

**Win Before You Begin**

**Frame Control in Street Hypnosis**

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By Nathan Thomas

*Brought to you by Joshua Houghton*

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## **Introduction – Frames are very powerful things!**

Master the art of frame control, and it won't just be your street hypnosis that becomes more successful. Our realities are defined by our perception, and our perceptions are the products of our frames. Control the frames of an interaction, and you control someone's reality.

Magicians and performers are masters of this art. It isn't the trick that makes a show, it is the way the 'trick' is presented – the story around which the frame is set.

On [\*The Confident Hypnotist\*](#) we talk a lot about what to do during the hypnosis to make sure 'failure' does not occur, and also how to control your own state and sub communications so your delivery has the power and strength of a master hypnotist.

This quick report is designed to give you an overview of what we do before the official 'hypnosis' begins to lock in a successful result before we start.

So, let's begin!

### **What are frames, exactly?**

A frame is, basically, the way you package and interpret the information you receive.

A great performer can be 'brilliant, captivating and charismatic' to one person, and 'needy and attention seeking' to another, depending on the way they interpret the information they receive.

The facts are the same, what matters is the frame that is set around them.

### **Reality Interruption!**

Whilst writing this report for you, I received a call from my girlfriend who is

working at a racing stables in England (as I write, I'm actually in Switzerland, surrounded by mountains, chocolate and banks.)

She was making this absurdly expensive long distance call to ask what to do about one of her fellow stable hands, who had recently ended a long term relationship, and was feeling horrible.

I asked her about the circumstances, and discovered that the key reason behind the bad feelings were that the woman in question thought she had handled the whole thing wrong (she broke up with her man of 18 months via text message...)

I suggested that my girlfriend say something like the following *"Yeah I know you feel (x) (y) (z) (pacing statement) now, but you're only (young age). These emotions simply mean that you have learned something important, and have a valuable experience that will guide you in future relationships."*

Now, is this one paragraph magically going to end her woes? Heck no – but the change of frame from *'now is terrible, I did so bad, I'm so stupid'* to *'I learned something very valuable'* should certainly help her see the light at the end of the tunnel.

### **Dealing with pre existing frames**

Everyone has their own frames about hypnosis, from 'it's evil!' and 'it doesn't exist' to 'it will instantly solve all my problems.' As well as this, the people we work with as hypnotists have their own frames set around the interaction.

This is where things start to get very interesting, and this is also where many street hypnotists fail.

Rather than bombarding you with arbitrary formulas, technical terms and NLP jargon, let's just run through a few examples that most street hypnotists encounter a lot.

During each example, imagine yourself as the hypnotist, and consider in what **manner** the statements you see before you could best be made.

As you'll discover on The Confident Hypnotist, the words you say are just the surface of the issue – what really matters is what's going on inside your head.

## Reframing examples

Key:

S= Subject (person being hypnotized)

H= Hypnotist (you!)

### Example 1 – what NOT to do...

*S: I bet you can't hypnotize me*

*H: I bet I can...*

*S: do your best...*

Right off the bat, a **combat** or **conflict** frame has been established. You have bowed to their frame and cultivated their resistance to your instructions and suggestions, and made your job 100 times harder.

There are circumstances where this very frame can work wonders, but it requires a huge amount of confidence on your part. 99% of the time it is easier and more productive just to change the frame.

## How do we do that?

Let's move onto the next examples, which show the frames being successfully changed. As you read them, you'll begin to get an idea of how easy it is to work with someone, and control an interaction.

I'll point out what's happening during each example below, and in the next section we'll explore the essential ingredients of a reframe, ie what you need to have in order for this stuff to actually work!

## **Busting Bad Frames -> Successful Reframing in Action**

*S: I bet you can't hypnotize me [Combat frame]*

*H: you're probably right, but let's try something together, do you have a good imagination? ['together' eliminates conflict, 'try something' eliminates pressure, question creates a new frame]*

*S: Yes*

*H: Are you sure? [putting the onus on the subject, not the hypnotist, a good tactic in some circumstances (use with caution)]*

*S: Yes*

*H: Ok, let's prove it. Hold out your hands... (does magnetic hands exercise)*

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*S: Hypnosis does not exist!*

*H: You don't believe in hypnosis?*

*S: No!*

*H: Ok, that's cool. Do you believe in the imagination?*

*S: Yeah*

*H: Do you believe that the mind can affect the body*

*S: yeah*

*H: Cool. Let's try something here...*

Notice in both the above examples hypnosis was reframed to an **imagination exercise**. This is a great way to diffuse negative frames, as you eliminate all the associations and preframes people already had set around the 'H word'.

**(what you'll come to realize is that the word hypnosis is itself merely a frame – think about that.)**

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*H: do you want to experience hypnosis?*

*S: No way!*

*H: Ok, why not?*

S: *Because you'll steal my wallet / embarrass me / do unspeakable bad thing*  
H: *Oh, don't worry, I'm not that kind of hypnotist. But wouldn't you like to discover new ways to control your mind, and release your potential? (or something more relevant and less cheesy, based on what you have learned about them)*

S: *Totally!*

H: *Great, ok let me show you something cool...*

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## **You totally agree!**

Notice something about all the above examples: at no point did the hypnotist disagree with the subject!

It's an essential principle of persuasion that as soon as you question someone's beliefs, *their certainty in those beliefs doubles.*

By elegantly building agreement and then offering a reframe you have gently moved them from their frame to yours, rather than colliding with them head on.

## **Your frame, Your Game**

Whoever has the strongest reality will always control the frame.

In other words, whoever believes more forcefully in their frame will win the 'frame war.'

Do not allow yourself to be daunted or intimidated by the frame someone else brings to the table. Remember you are the hypnotist, you are the expert, you know what you are doing, so your frame is the right one.

Believe this in your mind, and your internal frame will not waver. From this position of inner calm and certainty it is much easier to elegantly move

someone from where they are to where you want them to be.

### **Eliminating failure with frame control**

This is an extreme example...

When I was in high school and *\*very\** new to this (I was like 14), I tried the waking hypnosis hand stick with 5 or 6 of my friends.

All failed but 1.

With this one person I had set the frame as a sort of imagination / intelligence test, explaining how (using pseudo logic) it works better on 'smart people.'

This was so inelegant it makes me cringe, but it does demonstrate the power of using frames to control how to respond to you.

### **Useful frames for the street hypnotist**

As a hypnotist, how do you want your subjects to respond?

Ask yourself that, and consider how you can create frames (using stories, questions, words, etc) around these ideas that cause people to respond in this way.

Here are a few examples:

**Unconscious and unthinking** – “hypnosis is like when you just stop thinking, drift off, and act intuitively. The coolest part is, because your unconscious mind is a force working for you, you know that you can trust yourself, and just let go.”

**Fascination** “Hypnosis is like being absorbed in your favourite movie – time zooms by, and the only thing that matters is what is happening now”

**Power** “Well, people are like treasure chests. Most people only see the carvings we place around the outside, but with hypnosis you can open the lid, and unleash the power you have within”

### **Being a controller of frames**

Frame control is more than a technique, it’s an attitude, and a perspective.

Tune into the frames people bring to different interactions, and practice artfully shifting them into more productive and valuable perspectives.

### **On ‘failure’**

Failure in terms of hypnosis, communication, life or anything is itself a frame.

As you’ll discover on [The Confident Hypnotist](#) the success or failure frame is very narrow, and not usually very valuable.

On this course you’ll learn the art of utilization, which will allow you to take any frame before hypnosis, any reaction during hypnosis, and any ‘result’ after you issue a suggestion, and turn that around so you nearly always accomplish your intention.

Master this, and the question will no longer be ‘will I succeed’ it will be *‘I wonder in what new and exciting ways I will accomplish my goals and show these people something amazing!’*

### **Your mind, your power.**

Power comes from within.

Any nervousness, anxiety, fear or doubt you have will show, and can sabotage the success of what you do.

### **The confidence paradox**

Maybe this sounds like you: You need confidence in order to succeed with hypnosis, however in order to gain this confidence, you need to succeed with hypnosis!

After years battling with the paradox, I created a solution.

Learn how to control your mind, your emotions, your state, and your feelings, and you'll find it easy to break through this initial anxiety, and start succeeding right off the bat.

Again, your mind, your power. Confidence comes from within – and that is where the changes need to take place.

To get your hands on the eBook **“Three Simple Secrets for Instant Confidence”** in which you'll basically discover the control panel to your own mind, giving you the power to change add and remove your feelings at will...

and to download the audio induction **“Subconscious Confidence”** and program your mind from the inside out for instant, unstoppable confidence, check out [www.whatsonmybrain.com/confidence](http://www.whatsonmybrain.com/confidence)

I hope you enjoyed this eBook, and learned something useful about frame control. Make sure you apply this out in the real world – you will be amazed by the results you see!

That's all from me,  
Cheers,  
Nathan Thomas.