (because it is ‘up for grabs’) and you can do this through your own language use.
- You can refer to ‘undeniables’ to set up a ‘yes set’ thinking process and then make links to these undeniable truths to make other helpful things ‘true’ too.
- Get using this stuff – it works! Enjoy experimenting!

### 5) More More!

A really powerful way of linking concepts to make the most of a progression is to use words that refer to quantities and qualities in relation to other things. Examples are:

‘more’	‘less’	‘faster’	‘slower’
‘better’	‘further’	‘easier’	‘louder’
‘quieter’	‘funnier’	‘richer’	‘calmer’
‘bigger’	‘smaller’	‘wider’	‘simpler’

These can be really useful ways to ‘leverage’ progress in terms of mental alignment with goals and expectation of success outcomes. In other words, say if after a conversation with you someone says that they are now ‘feeling confident’ about achieving their goal. That is fabulous and is certainly an indicator that their ‘inner stuff’ (mental and emotional activity) is aligning with progress which in turn will help ‘enable’ behaviours that will make things happen. The key here is that as a facilitator of change you have an opportunity to really make the most of this disclosure of ‘feeling confident’ by making it the ‘launch pad’ for even more mental alignment and expectation of progress.

Here, by way of example, is what you could say to the person:

*'That's right. And the more confident you feel, the more progress you can make. And the more progress you make, the easier it becomes. And the easier it gets, the quicker you will reach your goal.'*

What this does, is use 'confidence' as a 'launch pad' for 'progress', 'ease', and 'speed'.

As with language patterns 3) and 4) discussed earlier in this report, what sense someone makes of something like '*I feel more confident*' is 'up for grabs' and so you might as well help them to give it a useful meaning.

As you begin to experiment with this you will start to notice people 'lighting up' in front of your very eyes as they align their thinking and emotions more and more with the direction they are going. As they unlock their inner resources due to your helpful suggestions they become increasingly 'ready' to make things happen.

Suggestions of 'ease', 'progress', 'speed of achievement' etc are likely to be helpful suggestions in many situations, almost whatever the goal. So use such suggestions liberally (before someone else hypnotizes them to expect it to be difficult, impossible, hard, lengthy, scary, etc).



‘Experience’ is ‘up for grabs’ and people tend to get more of what they expect and accept.

Using these patterns, you can make short links, Eg: ‘*The more confident you feel, the more progress you will make*’ or you can make much longer strings of links and when you do this it is more subtle and natural when you combine such phrases with other language patterns, Eg: ‘*The more confident you feel, the more progress you will make. And that means your confidence will grow even further. And just because of that, there will be all kinds of knock-on benefits. And the more you notice that, the easier this whole journey becomes and the quicker you will reach your outcome. And because of that, everything will become more enjoyable. And when you are enjoying the journey, everything seems more achievable (doesn’t it!) And the more achievable things seem, the clearer your thinking and the better your concentration. And that means all kinds of things will work more in your favour. It’s exciting isn’t it!’*

Okay, okay – so that is perhaps a bit too long for most natural conversations, and you *do* get the idea, I’m sure!

You could of course also intersperse such sentences wider amongst a longer conversation piece for increased subtlety.

I am sure that you will agree that this is easy. And it is also very powerful. And the more you practise using this language pattern, the more you will notice the helpful results. And the more you notice those, the more confidence you will have in using it more often. And that will mean that the people you support will start to benefit more and more from the supportive conversations that you have with them, won't they!

Remember:

- The sense that someone makes of anything is 'up for grabs' and it might as well be aligned with progress. You, as a facilitator of positive change, can help make sure that this happens through skilful use of language.
- One way to do this is to make one aspect of progress a 'launch pad' for more progress by linking concepts together with phrases relating to comparative quantities and qualities (like 'more').  
Another way to think about this is to consider that one aspect of progress can act as a lever (through your language use) to open up other areas of progress, maximising the benefits to mental and emotional alignment with the goal.

- This language pattern can be combined easily with other language patterns already discussed and that makes it even more subtle and natural and graceful.
- Get using this stuff – it works! Enjoy experimenting!

6) I know that you have already experienced mind reading!

I am sure that you have noticed in everyday communication just how often people say things like *‘I know what you are thinking’*, *‘I am sure that you know that...’*, *‘I know how you feel’*, *‘I know that you are wondering...’*, *‘I know how annoying this is for you’*, *‘I know what you want...’*, *‘I know that this is difficult’* and so on.

These are all examples of ‘mind reading’ statements. Unless the listener has actually told the speaker, then any such comment is an assumption. And some assumptions can be helpful or empowering and others can be unhelpful or disempowering in relation to any particular desired goal.

I know that as a positive facilitator of change, you will want to use ‘mind read’ statements in helpful and empowering ways to support people along their journeys to achieving their goals.

Many other change facilitators out there are unaware of the power of mind reads and sometimes they are even unaware that they are using

them in conversations with their clients. What this means is that they are using them haphazardly and there is a danger that they may even be using them disruptively without realising it.

By harnessing the power of mind read statements, you can enhance your supportive conversations and remove this haphazard approach from your repertoire. And I know that you are already starting to have a sense of how beneficial that can be, aren't you. And that means that you will be aligning your language perfectly with your positive intentions. And because of that, I know you will enjoy noticing how much you are easing progress for your clients by helping them to access their inner resources more easily.

I am sure that as you read this, you could easily get curious about any other ways that you can make powerful mind reading statements. Well here are some other variations:

*'I know, and you know...'* or *'You know X, don't you'* or *'A part of you already knows...'* or *'Everyone knows that...'* or *'I know that you know...'*

A key point to mention, that I am sure a part of you already knows, is that all of these language patterns need to be delivered a) in strong rapport with the person or persons that you are having the

conversation with (this is a whole other topic in itself) and b) with positive intention and an attitude of respectfully steering things in the direction of progress on their success journey.

Here are some more examples, for illustration purposes:

*'I know that you will already be starting to consider what benefits can come from taking this step'*

*'I know and you know that when you are accessing your resources, you can achieve whatever you turn your attention to'*

*'Everyone knows that when you make a 100% clear and committed decision, you are well on the way to making something great happen'*

*'We all know how resourceful you can be'*

*'You already know how exciting all of this can become, don't you'*

*'I know that a part of you is already aware that there are all kinds of solutions available to you in this situation'*

*'I know that you know that there is even more resourcefulness inside you waiting to be unleashed, isn't there'*

Of course, at some level, you already realise that this language pattern is just one powerful piece in the 'effective language' jigsaw and that this pattern is most powerfully used in combination with others that we have already discussed. And that means that you will already be able to consider how you can begin to weave all of these patterns together seamlessly to get more of the results that you are capable of getting, even more easily and quickly. And because of that, I know that you are beginning to realise what an advantage you are gaining over other change-facilitators, which of course means benefits for everyone that you come into contact with. The more you practise, the easier it gets – a part of you already knows that, I'm sure. All of this really is quite amazing, aren't you!

Remember:

- Everyday language is full of 'mind reading' statements already (even the language of change facilitators) and such statements can be useful and empowering or unhelpful and disempowering for the receiver in relation to what they want to achieve. As a positive facilitator of change, your opportunity here is to harness the power

of ‘mind reading’ language and ensure that you are supporting people’s progress as effectively as possible.

- There is a range of statements that can be used to positively mind read and all have in common that they convey an assumption of what is going on inside the person we are communicating with.
- Strong rapport and an attitude of steering everything in the direction of the person’s desired outcome are both solid foundations that underlie this language use.
- As with all of the language patterns introduced within this report, they are most powerfully, subtly and gracefully used when weaved together seamlessly in conversation.
- Get using this stuff – it works! Enjoy experimenting!

#### 7) Lowering resistance progressively and permissively

As you look back through this report, you may begin to notice that I was starting to use many of the secret language patterns before I even started to formally introduce them to you. One of the ways in which I began to make it easy for you to start to accept these powerful ideas at whatever level is most useful to you is through ‘progressive’ and ‘permissive’ language.

Examples of what I call ‘progressive’ language include:

‘...begin to...’

‘...start to...’

‘...continue to...’

‘...start to notice...’

‘...begin to experience...’

‘...increasingly...’

‘...becoming aware that...’

‘...start to begin to...’

‘...start to realise that...’

‘...begin to discover that...’

‘...start to acknowledge that...’

‘...begin to wonder about...’

‘...a part of you is starting to...’

And as you begin to realise just how often such phrases have already appeared in this report, it means that you have already begun to experience its power even before I flagged it up to you.

Examples of ‘permissive’ language patterns include:

‘...at whatever level ...’

‘...it can be...’

‘...could be...’



‘...may be...’

‘...in whatever way...’

‘...at whatever pace...’

‘...however this works best for you...’

‘...in just the right way...’

‘...in your own unique way...’

‘...almost as if...’

‘...however you make sense of that...’

‘...in whatever way you understand that...’

‘...in perfect ways for you...’

‘...in the best way...’

‘...however you notice that...’

‘...in whatever way you experience it...’

I know that you can already begin to realise how much easier it can be to start to accept a useful message when resistance to the message is lowered and I am sure it is beginning to become increasingly clear that a very permissive and progressive approach to delivering messages can help people to accept those messages at a pace that suits them and in ways that suit them best. And that means that at whatever level they are already getting the message, they can agree with the speaker in

useful ways, which in turn continues to strengthen rapport between the change facilitator and the person being supported (doesn't it).

Begin to imagine, in whatever way works for you, that a woman called Jane has come to you for support because she has 'got a mental block' of some sort that has been getting in the way of her making cold calls. One of the things you could begin to do, if it seems helpful, would be to start to remind her that she is a resourceful woman and that she has mastered all kinds of things before which seemed difficult at first and then got easier with practise.

Compare these two ways of delivering that kind of message:

- a) *'Jane, cold calling can be really easy and enjoyable. It's like when you were learning to drive – remember - it seemed hard at first and then it was suddenly easy. You now do it with hardly a thought, as if you had always done it. The same thing applies with cold calling. This will be easy and natural too when you apply your resources fully'*
- b) *'Jane, I imagine that you can begin to remember what it was like for you when you were first starting to drive. In whatever way you remember that, I am sure that at some level you can appreciate that there were times, early on, when you may have had some mental blocks about being able to drive really effectively? I also*

*imagine that as things moved on, you began to realise just how well things were starting to come together and that there came a point at which you felt at ease with driving and it seemed almost as if you had always driven? And now as you begin to realise that there could be some really useful parallels between that driving example and this current situation, I know that a part of you can start to appreciate that your resources can begin to become available to you in ways that start to make cold calling increasingly easy and natural for you too.'*

In fact, both deliveries are good in that they both use a helpful metaphor and are very focused on putting the person in touch with their resources. And I am sure you are beginning to appreciate just how much more palatable and digestible the second one is likely to be for the receiver. This is partly to do with the fact that it is a longer delivery so the person has more time to adjust to the message that is being delivered and it also gains some of its 'resistance lowering' power from its permissive and progressive language. It is simply easier to begin to agree with, even if the person came in feeling pretty disempowered and resistant to positive messages.

The phrase 'a part of you...' is also fundamental to some great change tools and approaches to help people to get out of an unhelpful 'rut'

and move on more freely and effectively. This is beyond the focus of this particular report and a topic for discussion in another forum, as I want to keep focused here on helping you to progress with increasingly effective language use.

Remember:

- Permissiveness and progressiveness lowers resistance and lowered resistance means that messages will be accepted as ‘true’ more readily. As a facilitator of positive change, you can harness permissive and progressive language to help to steer the mind of the person that you are supporting in the direction of progress towards their goals.
- Permissive and progressive language patterns can be used in powerful and subtle combinations with any or all of the other language patterns that have been introduced in this report.
- Get using this stuff – it works! Enjoy experimenting!

#### 8) You can always suggest all-encompassing progress

Everyone knows that as you begin to enjoy noticing really good progress towards a goal, everything can start to seem easier and more exciting. It is always gratifying, isn't it, to appreciate your own progress; and every time you allow yourself to feel good it helps align

all of your emotional energy with everything else that is helping you to achieve all your goals.

Words like ‘everyone’, ‘everything’, ‘always’, ‘all’ and ‘every’ can offer great ‘leverage’ to any positive thought, belief, realisation, statement or outcome. It generalises progress so that it is sensed as ‘all-encompassing’. It carries more power. It seems more significant. And given that ‘reality’ is ‘up for grabs’ you might as well, as a facilitator of positive change, harness such words so that you can use them to help your client to get stronger inner (mental and emotional) ‘alignment’ to ongoing progress towards their goals.

Here are examples of how such words can be incorporated usefully into conversations:

*‘Yes, and your realisation about that can prompt positive changes in all kinds of ways, can’t it’*

*‘I know that just you saying that right now will already be reminding you of every resource that you have and also about how all your resourcefulness can be applied to this matter and any others you come across too’*

*‘Yes, you are right – success can indeed be easy when you get your thinking in the right direction! I think everyone knows that at one level or another’*

*‘Your success will always breed further success when you tackle everything with that kind of positive attitude’*

*‘You know it, I know it, everyone knows it. It is as clear as day and an exciting fact that you are capable of far more than you have demonstrated so far. Imagine what it will be like when you give 100% to everything that you choose to’*

Again, these words are always most powerfully used when magically weaved together with other language patterns that have been introduced within this report. And everyone says that this is the most fun part of all.

I am sure that you can already start to notice that because you now have the awareness of how to use these powerful words (that generalise a sense of progress to wider dimensions) you can easily begin to incorporate them into your quality conversations aimed at supporting and facilitating success (can't you). And you can start to

easily and effortlessly use them effectively everywhere you go, can't you. It is great to have the sense that you can start right away and that your efforts can have a positively powerful effect in all conversations where you choose to apply what you know (isn't it).

Remember:

- If progress is happening or being discussed, you might as well make the most of it by generalising it to a level that gives it more 'weight' and substance.
- The simple application of words such as 'everyone', 'everything', 'always', 'all' and 'every' can help to broaden a 'can do' attitude and can help empower progress.
- As mentioned at many points in this report, the power of the effect is maximised when the words are gracefully and subtly weaved together with other language patterns that have been discussed here.
- Get using this stuff – it works! Enjoy experimenting!

Wrapping Up:

So there you have it! Eight hypnotic language secrets revealed!

A whole toolbox full of language tools, available for you to begin to integrate into your existing repertoire of ‘change facilitation’ methods straight away.

My aim here has been to offer you, with clarity, a set of language patterns that you can begin to apply straight away in your day-to-day communications to get even better results in supporting people’s progress.

Of course, there can always be more examples, more contexts, more practise opportunities and more discussion about each language pattern and also the vast array of related change tools that go with them. And please bear in mind that I have attempted to condense an area that we would normally offer within ‘live’ training programmes (spread across a day, or multiple days, even up to a week or more) into a relatively short and accessible special report that will prompt a rapid grasp and ready application of key hypnotic language patterns.

I trust that I have offered through this report something of value to you and the clients that you work with. This is an area that I am passionate about and I am very keen to spread the word. I know that as you find opportunities to use your language tools and you begin to increasingly



thrive through their application, you will also notice the more ‘haphazard’ use of language out there in the world by other ‘change facilitators’. Be patient and understanding. They know not what they do. They are mostly well-intentioned and caring people and they are probably still managing to get pretty good results despite their haphazard language use. They simply do not yet have your level of awareness about the everyday hypnotic effects of language and how disruptive they can be if their power is left unharnessed. Point them in the direction of accessing this special report so that they too can raise their game. You know that it can help them to begin to align their language with their positive intentions and start to make an even greater difference to the progress of the people they support.

Warning - We have found that some people, having read this report and having started to apply the language tools increasingly effectively start to get pretty curious about how else language can be harnessed to facilitate positive change. I am afraid we have not even begun to explain how language can be used challenge unhelpful beliefs and break unhelpful mental and emotional patterns in your clients.

Equally, we have not had room here to reveal the huge array of change tools and approaches that can help you and your clients develop the

kind of winning mindset and emotional alignment that can achieve the consistently solid results time after time.

Let's face it - there is always more to learn – just commit to keeping on learning in ways that work for you and at a pace that is just perfect for your journey and you know that you will keep on stepping up to new levels of excellence and in turn you will help your clients to do the same.

A useful exercise for you to consider now is to re-read this report, this time with your full awareness of the language secrets that you have learned. Look out for language patterns that were being used right from the beginning of the report before I even introduced you to them. This will be the proof to you as to how subtle and natural the patterns are (you probably didn't even notice first time around until you began learning the patterns part way through). This exercise can help to give you the confidence to begin to use the language patterns yourself, naturally, knowing that they will weave seamlessly into your own personal approaches. It will also help you realise that people are likely to be totally unaware consciously that you are respectfully aligning your language to the success journey they have flagged up as important to them.

Please promise yourself this – That you will get out there and start using this stuff – it works!

Enjoy experimenting!

And then enjoy contacting me to let me know of your success stories!

Warmth and smiles

Tony



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