

# A DREAM BUSINESS WITH **HYPNOSIS**

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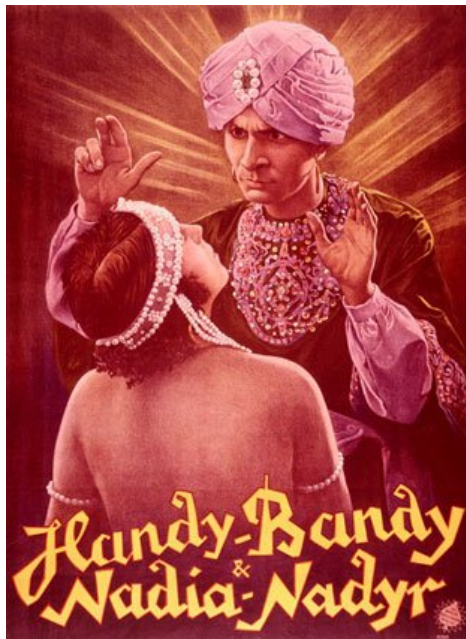
**Turn Your Passion  
Into Profits**



*by Iain Legg & Johnny Blue Star*

**TheDreamBusinessClub.com**

# A DREAM BUSINESS IN HYPNOSIS



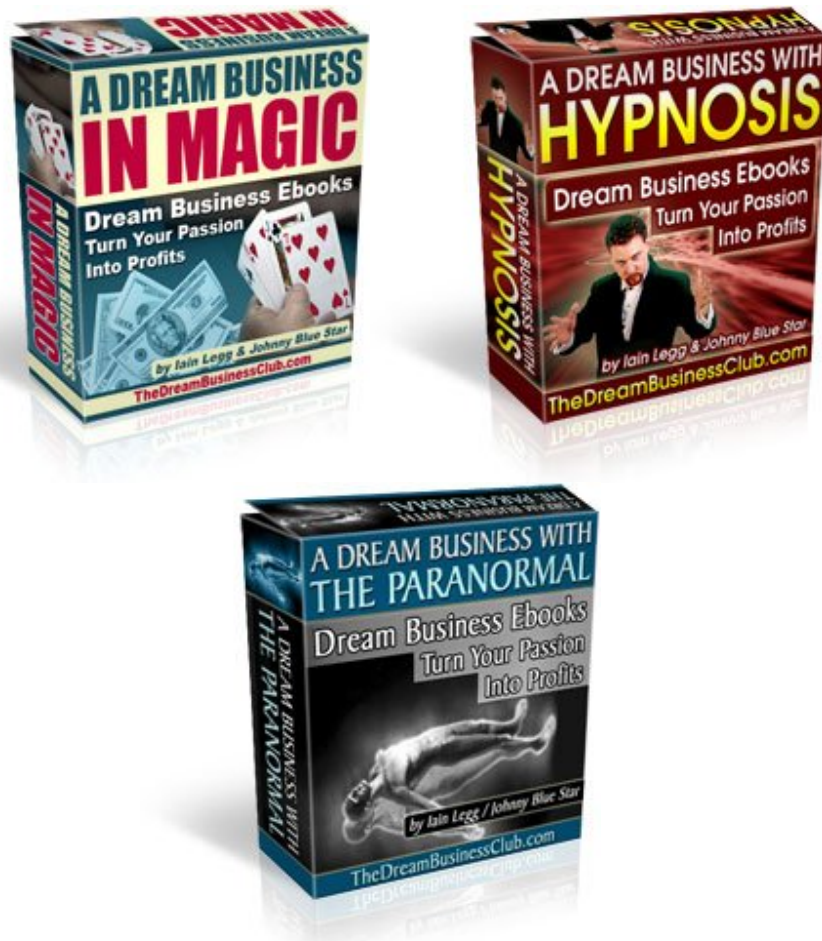
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How To Turn Your Passion Into Profits-**

**By Iain Legg And Johnny Blue Star**

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## **A SHORT HISTORY OF HYPNOSIS**

Hypnosis is a fascinating and ancient art that has been practiced, in various forms, for more than three thousand years. It has been said that ancient hypnotic practices were recorded on a 3000-year old stone stele in ancient Egypt. Others have claimed that the Greeks used it in their sleep temples to induce trances for healing purposes. There is a 2600 year old Chinese manuscript, written by Wang Tai, which describes the kind of hypnotic passes used in comparatively modern times by Mesmer in conjunction with incantations. Ancient Hindu writings, the Vedas, are referenced as another source describing hypnotic procedures.

Anton Mesmer (1766-1815) is often credited as being the father of modern hypnosis. And, although his theories and his life are well worth studying, Mesmer's concept of trance induction was based on a completely different set of principles than modern hypnosis. Modern hypnosis bases its functionality on suggestion, the susceptibility of the unconscious mind of the subject to the commands of the hypnotic operator, whereas Mesmer believed that the affect of the trance state was due to the passage of the "animal magnetism" from the operator to the subject. Animal magnetism was thought of as an invisible, fluidic

energy-type substance that could flow to the subject by virtue of special, hypnotic passes of the operator in conjunction with the use of metallic magnets.



*Portrait of Anton Mesmer*  
Courtesy of the Bakken Library, Minneapolis

Various investigators, including the Marquis de Puységur and the Chevalier de Barbarin, found other ways to induce a trance, but it was the Abbe Jose di Faria who basically threw the whole idea of linking any kind of magnetism to the trance state out the window. He laid the way for the more modern concepts of hypnosis formulated by John Elliotson (1791-1868). Elliotson was convinced that the surgical anesthesia he could induce in his patients was passed on the mesmeric passes they made over the subject. Even though there was some liberation from the teachings of Mesmer, the idea of hypnosis was still not grounded in the

idea of suggestion until James Braid attacked the theoretical foundations of the art. Braid basically took the mesmeric passes and theory out of hypnosis and made 'concentration' on one object or 'focus,' the basis for hypnotic phenomenon for a large part of his career, although this may have been modified later.

In terms of Western psychology, one of the most important people to use hypnosis was Sigmund Freud, who discovered that the mechanism of repression lay behind severe neurotic or psychotic behavior. Although it eventually was replaced with other therapeutic tools, like free association in the psychoanalytical toolkit, his early work is a tribute to the power of hypnosis in revealing forgotten behavior. However, since Freud abandoned the practice of hypnosis, it may have had somewhat of a negative impact on the spread of the practice for clinical use.

Emile Coue (1857-1926) developed more clearly that the framework for hypnosis is based on suggestion and, specifically, autosuggestion. He argued also that profound trance states alter the voluntary nature of the activity and sought to erect his therapeutic foundations on autosuggestion.

In the twentieth century, William James, the esteemed American scientist, was intrigued by hypnosis and its implications for what we would now call Altered States of Consciousness. In 1923, a Harvard



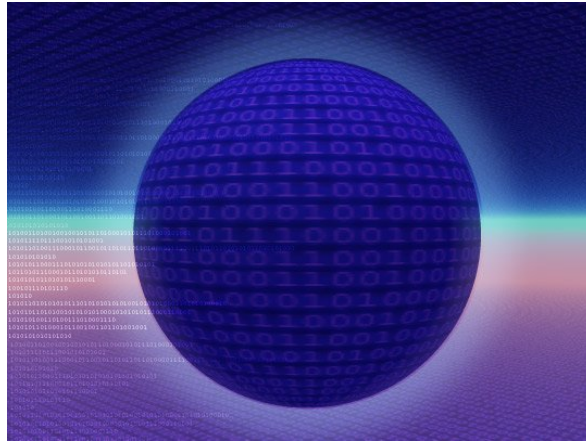
doctoral student, P. C. Clark reported on experiments utilizing hypnosis. At the same time, Clark Hull initiated a set of experiments during the 1920's and 1930's, which began at the University of Wisconsin and culminated at Yale University. Milton Erickson, with his innovative, indirect twists on hypnotic induction, was probably one of the most important experimenters and promoters of hypnosis at the time. After World War I, Ernest and Josephine Hilgard along with Andre Weitzenhoffer, developed a laboratory targeting research into hypnosis.

Hypnosis achieved some celebrity with its possibilities for aiding in the recalling of past life times, triggered by Morey Bernstein's book, *The Search for Bridey Murphy* and its use in UFO abduction cases, including the famous Travis Walton and Betty and Barney Hill cases.

But its most common uses have been in the treatment of pain, compulsive eating disorders, gambling and smoking and phobias, including the fear of flying. Workshops, utilizing direct and indirect methods of hypnosis abound- and hypnotists can make a brisk business with assisting in overcoming certain personal phobias.

## **WHAT ACTUALLY IS HYPNOSIS, ANYWAY?**

Hypnosis comes from the word, *hypnos*, in Greek, which means sleep.



Basically, hypnosis is the process of creating a type of sleep called a trance in which the subject is subject to suggestion beyond his or her conscious control. Hypnosis can effectively enhance memory recall, allowing subjects to experience past events very vividly, even to the point of believing that they are consciously present at these events. How far can this go? And as you may have heard, some people think hypnosis can recover memories from a past lifetime.

Hypnosis can induce a partial or almost complete state of anesthesia, making subjects or patients oblivious to the surgeon's knife, a state presumably similar to that of an Indian fakir, who can stick needles into his arm or lie on a bed of nails without experiencing pain.

Another, scientifically verifiable aspect of hypnosis, is the ability to create positive hallucinations. When I was in elementary school, I read a book on hypnosis that claimed that the hypnotist had created, for himself, a little pink elephant that followed him around all the time. The trouble was that he couldn't get rid of it right away. He had forgotten to suggest the possibility for removal of that little pink phantom. That really impressed me as to the potential of hypnosis.

Perhaps one of the most important aspects of hypnosis is its ability to suggest and influence courses of action to people both inside of and outside the hypnotic trance. A suggestion given within a state of hypnosis that will have effect outside is called a post-hypnotic suggestion. Stage hypnotists have used this to great effect, causing a certain phrase or action to trigger somewhat strange behavior by their subject- like breaking into a song or a laughing fit. But, these types of post-hypnotic suggestions can have a much more profound and meaningful effect when trying to influence discordant habitual behavior like smoking or gambling.

Another aspect of the hypnotic state is its ability to allow the subject to regress into the past and to re-experience, quite vividly, forgotten or even repressed experiences. In fact, it was the latter property of suggestibility

that characterized Freud's work with hysterical women in Austria at the turn of the century and helped trigger the psychoanalytic movement, whose premise is based on the capacity for repressed memories to influence psychological states.