

**Zero to Stage Hypnotist**  
**In 30 Days**

The Beginners Guide to Stage Hypnosis

John Cressman, C.Ht., C.S.H.

Zero to Stage Hypnotist in 30 Days

Copyright © 2010 by John Cressman, C.Ht., C.S.H.

All rights reserved. No part of this book may be reproduced or transmitted in any form or by any means without written permission of the author.

ISBN 978-0-9844087-0-2

Cover art and some illustrations © 2010 by AbsolutVision Stock Photos.

Used with permission.

Editing by Rebecca Baxter.

*This book is dedicated to my mom, Diane, who has always stood by me and who has been the cornerstone of our family. She's always been supportive of my father and all of her children. I truly believe she is the greatest mom ever.*

*And in memory of, Nicholas Murray and Tanya Murray, who loved life and left behind families who will always love them.*



## Acknowledgments

First, I'd like to acknowledge all of the support that I've received from my family, especially my Mom. Thank you for all of the support!

I'd also like to thank Helen Paulus, who has been my friend and mentor for a number of years and who has helped me to expect more of myself.

A big thanks for Geoffrey Ronning, under whom I trained and who continues to give great advice at the Stage Hypnosis Center.

Also, I want to acknowledge John Cebrone and Sean Michael Andrews, two of the fast hypnotists I know and whom I have personally studied with.

And finally, I'd like to thank my girlfriend, Angela Clemmer, for being supportive and helping me to make this book possible with her patience with my obsession to write it.

Thank you all!



## Foreword

Welcome to “Zero to Stage Hypnotist in 30 Days”. If you’re reading this, I’m assuming that you have an interest in becoming a stage hypnotist but you’re not quite sure how to get started and what to do to get your career launched.

I was once in your shoes and it took a lot of searching, looking at forums, asking questions and evaluating various products and trainings before I started my career. And somewhere along the line, I decided that there had to be a better way to learn how to get started and what steps to take... only, there wasn’t.

So, I decided to create a book that would help aspiring hypnotists on their path to becoming professional stage hypnotists.

This book is not the end all, be all of stage hypnosis. No book is. This is a chronicle of how I got started and things I have learned along the way and have learned from being taught, mentored and talking with other aspiring hypnotists.

There are things in this book you won’t find in other books and some things in other books you won’t find in here.

But you will learn the little secrets of becoming a stage hypnotist.

Are you ready? Great! Let’s get started!

## **HOW TO USE THIS BOOK**

This book is designed to help you understand the steps to becoming a stage hypnotist and to help you with resources that I have found and that I have personally used. This isn't an exhaustive text on the in's and out's of stage hypnosis. Rather, it is a guide to make your journey into becoming a stage hypnotist easier.

As a collection of my experiences, I will often point out other hypnotists' products, classes or services. I don't believe in re-inventing the wheel. If there is someone out there who does something better or more efficiently than I am, I have no problem referring you to them. I will let you know my thoughts on the person and their products, and in fact, you will find reviews of many products – both hypnotic products and software products that I personally have used.

While I give an overview of stage hypnosis and the very bright or very talented can pick this up and do their first show, I highly recommend getting professional hands-on training from a certified instructor, or at a bare minimum, buy one of their DVD courses. I mention several later on in the book but do some research and find out if there is an instructor more local to your area.

## **THE PLAN**

The book is entitled “Zero to Stage Hypnotist in 30 Days”, so you would expect that I would have a plan to get you from point A to point B. The good news is; I do. The bad news is; it's just a plan. You'll need to adapt the plan to your own style and ability. You may need to spend more time on one part and less on another, depending on your innate skills and natural ability.

Also, the 30 days are not necessarily sequential. Obviously, you may need to wait a few actual days in between each Day of assignments. This is especially true once you decide what sort of training you are going to take. If you choose DVDs, you'll need to order them and wait for them to arrive. If you prefer the live training, you'll need to schedule it around the class. You can keep working on the other steps while you wait, or proceed using what I offer you here in this book.

Look over the plan and use it as an outline to create your own plan. Make sure you stick to it and don't skip any parts.

Day 1	Read Chapter 1 and Complete Exercises
Day 2	Read Chapter 2 and Complete Exercises
Day 3	Read Chapter 3 and Complete Exercise
Day 4	Read Chapter 4 and Complete Exercises
Day 5	Read Chapter 5 and Complete Exercises
Day 6	Read Chapter 6 and Complete Exercises
Day 7	Take a Break
Day 8	Read Chapter 7 and Complete Exercises
Day 9	Read Chapter 8 and Complete Exercises
Day 10	Read Chapter 9 and Complete Exercises
Day 11	Visit 5 bars and make your pitch, book a show for Day 30
Day 12	Read Chapter 10 and Complete Exercises
Day 13	Visit 5 bars and make your pitch, book a show for Day 30
Day 14	Take a Break
Day 15	Read Chapter 11 and Complete Exercises
Day 16	Read Chapter 12 and Complete Exercises
Day 17	Visit 5 bars and make your pitch, book a show for

Day 18	Read Chapter 13 and Complete Exercises
Day 19	Read Chapter 14 and Complete Exercises
Day 20	Visit 5 bars and make your pitch, book a show for Day 30 – put up posters
Day 21	Take a Break
Day 22	Read Chapter 14 and Complete Exercises
Day 23	Read Chapter 15 and Complete Exercises
Day 24	Read Chapter 16 and Complete Exercises
Day 25	Put up posters
Day 26	Rehearse Your Show 2 times
Day 27	Rehearse Your Show 2 times
Day 28	Take a Break
Day 29	Make Your List, Rehearse Your Show, Check Last Minute Details
Day 30	Perform Show!

## Table of Contents

Chapter One - Why Get Into Stage Hypnosis?.....	1
Chapter Two - What Is Hypnosis Anyway? .....	9
Chapter Three - Your First Steps .....	29
Chapter Four - Training.....	33
Chapter Five - Certification or Certifiable?.....	43
Chapter Six - Your Secret Identity .....	49
Chapter Seven - Creating a Show .....	53
Chapter Eight - Booking a Show.....	67
Chapter Nine - Your First Show .....	91
Chapter Ten - The Big Day.....	101
Chapter Eleven - Debriefing.....	105
Chapter Twelve – Next Steps .....	109
Chapter Thirteen – Tools of the Trade.....	111
Chapter Fourteen – Getting Help.....	119
Chapter Fifteen – Back of Room Sales (BOR) .....	125
Chapter Sixteen – Conclusion.....	137
Appendix A - Skits .....	139
Appendix B – Sample Shows.....	145
Appendix C – Pre-Talk/Induction Script.....	147
Appendix D – Concentration Exercises .....	155
Appendix E – How To Setup a Sound System.....	159
Appendix F – Insurance Sources .....	161
Appendix G – Modified Dave Elman Induction.....	165

Appendix H – Sample Press Release .....	172
Glossary .....	175

# 1

## Chapter One - Why Get Into Stage Hypnosis?

### **WHAT IS STAGE HYPNOSIS?**

Stage hypnosis is a growingly popular form of entertainment in many parts of the world. The entertainer, the stage hypnotist, walks up onto stage and talks briefly about hypnosis and what the show entails. He then invites people from the audience to come up on stage and be in the show. Once the volunteers are seated on the stage, he performs a hypnotic induction on them where he puts them into a state of “trance”. Once in trance, the volunteers are taken from skit to skit where they demonstrate hypnotic phenomenon, including hallucination of events the hypnotist describes. They react as if the events are actually occurring. After the show is complete, the hypnotist brings them out of trance and sends them back into the audience.

At least, that's what most people under the stage hypnosis show to be. That's the perception from the audience, but we'll cover what really goes on in a show, the various parts of a show and how to go from nothing to doing a stage hypnosis show.

## **WHY DO YOU WANT TO BE A STAGE HYPNOTIST?**

So why do you want to become a stage hypnotist?

Perhaps you are one of the people who are in it for the fortune. You see the stage hypnotists in Las Vegas and other places and they are well dressed, with lots of beautiful women dancing around the stage, so they **MUST** have a lot of money! And all they have to do is work an hour to an hour and a half show! That's what **YOU** want!

Then there's the glory. Maybe you have heard of famous hypnotists: the prestige, the publicity... the glory. You see the hypnotists appear on late night talk shows, radio and maybe even TV specials. They're celebrities. Perhaps that's what you want. To be in the spotlight. To be the center of attention.

Perhaps it's the power. You've seen the hypnotists on stage and with a single word, a stage full of volunteer's drops into a deep sleep and they do whatever it is the hypnotist tells them. Perhaps you fantasize about wielding that sort of power. The power to bend people to your will.

Or, perhaps it's all of the above. Or none of the above. But I do want to address the ones I've mentioned. And I'll do it now, so that if you get disillusioned, at least you don't have to read the rest of the book to know that you won't get what you want.

## **FORTUNE**

Sure, there are definitely VERY successful stage hypnotists. Just like there are VERY successful actors. But like many struggling actors and actresses, there are many struggling stage hypnotists.

Being a stage hypnotist doesn't guarantee wealth. Like every other business, it requires a number of factors to be highly successful. Much like everything else in life, the more you put into being a stage hypnotist, the more you are going to get out of it.

## **GLORY**

If you're a stage hypnotist, can you get on the radio? Can you get on TV? Can you be in the newspaper? Sure. I've done it myself. Will just being a stage hypnotist catapult you into star-like fame? Perhaps. But like any other type of entertainer, generally you need to work for that level of stardom. And once you have it, you have to work to maintain it.

But if you are seeking glory, it's going to be a lot of work to create the level of fame that rock stars and Hollywood celebrities enjoy.

## **POWER**

Power is perhaps the worse reason to get into stage hypnosis. In general, hypnosis is a consensual state. The volunteers VOLUNTEER to go into hypnosis. And at a subconscious level, they can reject suggestions that go

against their core beliefs. You really don't have any special power, other than the power of suggestion... which many people exercise in various amounts everyday – salesmen, politicians, pick-up artists.

## **THE REASON**

Decide your reason for getting into Stage Hypnosis. This will help you define your goals and help decide your target markets. For instance, if you plan to become a stage hypnotist as a career change, obviously your goals will be different than if you want to do it part time as a way of making a little extra money or if you want to simply do stage hypnosis as a hobby. If you are in the later category, obviously you will be much more casual in the way you approach things.

## **SET GOALS**

Since you are going to treat stage hypnosis like a business, define the goals for your business. Without goals, you have nothing to strive for. Define some clear cut goals and attach timeframes to them so you are accountable. They need not be grand goals. You could have a goal to do your first show within 60 days. Or a goal to do 12 shows your first year. Here are a few criteria I use when setting goals.

First, write the goal in the positive. Writing a goal of “I will perform a successful stage hypnosis show” is better than “I will not make a fool of myself when I do a stage hypnosis show.” Remember, it's always better to focus on what you WANT instead of what you DON'T want.

Keep your goal simple. When making a high level goal, keep it simple. Don't overcomplicate the goal. Have a simple, one sentence goal. Making it too complicated can lead to confusion in drawing up action steps for the goal.

Create action steps or a plan to reach the high level goal. By breaking the goal down into manageable steps, the goal will seem more attainable and it will be easier to measure your progress. This should include a timetable with each action step having its own due date.

Make the goal attainable. While making grand goals can be inspiring, if they we don't really believe they are possible, a part of our mind will reject them. Always create a goal that is challenging but still achievable.

Your goal should be measurable. Make sure this is some measure of success that will clearly delineate when you have achieved the goal. You want to be able to celebrate your success, but if your goal is too vague, it may be hard to know when you succeed.

By writing your goals in the positive, keeping your goals simple, creating action steps for them and putting them to a timeline, making them attainable yet still challenging and finally making them measurable, you find it easier to succeed with your goals.

## **Chapter 1 - Exercises:**

1) Write down a brief summary of why you would like to be a stage hypnotist.

2) Write a vision statement, mission statement or just what you'd like to accomplish as a stage hypnotist.

3) Keeping your mission statement in mind and the reason you want to be a hypnotist, write down 7 Goals for your first year as a stage hypnotist.

4) Choose the top 3 goals from Exercise 3 and write down a time table or due date for them.

5) Using the Goals from Exercise 3, write down the steps you will need to take to make those goals happen in the timeframe you listed.

6) Visual yourself in first person meeting each action step of each goal and finally reaching the goal itself. Do this once a day for the rest of the 30 days.