

Week 3 Video 9 Desire Belief and Expectation

There are three things every client needs to have to achieve success. It's our job to help the client with these things throughout the sessions.

The first thing is desire. Well, this is pretty easy because most people were calling you really want to have a change. The times that this becomes an issue is when a mom of a 28-year-old will call and she's says "I'm just checking things out to find out about hypnosis for my son who wants to quit smoking."

I learned early on after I spent half an hour talk to the mom about what hypnosis is, how it isn't, how it works, how many sessions, and told her about all this, and I sad, "You know, if your son is interested in coming in, your son can give me a call." Well, he never called. This mom wanted her son to quit smoking and she wanted to tell him about hypnosis which was fine and great but he really had no desire.

So, I've since kind of changed how I speak to people and I do talk to a lot of moms and even moms of teenagers. When I speak to a mom or a dad or somebody calling for somebody else, I'll give them a brief explanation but I'm not going to spend 20 minutes on the phone, and I will talk to them and say "The important thing is first that your son who wants to quit smoking has a desire." And even if she says, "Oh, he does. He does" that's not necessarily true. If it's an adult child, you can just simply say, "Have your son give me a call." If they're not old enough or not able to call you, then they're not going to be good client anyway.

Now, with moms and dads of teenagers, I do spend more time with them and what I do recommend is that rather than have a teenager or even an 11-year-old call is I always recommend to come on in for a free consultation with me and "Your daughter, Sarah, can meet with me. She can hear what I'm going to be, how I can help her and so she can feel comfortable." And I have the mom and the child in at the same time and so then the child can decide "Is this something I want?" because if it's not something a client wants, nothing we do can make a change. We can't make people do anything that they don't want to do. If you can figure it out, please call me immediately and we will go into business together.

So the next thing we need is belief. Generally, if somebody's coming to see you for help with hypnosis, there is even just a slightest tiny little sliver of belief that it's possible that things can change. During the pre-talk, we discussed what it is and what it isn't but throughout the beginning of that first session, you're going to be helping your client

understand that his thoughts are maybe shifting and changing things around in a way he doesn't want them to so he can understand that things can change. The belief that hypnosis will work will come as a part of what you say and how you say it during that part of the beginning of the first session.

The expectation is really important and this is where if the client has that expectation that things will work, they also come in with a sliver of an expectation because most likely people who have known somebody else or have a friend who have used hypnosis to lose weight or stop smoking or get over a fear of speaking, the expectation that you're going to help your client with is helping your client understand the power of the subconscious mind and just by doing the arms rising and falling, the book and balloon, that's going to increase the expectation of your client that these things will happen and also sharing success stories.

Now, you're new to this right now. You don't have a lot of success stories. In fact, if somebody said to you, how many people have you helped with smoking cessation, you want to tell the truth, but you certainly don't want to say, "Uh, this is my very first time" because you want that client to have an expectation that you are a professional and know what you're doing which of course you do. But what you'll want to do is say something to the effect that hypnosis has helped hundreds of people stop smoking. In fact, one of my friends used hypnosis 20 years ago and hasn't smoked for 10 years. So you're going to want to create and come up with, hopefully, true ways of sharing information with your client to help your client feel totally comfortable.

And the by the way, at the end of this training program, Michael Mezmer is going to be talking to you about how he talk to people on the phone, how we share some of our stories. He's going to go into a lot of this in much more detail. So put this behind you, not to worry, and just know that if a mom or a dad calls you of a 28-year-old, don't spend 20 minutes.

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