



COURSE MATERIAL FOR THE CERTIFIED HYPNOTHERAPIST PROGRAM

122 - Dominant Laws of Suggestibility

There are five basic laws of suggestibility. The application of these allows the hypnotherapist to utilize an individual natural suggestibility to its fullest. Man's propensity towards the emotions of fear and greed makes him so susceptible to the influence of these laws.

Fear suppresses our ability to make a decision. As a result, any decision made for us during a fear reaction becomes the road of least resistance and our subconscious mind readily accepts it. Greed brings about a state of urgency and causes us to react without logical thinking.

1. **The Law of Reverse Action**
2. **The Law of Repetition**
3. **The Law of Dominance**
4. **The Law of Delayed Action**
5. **The Law of Association**

The most common law is the **Law of Reverse Action**, sometimes referred to as Reverse Psychology. A subject will respond to the stronger part of a suggestion if the alternative presented is considerably weaker. For example, in the case of an eye challenge, "Your eyes are stuck. You cannot open them. The harder you try the more difficult it becomes. The underlined words should be spoken stronger and with authority.



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You should give the stronger part of a suggestion with more authority in your voice.

The **Law of Repetition** -The more we do something, the better we become at it. By repeating suggestions in hypnosis, the stronger the suggestive idea becomes.

Habits start out like a fragile thread. As the person practices this negative habit, thinks about it, and ties their emotions to it, then layer upon layer this fragile thread becomes very strong like a steel cable. **This can happen very quickly and other habits over a period.**

Good habits develop the same way with repetition. You will talk to your client early in the session about why they wish to change this habit and the benefits to them. As you take your client down the levels of hypnotic depth, you will give them this particular suggestion many times. You will change the wording of the same suggestion also many times during the session.

Let me give an example - An example of the **Law of Dominance** is the suggestion of **Deep Sleep**. These words spoken in an authoritative tone represents a command to the subject who is apt to accept a suggestion from an authority figure, the hypnotherapist.

In order for your client to accept you as an authority figure, they must have:

1. **Perception of Authority.** Your client must perceive their hypnotherapist as someone who is an authority in hypnotherapy.



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2. Hypnotherapy must have a **doctrine** that supports how and why hypnotherapy works.
3. There must be an **overload of message units, which** allows the subconscious mind to open and receive. You must create an internal experience, meaning the person must feel something.

If you do all those three things together, you create the hypnotic modality. The purpose of a hypnotic modality is to influence or modify your clients belief systems in such a way that it will affect their life in a positive way - to motivate them in their career, reach their goals whatever it might be.

If you are shuffling papers as you talk to them in session, do you think that might influence their perception of you as an authority?

If the instructor reads out of the manual, do you think that might influence your perception of him or her as an authority in the field?

You come to a hypnotherapist to stop smoking and the hypnotherapist is smoking a cigarette. Would that behavior contribute to your confidence in the hypnotherapist? Do you think the client might think how can this hypnotherapist help me when they cannot help themselves?



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The **Law of Delayed Action** - When you infer a suggestive idea, the subject will react to it whenever a jogging condition or situation that you used in the hypnotic state presents itself.

The law of delayed action usually applies to Emotional Suggestible individuals. You might do a stop smoking session with them and when they leave your office, they are still smoking. Two weeks later or a month later, their subconscious mind 'jogs' the suggestions out and they suddenly quit smoking. Do not be surprised if they say, the hypnotherapist did not help. I was smoking when I left her office. I quit on my own. Be sure to explain delayed reactions to Emotionals.

The **Law of Association** - simply put is that whenever we repeatedly respond to a particular stimulus in the presence of another, we will soon begin to associate the one with the other. Whenever either stimulus is present, we recall the other. The post suggestion to re-hypnosis works under this law.

You use the law of association when keying in a key word such as: relax, calm, free, peaceful, and quiet. The client will associate the word they have chosen with a calm state in a situation that once would have upset them.

Switching - Your client used to love to swim. Ask them to think back and remember a time when they loved it the most. How the water felt against their skin, how light their body felt, how easily their body moved through the water and they loved to feel their muscles move. Touch their forehead and tell them, *that is not then but it is now*. You just finished exercising and it felt so good to move your body.