



HORIZON
-WHOLE BRAIN HYPNOTHERAPY-
CENTER

Whole Brain Hypnotherapy

Scripts & Resources

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A Note About This Resource	2
The Whole Brain Hypnotherapy Process	4
Understanding the ABC Model	5
The Consultation: Gathering Information From Both Minds	8
Messaging: What were they told?	9
Modeling: What did they observe?	9
Associations: What became connected in the subconscious?	10
Protection: What might the subconscious be trying to accomplish?	10
The Client's Own Theories	11
Intake Questions	15
Uncovering Questions	15
Addressing Questions	16
Hypnotic Argument	18
What Is a Hypnotic Argument?	18
Building a Hypnotic Argument	19
Using Yes Sets in a Hypnotic Argument	22
Hypnotic Argument Builder	24
Convincer Script	26
EYE CLOSURE (also called EYE CATALEPSY)	26
The Tweak	28
Involving The Conscious Mind During hypnosis	30

A Note About This Resource

Welcome to Whole Brain Hypnotherapy!

I created this booklet as a companion to my IACT presentation because I wanted you to leave with more than an overview of my approach. I wanted to give you some practical information, questions, and scripts that you could refer to afterward and, if you're already a practicing hypnotherapist, begin incorporating into your work.

Inside, you'll find an introduction to the [Whole Brain Hypnotherapy](#) process, the ABC model, questions I use during client consultations, a framework for building personalized hypnotic arguments, and a few of the scripts and techniques I use in my own sessions.

But this booklet is just a small taste of what I teach in my full Hypnotherapy Practitioner Training.

Whole Brain Hypnotherapy is an approach I've developed through more than 25 years of working with clients, and it forms the foundation of the comprehensive 28-unit training I offer through [Horizon Center School of Hypnotherapy](#).

The full training begins with the foundations of hypnosis, including how hypnosis works, trance, suggestibility, rapport, ethics, and the therapeutic relationship. From there, students learn how to conduct consultations, plan and structure complete sessions, use inductions and trance-management techniques, develop personalized suggestions, and choose interventions based on each client's individual needs.

We explore a wide range of techniques and interventions, many of them proprietary. These include, but are not limited to, regression, Parts Therapy, Affect Bridge, dream work, Informed Adult, Split Screen, Addressing Others, Contract with Your Body and many other approaches for uncovering and addressing the beliefs, associations, and experiences that may be contributing to a client's concerns.

The training also covers working with a variety of client goals and presenting issues, including habits, anxiety, OCD, PTSD, trauma, pain management, sleep, depression, and personal growth. Students learn how to work with individuals, children, and groups within their professional scope of practice.

And because learning hypnotherapy involves more than knowing what to say during a session, the program also includes practical session planning, demonstrations, exercises, and guidance for establishing and marketing your own practice. You can see the [learning outcomes](#) for the full program here.

Students enrolled in the self-paced Hypnotherapy Practitioner Training also have the option to enhance their education with additional live training and personalized support, including:

- [Ask Me Anything \(AMA\) Sessions](#): Live Q&A sessions where you can ask questions about your training, discuss client scenarios, and receive guidance as you develop your skills.
- [Inside the Session Lab](#): A four-week live training experience focused on turning information gathered during consultations into individualized sessions, including selecting interventions, developing hypnotic arguments, and creating effective suggestions.
- [Supervised Practice Lab](#): A supportive environment where you can practice your hypnotherapy skills, receive personalized feedback, and build confidence before working with clients.
- [Monthly Hypnotherapy Workshops](#): Hands-on workshops focusing on a different skill, technique, or intervention each month. Watch live demonstrations, experience techniques yourself, practice with other participants, ask questions, and receive feedback. Each workshop includes a recording, teaching notes, and additional resources.
- [Private Training Support](#): Personalized one-on-one sessions with Linda, tailored to your individual learning needs. Ask questions, review challenging concepts, receive demonstrations and feedback on your technique, work through client scenarios, or get help preparing for your first sessions.
- [Premium Membership](#): Ongoing access to live learning opportunities and professional support for students and practitioners who want to continue developing their skills beyond the self-paced training.

In other words, this booklet introduces you to some of the tools. The full training teaches you how to put them together, when to use them, and how to develop the skills and judgment needed to work with clients.

I hope you enjoy exploring these resources and that they give you a useful introduction to Whole Brain Hypnotherapy. If you'd like to learn more, you'll find information about my full training program, along with a special offer for presentation attendees, at the end of this booklet.

Happy learning!

Linda Sevilla, RCCH

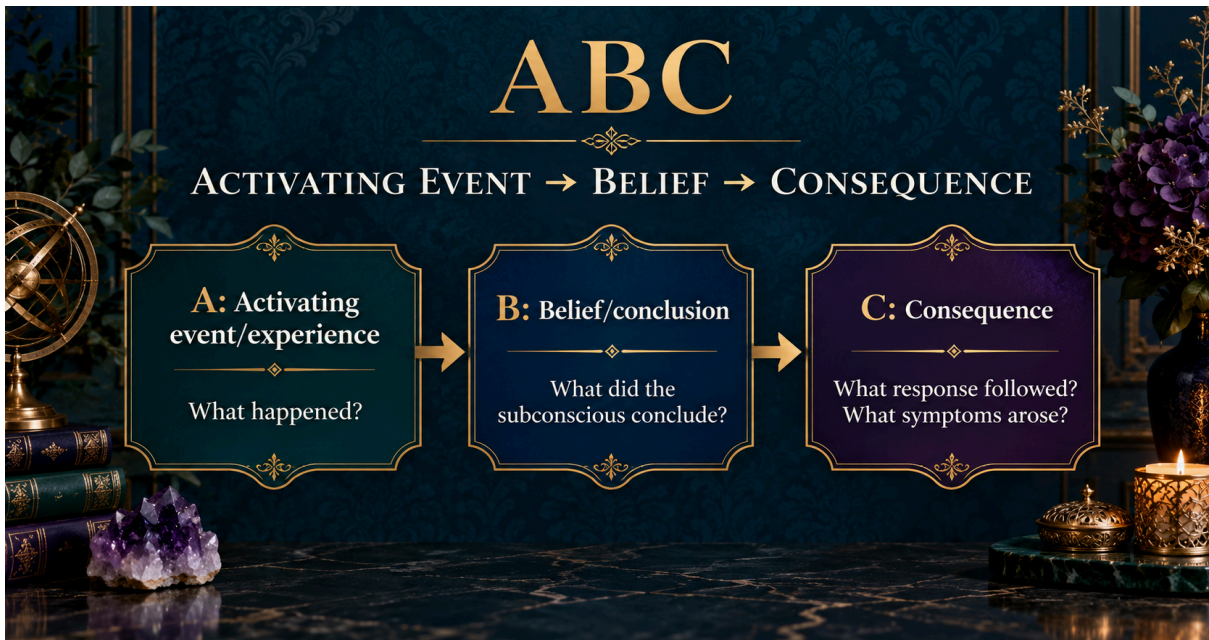
Founder & Instructor

[Horizon Center School of Hypnotherapy](#)

The Whole Brain Hypnotherapy Process

At a Glance

1. **Understand the client's goal.**
What do they want to change? What would they like instead?
2. **Gather information during the consultation.**
Look for A's and B's through history, messaging, modeling, associations, and protection.
3. **Gather information from the conscious mind.**
What does the client understand today that their subconscious may not have incorporated?
4. **Invite additional insight from the subconscious.**
Use the Tweak or other appropriate interventions to explore information that may be relevant.
5. **Construct a personalized hypnotic argument.**
Use the client's history, present-day understanding, and logical reasoning to challenge outdated conclusions.
6. **Use imagery, metaphors, and personalized suggestions.**
Choose interventions that support the client's goals and new understanding.
7. **Review the client's response and progress.**
Discuss any insights, address remaining concerns, and decide what needs further attention.



Understanding the ABC Model

The ABC model helps us understand how past experiences can influence the way a client thinks, feels, and responds today.

When something happens, the subconscious may form a belief or association based on that experience. That belief can then influence the client's automatic responses, even long after the original circumstances have changed.

The ABC model gives us a way to look beyond the symptom and begin identifying the beliefs and experiences that may be contributing to it.

A: Activating Event or Experience

What happened?

The activating event is an experience that may have contributed to the formation of a subconscious belief, association, or learned response.

It could be a single significant event, a series of repeated experiences, something the client was told, or something they observed.

For example, a child may have been repeatedly criticized or punished whenever they expressed an opinion.

The subconscious learns from these experiences, often without the child consciously recognizing that a belief is being formed.

During the consultation, I want to understand what happened, when it happened, and what the client experienced at the time.

B: Belief or Conclusion

What did the subconscious conclude?

The subconscious may form a belief or association based on how it interprets an experience.

In our example, the child who was repeatedly criticized for expressing an opinion may have concluded:

"If I speak up, I'll get into trouble."

"Other people's opinions are more important than mine."

"It's safer to keep my thoughts to myself."

These conclusions make sense when we consider the circumstances in which they were formed.

The difficulty is that the subconscious may continue operating according to those conclusions even when the client consciously understands that they are no longer true.

The client is now an adult, but the subconscious may still be responding according to what it learned as a child.

C: Consequence

What response followed? What symptoms arose?

The consequence is the response or behavior that develops as a result of the subconscious belief or association.

In our example, the client may now experience anxiety when expressing an opinion, avoid disagreements, have difficulty setting boundaries, or remain silent when they would prefer to speak up.

These responses may appear to be separate problems, but they can share a common underlying belief.

When we understand the original experience and the conclusion the subconscious formed, the client's present-day responses begin to make sense.

How I Use the ABC Model in My Work

When a client comes to see me, they usually tell me about the C, the symptom or behavior they want to change.

They may want to stop feeling anxious, sleep better, become more confident, or change a behavior that has been causing them difficulty.

My job is to look beyond the C and identify the A's and B's that may be contributing to it.

I ask about the client's history, when the symptom began, what was happening in their life at the time, and what they may have learned from those experiences.

I also listen for messages they received, behaviors they observed, associations they formed, and protective responses their subconscious may have developed.

Once I have a clearer understanding of the original context and the belief that developed, I can begin identifying the information their subconscious may need to reconsider that conclusion.

During hypnosis, I use that information to construct a personalized hypnotic argument.

I acknowledge why the original response made sense, establish what has changed since then, and use the client's present-day knowledge and experiences to make a logical case for responding differently.

The goal is to address the beliefs and associations contributing to the symptom, rather than focusing solely on managing the symptom itself.

The Consultation: Gathering Information From Both Minds

The consultation is where I begin looking for the reasons behind the client's symptoms.

I want to understand what the client is experiencing, when it began, and what was happening in their life around that time. I'm listening for the experiences, beliefs, and associations that may have contributed to the subconscious developing the response we're working on.

I'm also interested in what the client thinks is responsible for their symptoms. They often have insights and theories that can help us understand what's happening.

While I'm asking questions and listening to their answers, I'm also paying attention to their body language, expressions, and choice of words.

Sometimes the most useful information comes from something the client says almost in passing.

1. Listening for A's and B's

I use the ABC model to help identify the possible origins of a client's symptoms.

A: Activating Event or Experience

What happened? What was going on in the client's life when the symptom began?

B: Belief or Conclusion

What did the subconscious learn or conclude from that experience?

C: Consequence

What response developed as a result of that belief or association?

My goal during the consultation is to identify the A's and B's that may be contributing to the C's the client is experiencing today.

For example, someone may come to see me because they have difficulty speaking up for themselves.

As we talk about their history, I may discover that they grew up in an environment where expressing an opinion led to criticism or punishment.

Their subconscious may have learned that speaking up was unsafe, and staying quiet became a way to avoid unpleasant consequences.

That response made sense in the original circumstances, but it may continue to influence their behavior long after those circumstances have changed.

By understanding how the response developed, I can begin identifying the information their subconscious may need to respond differently today.

2. What I'm Looking for During the Consultation

I ask questions about the client's history, their present circumstances, and their understanding of the problem.

I am looking for possible connections between their experiences and the symptoms they want to change.

Messaging: What were they told?

I listen for messages the client received from influential people, especially during childhood.

Parents, teachers, family members, partners, and other important people can influence the beliefs we develop about ourselves and the world.

I may ask:

- What were you told about yourself growing up?
- What did your parents or caregivers teach you about this?
- Were there expectations about how you should behave?
- What happened when you made a mistake, expressed an opinion, or disappointed someone?

For example, a child who was repeatedly told that they were selfish whenever they expressed their own needs may develop a belief that putting themselves first is wrong.

As an adult, they may struggle to set boundaries or feel guilty when they take time for themselves.

I want to understand what messages the client received and what conclusions they may have drawn from them.

Modeling: What did they observe?

The subconscious can also learn through observation.

Children watch the people around them and may adopt their attitudes, beliefs, and ways of responding to situations.

I may ask:

- How did your parents or caregivers handle this?
- What did you observe growing up?
- How did the people around you respond to stress, conflict, money, relationships, or other relevant situations?
- Do you recognize similar patterns in your own behavior?

For example, someone who grew up watching a parent constantly worry about money may have learned to associate financial security with vigilance and fear.

Even when they are financially comfortable, they may continue to worry because that is the response they learned.

Associations: What became connected in the subconscious?

I look for positive or negative associations that may be influencing the client's present-day responses. The subconscious works by association. If something gets a negative association the subconscious may decide this is a threat we shouldn't do this, even if it's not actually threatening.

For example, if the first time you ever tried public speaking in elementary school somebody snickered at you and embarrassed you, your subconscious might form a negative association with public speaking. Later on in life you know that it could get you a raise or other Perks at work but if the subconscious still has a negative association it will do anything it can to keep you from public speaking.

If something gets a positive association, even if it's not necessarily positive, the subconscious may think we need to do more of this. For example if at some point in your life you linked comfort with food then your subconscious might think it's important to eat in order to feel better. It associates feeling better with food and every time you feel bad you're attracted to food

I want to understand what the subconscious may have connected and whether that association is still relevant today.

Protection: What might the subconscious be trying to accomplish?

I consider whether a symptom or behavior may serve a protective purpose.

The subconscious may have developed a response to help the client avoid something unpleasant, maintain a sense of safety, gain acceptance, or meet another important need.

I may ask:

- What do you think might happen if you stopped responding this way?
- Is there anything about changing that feels uncomfortable?
- What might your subconscious be trying to protect you from?
- Has this behavior ever helped you in some way?

For example, someone who avoids speaking up may be protecting themselves from the criticism or rejection they experienced earlier in life.

Understanding the purpose behind the response helps me identify how the client can meet that same need in a more appropriate way today.

The Client's Own Theories

I always want to know what the client thinks is responsible for their problem.

They may already recognize connections between their present-day behavior and earlier experiences.

I may ask:

- Why do you think this is happening?
- Do you have any theories about where this might have come from?
- Does this remind you of anything you've experienced in the past?
- What do you think your subconscious may be trying to accomplish?

I don't assume that every theory is correct, but I take their observations seriously.

Their conscious understanding may provide useful information for developing the hypnotic argument, while their subconscious may offer additional insights during hypnosis.

3. Listening for What the Subconscious May Be Revealing

While the client is sharing their history, I'm also watching and listening for information that may not be part of their conscious explanation of the problem.

The subconscious can influence automatic responses, including body language, expressions, and patterns of speech.

I pay attention to these responses because they may point toward something worth exploring.

However, I don't assume that a particular gesture, expression, or choice of words has one specific meaning. I consider the context and ask questions to understand what it means to that particular client.

Body Language

I notice changes in the client's posture, movements, and physical responses as we discuss different topics.

For example, a client may become noticeably tense when discussing a particular relationship or experience.

They might shift in their chair, cross their arms, look away, or become unusually still.

I may ask:

"I noticed that when we started talking about that, you seemed a little uncomfortable. What were you thinking about?"

Their answer may help me understand whether the physical response is connected to the topic we're discussing.

Microexpressions

I also watch for brief changes in facial expression.

A client may smile while describing something unpleasant, briefly appear upset when mentioning a particular person, or show a change in expression when discussing an experience they initially describe as unimportant.

I don't interpret these expressions as proof of a particular feeling or hidden belief.

Instead, I use them as an opportunity to explore further.

For example:

"When you mentioned that, I noticed your expression changed. What came to mind?"

The client's own explanation is more useful than my assumption about what their expression means.

Slips of the Tongue

Sometimes a client says something that seems inconsistent with what they intended to say.

They may use a word that surprises them, accidentally substitute one person's name for another, or describe something in a way that seems unusual.

A slip of the tongue may be nothing more than a simple verbal mistake. However, if it seems relevant to what we're discussing, I may ask about it.

For example:

"You said something interesting just now. You used the word 'trapped' when you were talking about your job. Does that word have any particular meaning for you?"

I want to know whether the word reflects something important about how the client experiences that situation.

Repeated Phrases

I pay particular attention to words and phrases that a client uses repeatedly.

Sometimes a client describes several different experiences using the same language.

They may repeatedly say things such as:

- "I have to be careful."
- "I don't want to be a burden."
- "I always have to be the responsible one."
- "I feel like I'm walking on eggshells."

Repeated phrases may reveal a common theme in how the client understands themselves or their circumstances.

For example, a client who repeatedly says, "I have to be careful," may have learned to remain vigilant in situations where they experienced unpredictable reactions from other people.

I might ask:

"You've mentioned several times that you have to be careful. What do you feel you need to be careful about?"

Their answer may help identify an underlying belief or association that is contributing to several of their present-day responses.

4. Bringing the Information Together

Throughout the consultation, I am listening for connections.

A client may describe several seemingly unrelated problems that share a common belief or protective response.

For example, someone may struggle with setting boundaries, expressing their opinions, and asking for help.

On the surface, these appear to be three different problems.

However, as we explore their history, we may discover that they learned early in life that expressing their own needs led to criticism, rejection, or conflict.

That belief may be contributing to all three responses.

By identifying the common belief or association, I can address the underlying cause rather than treating each symptom as an entirely separate problem.

The information I gather during the consultation helps me decide which interventions to use, what additional information to seek during hypnosis, and how to construct a hypnotic argument that is relevant to the client.

I am using the client's conscious understanding, their history, and the clues that emerge throughout our conversation to develop a clearer picture of what their subconscious may have learned and what it may need to understand today.

Intake Questions

Uncovering Questions

Not all the questions will be relevant to every goal. Choose wisely.

1. What is your goal?

2. When did the symptoms first start for you? This will help you determine the type of technique you will use. It will also open the doors to discussing the client's history and to look for pivotal events and relationships that may still be having an impact on your client

3. What was going on in your life prior to or around the time of the onset of these symptoms? Often a client's problem is pre-empted by a change in their lives. Prompt for anything unusual or stress producing such as a change in living situation, work, family stresses, and losses. Keep your ears open for events that may have caused stress or great emotion at the time they occurred. What may have been stressful to a child may not be to an adult so keep in mind the age of your client at the time events occurred. Remember that a person's behavior makes sense when you understand how it was formed. Look for experiences that would explain the symptoms the client has. Also keep in mind that stressful events, that may precede symptoms, are not always negative events!

4. Is this the first time you have experienced this (or the essence of this)? - Here you are looking for whether the client is repeating a pattern that might go back to an earlier experience. For example, the client may have come to see you to deal with an overbearing boss. But, upon further exploring, you discover that the client had an overbearing father. It may be the case that the client is responding to their boss the way that they are because of unresolved feelings towards their father.

5. Get their take on the issue: What do you believe started the problem? If you had to psychoanalyze yourself, what do you think created this? Do you have any theories as to where this pattern/behavior/emotion etc. came from?

6. What would you like instead? What results are you hoping for? — record this in their own language. It will become part of your script

7. Why would you like to achieve this goal? What motivates you?- you may need to dig for the real reason. Ex. If a weight loss client tells you they want to lose weight to feel better in their body, ask more questions to get a sense of why that is important to them. Keep asking "why" until you get to what is really motivating the client

Addressing Questions

After I gather information about their goal and any potential underlying cause of their symptoms, I shift gears and ask follow-up questions to collect details I can use during hypnosis. It's crucial to collect this information because whatever we say in hypnosis needs to be relevant and useful to them. They might know something intellectually, but that doesn't mean their subconscious is aware of it. Often, in the beginning stages of hypnosis, my work involves taking what they know intellectually and communicating it to their subconscious as part of hypnotic argument.

1) If your client shares about somebody who had a negative impact on them- Ex. Critical parent, jealous sibling, toxic ex. Find out what they understand about why that person acted that way. What do they know about their past, their history, upbringing or life that might explain their behaviour? We can use this in a hypnotic argument to explain why the person said what they said, thereby depersonalizing it for the client.

2) If the client shares an experience from their past that you suspect might be having an impact on them still:

- Where are you with that now? How do you view that at this time in your life?
- Are things different now or is that issue still ongoing? If it's different, tell me how it is different now.
- How have you processed that intellectually?
- What do you think you came to believe because of that event? What do you believe now?
- What does your SC need to hear about that now?

3) If the client understands something logically but the SC does not seem to get it

- What do you think your SC needs to hear about that?
- What would you like me to say to your SC?
- Tell me what your rational mind understands about that.

4) Working on a habit or behavior the client wants to change

- Tell me all the downsides of this behavior. Why do you want to change it?
- What do you think might happen if you didn't change it?
- Tell me what this behavior does for you. Is there any benefit? Does it help you in some way?
- Tell me all of the reasons you started with this behavior and all of the reasons you have continued with it. Then, go over each reason: Is this still a need you have? If not, what do you think your SC needs to hear? If so, what else could you do instead?

5) If the client shares about something that happened as a child that was mishandled

- What did your younger you need at the time?
- What do you wish was said to that younger you at the time?

- What would you want your younger self to know?
- If you could talk to your younger self, what would you say?

6) If the client shares an event that at the time they felt was because they weren't worthy or enough

- What was really going on?
- What is another way to look at that?
- What do you understand about that now?
- How do you look at this now that you are older, removed from it, no longer in it?
- What other explanation could there be other than that it was about you?

7) To develop empathy and understand the client's world view

- Help me understand how that affected you
- How did you feel about that at the time? How do you feel about that now?
- How did that event shape or change you?
- What do you think you came to believe (about yourself, the world, other people) as a result of that? How do you feel now? Have those beliefs changed?
- How do you think that informed your choices, behavior, belief system?
- What meaning did you attach to that event? What did you tell yourself about it at the time? What do you tell yourself now?

Hypnotic Argument

What Is a Hypnotic Argument?

A hypnotic argument is a way of making a logical, factual case to the client's subconscious mind for doing things differently.

When a client experiences something, their subconscious may form a belief, association, or protective response based on what happened and what they understood at the time.

That belief or response may have made perfect sense in the original circumstances. However, as time passes, the client's situation changes. They gain knowledge, develop new skills, and have experiences that may challenge what they originally believed.

The problem is that the subconscious does not necessarily update those old beliefs and associations automatically.

A client may understand intellectually that something is no longer true, yet continue to respond as though it is.

For example, someone who grew up being criticized whenever they expressed an opinion may have learned that speaking up is dangerous. As an adult, they may understand that they have the right to express themselves, yet still experience anxiety whenever they disagree with someone.

Their conscious mind understands that their circumstances have changed, but their subconscious may still be responding according to what it learned years ago.

A hypnotic argument uses the client's real history, present-day knowledge, and logical understanding to help their subconscious reconsider those outdated conclusions.

Rather than simply telling the subconscious to respond differently, we give it a reason to do so.

The key elements of a hypnotic argument

A hypnotic argument:

- Appeals to both the conscious and subconscious minds.
- Uses logic, facts, and the client's real history.
- Incorporates information gathered during the consultation.
- Uses yes sets to establish agreement.
- Acknowledges why the original belief or response made sense.
- Challenges outdated beliefs and associations.
- Demonstrates what has changed since the original experience.

- Gives the subconscious a logical reason to respond differently.

The argument is personalized to the client. It uses their own words, experiences, insights, and understanding to make a case that is relevant to them.

The goal is to give the subconscious information it may not have incorporated into its understanding of the client's present circumstances.

Building a Hypnotic Argument

The information gathered during the consultation provides the foundation for the hypnotic argument.

Before constructing an argument, identify the activating event or experience (A), the belief or conclusion the subconscious formed (B), and the resulting response or symptom (C).

Consider what the client understands about those experiences today, what has changed since then, and what information their subconscious may need to reconsider the original belief.

The following six steps provide a framework for building a hypnotic argument.

1. Establish the Original Context

Begin by acknowledging what happened and the circumstances in which the original belief or response was formed.

Consider:

- What happened to the client?
- How old were they?
- What did they understand about the situation at the time?
- What belief or conclusion did their subconscious form?
- What was happening in their life that made that conclusion seem reasonable?

Use the client's history and language to establish the original circumstances.

For example:

"When you were a child, you learned that expressing your opinion could lead to criticism or punishment. At that age, you depended on the adults around you, and their reactions were important to you."

This establishes the context in which the subconscious learned that speaking up could have unpleasant consequences.

2. Acknowledge the Original Purpose

Explain why the original response made sense under those circumstances.

The subconscious may have developed the response to protect the client, avoid unpleasant experiences, gain acceptance, or meet another important need.

Acknowledge what the response was originally trying to accomplish.

For example:

"Given what you were experiencing, it made sense that you learned to be careful about what you said. Staying quiet helped you avoid criticism and made things easier for you at the time."

This acknowledges the original purpose of the response without criticizing the subconscious for having developed it.

You are establishing that the response had a reason for existing, even though it may no longer be useful.

3. Establish What Has Changed

Help the subconscious recognize the difference between the client's original circumstances and their present situation.

Consider:

- How much time has passed?
- How old is the client now?
- What knowledge have they gained?
- What skills and capabilities have they developed?
- What resources and choices are available to them today?
- What have they already demonstrated that they are capable of handling?

Use specific information from the client's history whenever possible.

For example:

"But that was many years ago, and your circumstances have changed. You are an adult now. You have learned how to express yourself, make decisions, and handle disagreements. You have people in your life who value your opinions, and you have already demonstrated that you can speak up and handle the outcome."

The intention is to help the subconscious recognize that the client is no longer in the same circumstances in which the original response was learned.

4. Challenge the Outdated Conclusion

Use facts and evidence from the client's life to challenge the original belief or association.

Consider what the client understands today that they did not understand when the belief was formed.

What information might lead their subconscious to reconsider its original conclusion?

For example:

"And you can understand now that the way those adults responded to you was a reflection of how they handled their own feelings and frustrations. Their reactions were never proof that your opinions were unimportant or that expressing yourself was wrong.

You have also learned that people can disagree without anyone being punished or rejected. You have experienced disagreements that were resolved respectfully, and you have seen that expressing an opinion does not automatically lead to the consequences you experienced as a child."

Use examples that are accurate and relevant to the individual client.

The argument must make sense based on their actual history and present-day understanding.

5. Make the Case for a Different Response

Now explain why the original response may no longer be necessary and how the client can meet the same need in a different way.

Remember that the original behavior may have served an important purpose.

If the subconscious developed a response to protect the client, explain how the client can take care of themselves today without needing that same response.

For example:

"And because you have those skills and choices available to you now, you can take care of yourself without needing to remain silent.

You can express your opinions, decide what you want to share, and choose how to respond to other people's reactions.

If someone disagrees with you, you can handle that disagreement. If someone treats you disrespectfully, you can set a boundary or remove yourself from the situation.

You have other ways to protect yourself now, and you no longer need to respond to every disagreement as though you are still that child."

The argument demonstrates how a different response can serve the client's present-day needs.

6. Reinforce the New Understanding

Bring the argument together by reinforcing the information you have established.

Use yes sets, the client's own language, and personalized suggestions that are consistent with their goals and present-day understanding.

For example:

"And you can recognize that you are an adult now, that you have choices available to you, and that you have already demonstrated your ability to handle difficult conversations.

You can appreciate why you learned to be careful about speaking up, while also recognizing that your circumstances have changed.

And with that understanding, you can become increasingly comfortable expressing your thoughts and opinions, knowing that you have the ability to handle whatever response you receive."

The suggestions should follow naturally from the information presented in the argument.

Rather than introducing a new belief without explanation, you are reinforcing a conclusion that has been supported by the client's own experiences and understanding.

Using Yes Sets in a Hypnotic Argument

A yes set involves making a series of statements that the client can agree with before introducing the new understanding or suggestion you want them to consider.

For example:

"You know that you are an adult now."

"You know that you have developed skills and abilities you did not have as a child."

"You know that you have handled disagreements successfully in the past."

"And you can recognize that you have other ways of taking care of yourself today."

Each statement establishes information the client already knows or can reasonably agree with.

The final statement builds on that agreement and introduces the new understanding.

Yes sets also provide an opportunity to involve the conscious mind during hypnosis. The client can mentally agree with statements that make sense to them, reinforcing their active participation in the process.

Important Considerations

Use the client's actual history. The more specific and relevant the information, the more meaningful the argument can be. Avoid making assumptions about what happened or why the subconscious developed a particular response.

Use the client's own language. Pay attention to how they describe their experiences, beliefs, and goals. Their words can help you construct an argument that reflects their understanding.

Do not dismiss the original response. Acknowledge why it made sense in the circumstances in which it developed. The purpose is to help the subconscious recognize that those circumstances may have changed.

Use information the client can agree with. A hypnotic argument should be based on facts, reasonable conclusions, and the client's own understanding. Avoid introducing statements that directly contradict what the client believes without first establishing a logical reason for reconsidering that belief.

Address the original purpose. If the subconscious developed a response to accomplish something important, explain how the client can meet that same need differently today.

Be flexible. These six steps are a guide rather than a rigid formula. Some arguments may require more attention to the original circumstances, while others may focus on what has changed or what the client has learned about themselves.

Remember

A hypnotic argument is not simply a collection of positive suggestions or affirmations.

It is a personalized explanation that uses the client's history, logic, and present-day understanding to help their subconscious reconsider an outdated belief or response.

We are giving the subconscious a reason to change its mind.

Hypnotic Argument Builder

Cheat Sheet

Use the information gathered during the consultation to develop a personalized argument.

1. What is the client's goal?

What do they want to change, and what would they like instead?

2. What was the original context?

What happened? What belief or association may have developed?

3. What was the original purpose?

Why did the response make sense at the time? What was it trying to accomplish?

4. What has changed?

What does the client know now? What skills, resources, and choices do they have today?

5. What challenges the old belief?

What facts and experiences from the client's life support a different conclusion?

6. How can the client respond differently?

How can they meet the original need without the old response?

7. What language will I use?

Record useful client phrases, yes sets, and personalized suggestions.

Convincer Script

EYE CLOSURE (also called EYE CATALEPSY)

This convincer is recommended for the first session as it is quite dramatic for the client and is a test for the hypnoidal state, therefore will work on any client regardless of the depth of hypnosis.

Script:

Focus your attention on the little muscles around your eyes. Notice how soft and relaxed they are. Hold on to that relaxation. I don't know how much time you get over the course of the day to just close your eyes and do what feels like nothing. But you can enjoy having that opportunity here. It just FEELS like you are doing nothing because there is nothing to do physically or intellectually. But, in fact, in this session, a great deal is going to be accomplished. So, hang onto that relaxation. Let those muscles be so soft and relaxed they just don't want to work.

Hang onto that relaxation and when those little muscles are so soft and relaxed, they just don't want to work, give them a little try. You will find that they are too tired and heavy and that it is simply too much work to make the effort. In fact, the more you try, the heavier they become. When you have given it a try, you can just let me know with a nod of your head and just let them continue to remain closed after that point. “

(Then WATCH the client. If they open their eyes, they may not be in hypnosis! It depends on how they open their eyes. If they are dragging them open with great effort, they are “in” in which case you can move on. Point out to them how well they did on the test as you can see how much effort it took them.

If the eyes just snap open, they may not be in hypnosis. Tell them that's just fine. Give suggestions that they are in control and safe and deepen them further. Then follow up with a different convincer until they have passed the test.

If they keep their eyes closed, they are in hypnosis. Give them the explanation below and then move on to the intervention.)

EXPLANATION OF TEST--- *can be given to first time clients after they have passed the test so that they know how it works. This explanation also seeds suggestions for success with the suggestions.*

Well, I just gave you a challenge to make sure that your SC mind is acting out my suggestions, and you did a great job on the challenge. I told you to try to open your eyes and also suggested it would be too much effort. So essentially, I was giving you a suggestion to keep your eyes closed. Well, you and I both know you COULD open your eyes if you wanted to.

However, the suggestion I gave you to keep your eyes closed went through your filter and into your SC mind and you acted it out, despite what you may have logically thought you would do.

And so, you can allow yourself to get really excited here because what this means is that ANY suggestion that I give to you, that you perceive to be beneficial to you, will be followed just as easily.

What to do if they do NOT pass the test:

Some people may open their eyes when they “should” be keeping them closed. In this case they may actually be in hypnosis but misunderstood the instructions somehow. Look for signs that they are in hypnosis such as:

- Opened eyes but it took a lot of effort first
- Opened eyes but they were rolled up, so whites were showing
- Opened eyes but they seemed unfocused, pinkish, or watery

If you see any of these signs, point out to the client what you saw and how that is different from what would have happened if they were in a waking state.

Ex. “You might have noticed that when I asked you to open your eyes it took a great deal of effort (or time) before you opened them. This is due to being in hypnosis. If you were in the waking state with your eyes closed and I asked you to open them, they would have just popped open with no problems.”

If the client does not appear to have been in hypnosis and opened their eyes easily:

- Keep your cool
- Ask them to close their eyes down again
- Give them suggestions for being in control, calm, being able to cancel suggestions they don't like etc.
- Do another induction
- Do a DIFFERENT test. If the client still does not appear to be in hypnosis, talk to them about what was taking place for them

The Tweak

The client's subconscious mind is their long-term memory. The subconscious is also responsible for the majority of the client's behavior, all of their emotional reactions and all of the behavior the client does not choose consciously. We can ask the subconscious to give us information whether that's during a session or in between sessions relating to the client's goal. We can ask the subconscious for insight into anything that needs to be understood or addressed in order for the client to be successful in getting results.

Often when a client decides to go ahead with therapy, they automatically begin the process of becoming aware of what it was that was causing the problem originally.

I have had clients come in between the consultation and the first session with new awareness around their goal. It is as though once the client decides to make a change the Subconscious mind begins the process for them by revealing little pieces of the puzzle as a way of guiding or facilitating the process.

Therefore, I have gotten into the habit of doing what I refer to as a "tweak" with every client. This is done during the first session but may also be done during the subsequent sessions. The process is designed to engage the Subconscious mind in revealing information relevant to the client's goal.

Script:

I am going to give your SC a little bit of detective work to do in order to help you achieve your goal more easily. Your Subconscious mind contains all your life's experiences. It is the storehouse of your memories. And your SC mind contains all your answers as well. It knows if there is anything other than what we have discussed that needs to be addressed to help you achieve the goal you have in coming here. It knows if there is anything that has caused or contributed to the problem.

And if there is anything that we need to address, you will find that your SC is giving you insight around that. For some people that insight happens while they are in hypnosis. Usually what that looks like is that they are trying to listen to me, but they have some thought, some internal voice or some memory that is nagging at them. And, although they keep trying to turn their attention to me, it is persistent.

Now, if that should happen, you have two options. And there is no "right" or "wrong". I can work with it either way. Some people like the sessions to be interactive. So, when something comes up for them, they interrupt me and let me know. I am quite happy to put my plan aside and follow where your mind is directing. (*wait to see if they have anything to say*)

Other people don't necessarily want the session to be interactive, so, if something comes up for them, they tuck it away in the corner of their minds. You will remember it afterwards and I will save some time to debrief.

For other people, the insight happens after the session is over. And in that case, it can come through in many different ways.

For some people it is a memory that surfaces. It can be a full memory, from beginning to end. Or it can be a snippet-- a name, an age, an event, a face, a year, a grade.

For others it is an "A-HA!" moment - one of those cathartic moments when suddenly things make sense. Others say it is more subtle than that--like you are connecting the dots, speculating, or guessing.

For some it is a feeling, a knowing, a thought. It can feel like intuition or a "sense" of where things stem back to or what needs to be addressed.

For some it even comes in the form of a clear, vivid dream-- the kind of dream that lingers the next day as though trying to get your attention. It may or may not make any sense. But, when we look at it in hypnosis, the significance will be clear.

Or maybe you will find yourself thinking about your goals but from a bit of a different angle, entertaining different perspectives. There might be a new understanding, clarity or awareness that wasn't there before.

I don't know if there is anything further we need to address or, if so, how it might come through. But you will recognize it when it does. There may even be a voice in your mind that thinks, "Ahhh. This is what she was talking about".

And you don't have to go looking for these things. They will come looking for you—they will just pop into your mind, as though from out of the blue. It will happen in a comfortable way.

Now, often people immediately understand the correlation between the insight and their goal. Others question it. They might think, "I already knew that", "I've dealt with that already", "That was a long time ago" or "That is too trivial or meaningless". But it is important to remember that the SC is illogical-- so it processes differently than we do intellectually. So, even if there is a part of you that questions it, there will be a bigger part of you that feels the impulse to share it with me, knowing that it could just be your own SC mind trying to help you accomplish this goal.

So, again, if there is anything we need to know, understand, address, or do to help you achieve your goal more quickly, your SC will bring it to mind. It may be during or between sessions, an insight, a dream, a memory, a feeling, a knowing, a sense. You will notice it when it occurs and feel the impulse to share it with me because you recognize it could be your own deeper mind trying to help you be successful with this goal

Involving The Conscious Mind During hypnosis

Often, clients aren't sure what they should be doing with their conscious mind when they are in hypnosis. However, the conscious mind can be a very powerful tool for reinforcing suggestions. Therefore the first time I hypnotize clients, I like to use the following script during my induction to leverage the fact that most clients will be following along with their conscious mind and to get their conscious mind involved in the process

Script

Sometimes people wonder what they should be doing in hypnosis or how they can help the session be successful, so I like to take care of that in this first session.

One of the things I find interesting about hypnosis is that it works even if you aren't listening. We are conditioned, particularly in school, that if someone is speaking to us, we have to pay attention. Otherwise, we might miss important information or not know what to do.

While we are working together, there is no rule or expectation that you listen to me. The reason being, the part of your mind that you are aware of, listening or not listening, is your conscious mind. The SC is always listening. So, your part is really easy. Just let your conscious mind go wherever it wants to go.

You might find yourself following along and that's ok. Sometimes people are curious or want to take mental notes. It's also fine if you **find your mind wandering or drifting**. Your SC will still pick up whatever is useful to you. And if there is a part of the session where I will have you do something within your mind, I will get your attention first. I will also make sure you don't drift off to sleep. So, because you know I am keeping track of you, **you don't have to keep track of yourself**.

If you do find yourself following along and you'd like to help, there is something you can do. When I say something you agree with or give you a suggestion you feel is a good fit for your goal, you can think "YES!" or repeat the suggestion to yourself. I say this because when you are in hypnosis you **take in the suggestions I give you**, but you also respond to your own thoughts as though they too were hypnotic suggestions. So, if you are following anyway, you might as well use your mind to help out. But you don't HAVE to do any work. You are welcome to **let your mind wander, dream, or drift**.

If I should ever give you a suggestion you would prefer not to accept, you can either modify it within your mind or cancel it simply by thinking "no".

If it occurs to you at any point to speak to your own subconscious mind, please feel free to do so. your subconscious is listening in. your subconscious is capable of multitasking. It can take in

suggestions from me while simultaneously responding to whatever you're saying to yourself. Now there's nothing you have to do. You can rest and relax. You can leave the work up to that other part of your mind. But if it occurs to you to offer your own suggestions, arguments, instructions or guidance for your subconscious to follow, all you need to do is think about it and, assuming it would benefit you, your subconscious will take it in.

You are also welcome to do whatever is necessary to **feel more comfortable**. Sometimes people think they shouldn't move because they don't want to wreck the hypnosis. However, hypnosis is not fragile. I would rather have you be comfortable than distracted so please do anything you need to do to **feel more comfortable** and you will just **relax more fully** afterwards.

You are also welcome to verbally share anything you want to share. You can speak clearly and audibly in hypnosis while still maintaining depth. So, if at any point there is something you want to share, please interrupt me and let me know.



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