



Dr. Richard Nongard at Hypnothoughts 2016

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24 Hour Trance: How to Become Hypnotic

It's great to have everybody here. Some of you know I had throat surgery a couple of weeks ago and a couple of years ago as well, so I will try to be as loud as I can without losing my voice. They gave me a microphone that has a whopping one foot cord on it! Then they're demanding that I'm tethered, so the people who aren't here can hear it later and so I'm in my grumpy trance!

There's no such thing as doing hypnosis to somebody or hypnotizing somebody. The reason why is we are always in a state of trance, we are always in a state of the ability to tap into any resource, whether it's grumpiness for self-protection or actually grumpiness because I'm a control freak or whether it's happiness and joy or whether it's change or productivity. My idea of hypnosis is not that I'm doing hypnosis to somebody. I do remember the very first time I

hypnotized somebody, that was number one. Every year I always give three chances to trip me before I discard it.

I remember when I hypnotized my first client, I guess, I was in graduate school. I was really lucky, I accidentally learned hypnosis. I was working on my Master's degree in counseling and I had to do a three hundred hour practicum in order to graduate and get my degree and I went to a couple of places and said, "Hey, I need a 300 hour practicum, can you help me out," and they all said, "No." There was a grumpy old psychologist in Tulsa who said, "Yeah, I'll use you." I said, "Great, because I'm against the wire and I have to have my 300 hours in."

I went to my first counseling session with him, he was a psychologist and he hypnotized the client and I had never seen that before. I didn't know what hypnosis was and I said, "Do you do that with all your clients?" and he said, "Well, yes." I said, "Who are you?" He's a wizard or something. He explained to me that he was a hypnotist, that he was trained by a guy named Dr. Milton Erickson and that he was a member of a group called ASCH, the American Society of Clinical Hypnotists and that he was going to be training me in hypnosis, if I was going to be working in his office with his clients.

So, it was probably a week or two later and he was probably tired or hung over or something like that, but he said, "You do this one." I remember thinking to myself, I'm not really sure if I can actually hypnotize somebody and I just did exactly what Dean did and it worked! That was my first client in a clinical session. They close their eyes, they followed my directions, we explored their ideas and 30 or 40 minutes later or however long the session was, they opened their eyes

and they were happy and I thought to myself: This is awesome!

I also remember thinking to myself as I drove my 1973 Pontiac Grand Am home, I had painted on the back of it 'The Shark' in college because it was that white car, it looked like a shark and I remember thinking to myself, wow, I hypnotized somebody just like the comic books.

Fast forward years later, I'd been doing hypnosis with a lot of different clients and a lot of different treatment settings and now I had learned stage hypnosis. Actually I hadn't really learned stage hypnosis, I knew enough about hypnosis to know that if I watched some stage hypnosis shows, I could probably do one myself and so I booked my first gig. When I booked my first gig at Stooges Bar & Grill in Andover, Kansas, anyone ever been to Andover, Kansas? There you go, I didn't think so. If you ever went, you would remember it! I booked my first gig there and I remember I felt like I was in over my head and I had ten or twelve people up on the stage and I did my whole induction this way because I didn't want to have to look at them because this bar had agreed to pay me \$1 000 and give me \$5 for everybody who bought a ticket. That was going to be like \$1 700 because when there's something other than a country western band in Andover, Kansas, everybody shows up!

I remember I got done with the induction and I gave that hypnotic suggestion - and from this point forward if I should tap you on the forehead, if I should say the word 'sleep,' if I shake your hand, you're instantly referring back to this position that you're in now, deeply relaxed and following every one of my suggestions and I turned around and they were all out! I was like holy shit, this stuff works!

Then I remember what Dean had told me, if you do stage hypnosis, you have crossed into the dark side! So, I was having a lot of fun on stage but I was also really worried because it meant I was actually trading all my old friends for a bunch of new friends, group hug and I've been happy ever since because hypnosis doesn't belong just in one place, in an office or on a stage. Hypnosis isn't something we do to somebody, it is something we all experience together, every one of us, whether we're on a stage in a show, in an audience, in an office, as a hypnotist, driving your car, being a parent, being in love or travelling or any of the tasks of the day that we do. Whether they're mundane or whether they're really important.

I've had the opportunity to travel all over the world, I love to travel, it's actually my favorite thing to do. Last year I was in 17 different countries and every time I got off a plane in a new country, I was in trance. Hypnosis is not something we do to somebody, it's something really that we share with somebody. One of my early teachers, his name was Bob Bollet from Florida State University, another contemporary of Milton Erickson's and I trained with him in Germany in the early 2000's and Bob never titled his workshops 'Bob Teaches Hypnosis.' He actually titled his workshop, catch this, 'Advanced Accurate Empathy.'

I was a councilor getting my continuing education hours and I sign up for a class titled 'Advanced Accurate Empathy.' There are a lot of people who have talked about empathy and counseling, Gerard Egan is one of those people. I thought to myself, this will probably be in the tradition of Gerard Egan who is a psychologist and a Roman Catholic Priest and has written a book called 'The Skilled Helper' that's actually fantastic, that everybody should buy. I walked

into Bob Bollet's class in Germany and we were all ready for class, do I have a chair anywhere? Here's exactly what Bob did.

He had a chair up here and he kept just spinning the chair, as he did his introduction. So Bob was doing this and he was just talking to us and as Bob was talking to us and as he was just sort of spinning the chair, I noticed that as I looked around the room, the other 25 or 30 therapists that were there, some of their hands started to rise in the air and I thought to myself, another Ericksonian and that's exactly where I was. I was in the hypnosis training class, but I was always struck, not by what Bob taught in the class, it was a basic class in Ericksonian hypnosis, it was a great class, I'm sure, not a lot that I really particularly remember since I'd been doing a lot of hypnosis at that point, but I will never forget the title, 'Advanced Accurate Empathy.'

He never used the word 'hypnosis,' he always used the word 'empathy.' He derived that from some of the writings of Ernest Rossi and Ernest Rossi, as you know, was a contemporary of Milton Erickson's who wrote many books with Milton Erickson and you probably have read some of Ernest Rossi's books. If you haven't, my favorite book by Ernest Rossi is 'The Psychobiology of Immune System Response.' Every hypnotist should buy that book. If you don't have it, go buy it.

If you wonder how does hypnosis work to treat HIV positive individuals, cancer patients, to help people recover faster, to heal better and to significantly use hypnosis to improve the lives of individuals who are suffering, you will benefit from the book, Psychobiology of Immune System Response by Ernest Rossi. Ernest Rossi described to Bob [Millay?] hypnosis this way. He called

it ‘belly button to belly button communication.’ This is, of course, a metaphor for an exchange of nutrients and life, which is where Bob came up with the idea of advanced, accurate empathy. So I had the opportunity to line from these folks that I really wasn’t hypnotizing anyone, that I was actually being allowed the opportunity to be in their space so that I could share that space with them and create something magnificent.

Now, I recognize that I had a problem because back in the early 2000’s I wasn’t feeling so magnificent and how can I be in somebody’s space and help them to be magnificent if I myself wasn’t magnificent? By the way, I’m really grateful that we don’t have to be perfect in order to help other people, but there’s a line a from the Alcoholics Anonymous tradition I really like and that is, “We claim spiritual progress rather than spiritual perfection.’ The word ‘progress’ is really important. We have a goal and we’re moving forward in each and every one of our actions each and every day. What tells me is that in order to be a good hypnotist, to share that space with gratitude, it’s important for me to be hypnotic. Not to just do hypnosis, but to, in my own life, live the principles that am sharing with my clients and so the first step in 24 Hour Trance is to be hypnotic yourself, to use the discipline of hypnosis that we know can benefit other people, experientially in our own lives.

My clients as me, they say, “Well, I’m here Richard to quit smoking,” or “Lose weight” or “Find lost objects” or “Stop chasing cars” or whatever it is that they came to my office for and they have this question for me. Almost all my clients have this question because I ask them, in the pre-talk I say, “Do you have any questions for me?” That’s two and a half! They almost all say the same question, “Have you ever used hypnosis in your own life?” I love that question. The

answer is 'yes' for the obvious reasons. In the early 2000's I was paralyzed by fear. I was doing hypnosis with clients, I was helping them to recover from drug addiction, I was working as a substance abuse counselor primarily, I was working with eat disorder individuals, I was dealing with obsessive compulsive personality traits, but I hadn't been working with fears and phobias because in 2001 Richard would not get on an airplane, Richard would not drive a car down Highway 75 in Dallas, Texas because there was too much traffic and Richard would not get on an elevator.

I actually had a job offer as a therapist at a facility that was a great job and I went to go talk to the Executive Director, but because my background as a criminal justice, it was a secure building and I got there to meet with the Executive Director and it required that I take the elevator to the third floor and I wouldn't do it. I just told the reception, I said, you know what, "Tell him I got tied up, I have somewhere to go," and I walked away from that job because I had to take an elevator to get to the third floor.

By the way, I'm Executive Platinum on American Airlines, I flew 172 000 miles last year and when I see the airplanes flying overhead in my neighborhood now, I'm really upset that I'm not on one of those airplanes. How did I do that? I learned to use hypnosis to overcome my own fear. I did it in a challenging way, I practiced and practiced when I had my clients practice and I got on that airplane in Dallas and I flew to Zurich and the nice thing about a flight to Zurich to overcome your fear of flying is, there's no way home unless you're successful! It obviously worked and I've been flying again ever since then. I'll even take the elevator at the Orleans and I know that's high risk!

When clients ask me, “Have you used hypnosis in your own life,” I can give them concrete examples of how I have used hypnosis in my own life with very specific things, but I can also share with them that each and every day I use self-hypnosis in one way or another to better improve my own life. I don’t do this so that I can achieve Maslow’s Hierarchy and self-actualization and be a guru somewhere, I do it simply so that I can share with other people more effectively the gift of hypnosis.

The first question for you is, are you practicing what it is that you’re sharing with clients? Because it becomes extremely easy to do hypnosis when we are doing hypnosis in our own lives. We should be our own best clients. In fact, when you are your own best client, you’ll find that you don’t hypnotize people anymore, what you do is you enter into rapport with them, you share an experience with them and both of you emerge better and catch this... they pay you for it! Sometimes hypnotists ask me the question, “Do you ever go into trance with your clients when you’re doing a hypnosis session,” and my answer to that is, “If I’m doing it correctly.” I should always be sharing a trance with my clients, but my goal with my clients is not when the session is over they reemerge from trance. My goal is that when I’ve worked with them successfully, that they have used the ability to tap into a resource state that we all identify as a formal trance process but I give them this post-hypnotic suggestion, by the way, all post- hypnotic suggestions come from my client and I know that my clients want this post-hypnotic suggestion because they’ve paid me. They made an appointment with me.

The post-hypnotic suggestion I give them is that when you leave my office, when you step over

the threshold or the door, when you enter the elevator, when you ride down to the bottom and you walk out the front door of the building and leave those glass doors and step into the parking lot, you're entering into a new chapter of life, one where at any time and at any place, where it's a day from now, a week from now a month from now, a year from now or ten years from now, you can take and use what we've learned in this session at any moment and in any place, to accomplish that which is most important to you, or some variation of that type of post-hypnotic suggestion because in every session that I do with my clients, I want my clients to come back, to go back to their real world with something that's of value to them from the session so that they cannot just be hypnotized in my office, but be hypnotic.

In fact my goal, I'm really good at marketing, anyone notice that by the way? They'll sometimes be like, "Wow Richard, how are you so good at marketing? If I type 'hypnosis' into Google, I get you. If I go to Amazon and try to buy a hypnosis book, I get you. If I go to YouTube and try to find anything out about hypnosis, I get you. How did that happen?" I'm actually really good at marketing. The reason why I'm really good at marketing, and I've taken the time to learn, by the way, how do you get good at marketing? You stop buying hypnosis books and you start buying business books. One, for example is, Million Dollar Consulting. The idea here is get rid of the bottom 20% of your clients every year and replace them with a new, better 20% of your clients. Sometimes hypnotists say to me, "Why are your fees twice as much as every other hypnotist?" Well, because I followed the advice in that business book, because I don't have an MBA.

My favorite marketing book right now, '80/20 Marketing' by Perry Marshall. It's the best book out there. It will transform your practice. By the way, I don't know Perry Marshall, he doesn't

give me a cut for recommending him, '80/20 Marketing' by Perry Marshall, it's actually on my phone, the audio version of it and I just drive around and listen to it over and over and over again because there's always something I glean from it.

The reason why I'm good at marketing is because my goal is to get rid of my clients, I have to be good at marketing because if I'm doing my job correctly, my clients don't come back anymore. My cousin, actually he's my cousin-in-law, is that such a thing? He's married to my cousin, he's also a professional counselor and we were at Thanksgiving dinner at my aunt's house many years ago and we were eating turkey and stuffing and whatever it is that people eat for Thanksgiving and his cellphone rang. He answered it and I thought my aunt was going to freaking lose it!

He said, "Excuse me," and he sneaks out in the middle of Thanksgiving dinner and he's in the other room talking to whoever it was on the phone and he came back of course, by the time we were all done eating and his mother-in-law, my aunt, was scowling at him. He said, "I had to take that call, that was a patient of mine," and he said, "I'm new in private practice, I'm trying to build my practice and I need to meet the needs of my clients so that they can keep coming back because I have 20 slots a week and if I fill those slots, and they keep coming back, then I'll have a thriving private practice."

I didn't say anything because it was a family dinner, I have full faith that he'll never hear this recording but my thought at the time was wow, my job isn't to retain my clients, my job is to get rid of, my goal is to get rid of my clients and the way I get rid of my clients, which is why you

have to be good at marketing, because you have to replace the old clients with new clients. You get a significant portion of those from referrals, but we want to get rid of our clients and we get rid of our clients by helping them to be hypnotic. When they step over that threshold of the door, they don't have to come back for more hypnosis from me in order to be okay, they have in fact become hypnotic themselves.

I view myself and my hypnosis sessions really in many ways as a teacher of hypnosis, much like a yoga teacher or some other type of spiritual teacher might be or a personal fitness trainer. That's really the role that I see myself in because my goal is to help people, not to be hypnotized, but to be hypnotic.

Let's talk about some ways to be hypnotic. Obviously in our own lives we can practice the principles that we all know, we can do self-hypnosis etc. Now, probably everybody in this room has read a Tony Robbins book or has at one level or another watched a Tony Robbins video or maybe some of you have actually gone on a Tony Robbins firework. Usually in any hypnosis convention there's lots of Tony Robbins fans and Tony Robbins, of course, is known for his Six Human Needs.

Let's take a look at these Six Human Needs and let's put it in the context of being hypnotic. So the first Tony Robbins Six Human Needs is the need for certainty. I was talking about PTSD yesterday and I used the phrase 'homeostasis' and 'equilibrium.' Tony Robbins uses that word 'stability.' We really don't like it when things are not consistent with our expectations. We are creatures of habit. Most of the time you do almost always the same thing each and every day,

don't you? In fact, you've set your alarm for 7:00 in the morning but you get up automatically at 6:50 right before it goes off don't you? Then you wake up and you go down the stairs and make a cup of tea or a cup of coffee or a cup of orange juice, whatever it is that you drink in the morning and you make yourself a bagel or an English muffin or some rice soup or whatever it is that you eat in the morning for breakfast, right?

Most of the time you actually eat the same thing, don't you? Most of the time. You might throw in some variety every now and then, today I'll have toast, but by tomorrow you're back to English muffins and cream cheese. You leave the house to do whatever it is that you do in the morning, whether it's to take your kid to school or whether it's go to an office or whether it's to do a job different than hypnosis or whatever it is that you do and you do that almost every day. You come home, you go to bed about the same time after really doing about the same things. Stability, certainty, we like that a lot. So, I've gotten in the habit many years ago of being much better at money than I was many years ago because I learned it's just a lot better to live life with stability and so my bills are paid far in advance and I put a certain amount of money to cover all of my expenses in my checking account that covers my expenses every month, but I actually do that for the next month, so all those autographs are always there, I never have to worry about it, certainty, we love that.

Homeostasis, equilibrium, we love that. When our clients come to us, one of their big needs is that they are living really an unstable life and they're living an unstable life because of their own choices. If you eat unhealthy foods and you get up to 450 pounds and you don't have any physical activity, there's a lot of uncertainty about what you can and cannot do and whether

you'll live or not live. That's a horrible way to live life. Smokers, by the way, when I do hypnosis for smoking cessation, nobody is 23 and makes an appointment with me. My clients are 58 years old. Why? Because at 23 you can smoke a pack of cigarettes a day and everything is stable. When you're 58 and the doctor tells you have COPD and you're wondering if you have to have stints put in your heart, you make an appointment to see a hypnotist because now things are not certain.

You love your grandchildren and you want to spend time with them, but because you're smoking you wonder if you're going to see their 10th birthday or not. These things drive our clients' needs and the approach to hypnosis that we take is one to help them to achieve homeostasis, equilibrium or certainty.

The next thing Tony Robbins identified is kind of interesting. It's actually the exact opposite of that. One of our Human Needs is variety. The reason people love hypno-thoughts is not because awesome. I know, this is shocking isn't it? It's not because there are great speakers teaching all kinds of really cool things and magnificent classes here and there. In fact, most of you, to be honest, you've got a couple of tidbits of wisdom and information that you'll probably use somewhere, but most of you will forget almost every class that you went to, including this one.

You came to hypnosis for a second Human Need, variety. Remember how you were doing the same thing every day, getting up at the same time, every morning and driving your car to the same place and doing the same things? After a while you say, "I need to mix it up and go to Vegas for four or five days," and you can do that, tax-deductible, by coming to a hypnosis

conference! How many of you, by round of applause, have had more fun than the quantity of learning you've had?

It's variety that drives this, Richard was in 17 countries last year, Richard has been in zero countries this year. Ooh, guess what I'm ready to do? Have passport, will travel. I'm excited, the opportunity to get out. I had a couple of surgeries this year, some things slowed me down, now that I'm out in the clear, look, my voice has worked for the entire weekend, we're almost done with the weekend and I can still talk. I'm not the loudest guy here, but I can still talk and I'm not dying, that's a big plus! At last year's conference I was kind of worried about dying, so that's definitely not on the table anymore, so that's actually pretty cool.

Have passport, will travel. I'm calling my sister, I'm like, "Hey, can I come visit you in Prague?" She lives in Prague, I'm talking to Karl Smith, I'm like "Hey, why don't you bring me to Hypno Academy in London, I'd love to talk for a couple of days, you can have all the money, I just need to get out of here for a little while." We have a need for variety. We have a need to mix it up a little bit. Trance is a great way to have variety. What have I been doing in my self-hypnosis this year I've been travelling? I was really lucky, I had my surgery about 6-7 weeks ago and I love my ENT, my ear, nose and throat doctor, he's a great guy, he's totally awesome and very helpful.

So, I'm getting ready to go into the surgery and the anesthesiologist, I talked with my buddy who is the anesthesiologist yesterday, if you were in my class yesterday, so I asked my ENT, I said, "Hey, my best friend is an anesthesiologist and I don't have to pay him, so can I have him do the anesthesiology?" He said, "No." He said, "I only work with one anesthesiologist because I've

been working with her for years, so that's your anesthesiologist." I was a little bummed about this, so the anesthesiologist comes in and she starts to talk beforehand and give me some information and she seems like she's a cool anesthesiologist, but she's not my best friend and my wife, where is she? She's somewhere here... she doesn't speak a whole lot of English and so I got up to use the restroom, you ask for a robe where the back is open, so I told my wife, in Chinese, I said that I'm going to go use the restroom but my ass is hanging out and the anesthesiologist said, in Chinese, "You speak Chinese?"

I said, "Yes," and so then she realized that we all spoke Chinese, so she started talking to me, so when she's doing the anesthesia, she's doing it in Chinese. Anesthesiologists all do their own induction, she's like, "I want you to imagine you're in a beautiful place in China right now, where is your favorite place, what does it look like, where is it," blah-blah-blah. Imagine this, she's doing a hypnotic induction and she's counting backwards in Chinese. It was so awesome, I was so grateful at that moment that my best friend was not doing the anesthesia because he would have just said, "Shut the hell up, stop talking, suck it up and in a few minutes you'll be awake." He's my guy friend.

When I emerged from anesthesia she was there and she greeted me in Chinese and she greeted me, catch this, with the conclusion of my journey and it was pretty cool because I wasn't really confident in my Chinese but under anesthesia apparently I'm really good at it! I was having this whole conversation with her, which means I finally imbedded it into my subconscious mind. She left and then I sort of got awake from the grogginess and the Filipino nurses were there and I looked and I said, "Was I talking to you in Chinese?" They said, "No, you were talking to the

doctor and you wouldn't shut up!"

My self-hypnosis has been about variety, it's taken me to some wonderful places. I'm actually grateful that this year I have been tethered, this is really a metaphor for the last year, and have been unable to travel because it's caused me to practice self-hypnosis in new ways and I've learned something, that I can develop patience.

Our third Human Need is significance. Some of you remember a book by Robert McGee titled 'The Search for Significance.' We all want to feel significant, so it's really kind of odd, I just remembered that this happened, so this morning I took a shower, I got dressed, I picked out some poorly matched clothes, as I typically do, and I was waiting for my wife to finish getting ready and I looked over at my bookshelf and there is an award that IMDHA gave me in May or whatever. They gave me some Hypnotist Lifetime Achievement Award, it's a clock, it probably cost like 15 bucks at the trophy store and it's not fancy, there's no battery in it, it doesn't actually tell me what the time is but it says, 'Richard Nongard, Lifetime Achievement Award Hypnosis IMDHA 2017.' What it's sitting next to is interesting. It's sitting on a shelf next to a trophy of, it kind of looks like a Rolls Royce hood ornament, this says Robert Tenney, 1952 or whatever.

Robert Tenney was my grandfather, Bob-Bob and so this trophy I got and this trophy he got are sitting there and what's interesting is this. My grandparents travelled the world. My grandparents were on Boeing 707's, travelling to places where they probably should have crashed in the 1940's and 50's and 30's and 70's and 80's and my grandparents lived in a huge house when I was growing up. It was the coolest place in the world because you could hide and you could play

hide-and-seek and there were all kinds of cool things just about everywhere in this house. When they finally retired, they downsized, they moved to Sun City, Arizona into a much smaller house, probably about 2 000 square feet because they still needed the space for grandkids and kids when they came to visit, bedrooms etc.

Then when they moved from there, when they were in their 90's and they moved to a retirement center and they moved into a two-bedroom apartment, it was probably about 1 400 or 1 500 square feet and they had a guest room for people who did come to visit them and they had their room and their kitchen, they had their dining area and they had their living room and their house kept getting smaller and smaller. As they got to their mid-90's they had broken hips and those types of things and they had moved at that retirement center from the big apartment that they had down to a two room suite in skilled nursing, short-stay living, whatever else and it was probably about 900 square feet.

So every time they moved they had to get rid of stuff and when my grandfather died, at 98 years old – by the way, he died on a Sunday, he was still working the Friday beforehand and the entire weekend that he was dying, he was pissed off because he still had shit he needed to get done and he knew it was over. He loved working, he was in perfect health until the very, very end and as the doctor said to him, “If I could do surgery and give you a new heart at 98, you'd probably go to 198.” Yeah.

So when my grandfather died though, he was in a 400 square foot room and this trophy was in that room and it occurred to me, you accumulate everything from your life, you get smaller and

smaller and my question is, what makes it to that last room? What is most important to you? I don't know what my grandfather got this trophy for, it simply says his name and has this big image on it, it's made of pot metal, from a trophy shop. It's not expensive, it's not made from gold, it's not an Oscar. On eBay it would probably bring \$3 as some sort of curiosity or antique of some type.

What did it represent? It represented significance, he was a Brewmaster, he was President of the American Brewmaster Association, so if you like beer, you can thank Bob-Bob. More specifically, if you like wine coolers, because in the 1940's he figured out how to take malt liquor and make it delicious because if you don't make it delicious and turn it into a wine cooler, it sucks and he ended up selling that to Seagram's and so next time you have a wine cooler, you can thank Bob-Bob.

He was a Brewmaster, so this award is for something as a Brewmaster, some kind of award, probably like the hypno-thoughts of brewmastery, they gave him a trophy. Significance, here's the question for you? What are you doing to be significant today? Not to get accolades from your peers, they're just going to give you a clock that doesn't work or a cheap trophy from the trophy store down the street, but it is the recognition that we have done something noteworthy. How do you do that in hypnosis?

One of my favorite processes in hypnosis is values clarification. A Buddhist concept, the eightfold path, values clarification, what is it that's most important to you? That's what gives you significance. I get a tremendous amount of significance from my relationship with my kids. I

just talked to my son yesterday, he was talking to me about his career path in the military. He's infantry, he's moving back to Fort Polk with his wife and kids, he's doing great, he's up for a promotion and things are going really well for him and he's an awesome kid.

My daughter, she's 24, she was trying to get into the Olympics, so she started college late, she didn't start until she was 20, so she graduated this year with a speech/language pathology degree. Some of you know Alex from my hypnosis videos, he's 21, he graduates this year with a combined Masters/Bachelor's degree in economics and will probably get a job at the Fed and if we have any money next year it will probably be because he let us... so, my kids are doing some awesome stuff.

Now, my father committed suicide and died from his drug addiction. I never had a dad, I didn't know how to be a dad and I remember when Ricky was born, he wasn't planned. You know, kids just sort of show up! I can't tell you that story... So kids just kind of show up and so I remember, I was like, holy shit, I have a son! I went over to my buddy, Richard, he had five kids, five daughters by the way. His wife had died in childbirth with the last kid and he was a single father raising these kids. I remember I actually went to Richard, he was my boss and I said, "Richard, I have a kid now, you're old, you have five, what am I supposed to do, I don't know how to be a dad," and he taught me how to be a dad.

I'm really grateful because I have friends who are my age, I went to high school with and I've worked with over the years and their kids aren't as awesome as my kids. I just feel really grateful, I feel really grateful not because they turned out so well, because I had great mentors to

teach me those things and the reality is, I get most of my significance from my kids. For me that's the most important thing. My kids call me. In fact my son called me like three times yesterday, the one who is in the infantry, because he was bummed that I didn't answer the phone the first time and he just wanted to say hi to dad. That's pretty cool, he doesn't call me every day three times, but you know, once or twice a week, pretty cool. My kids actually call me, awesome, significance.

The next thing, love. William Glasser wrote a book in the 1960's titled 'Reality Therapy.' It's another good book for any hypnotist to buy. William Glasser said that our greatest need to love other people and to receive love in return. CS Lewis did a series of lectures at Oxford on love and almost all of us are familiar with Eros Love, that's our sensual/sexual love, we're familiar with Agape Love, the love of God, we're familiar with Philia Love, that's our love of friendship, those are the three Greek words for love that most of us are familiar with in western culture, but the reality is, there's a fourth Greek word for love and that is Storge Love.

That is simply the affinity we have from one person towards another because they are also a creation of the divine and share this planet with us and we spend a lot of time focusing on Eros Love and how to make love better, we spend a lot of time on Philia Love and cultivating friendships and we spend a lot of time on Agape Love and accepting the love from our higher power or whatever, towards us, but Storge Love is the most fascinating to me because it's never discussed in any literature and it's simply that recognition that I share this space and this planet with other people and that we are all a spark of the divine and this is a concept that's really important because hypnosis works best when we don't feel ourselves better than or worse than

our clients.

When we view ourselves as sharing that space with them, belly button to belly button communication and Storage Love and cultivating Storage Love allows us to really build, I think, therapeutic process.

Tony Robbins then moves on, he says there's a couple of other things you've got to talk about that are basic human needs. One of these is growth or learning. What is it that you're learning today? This is a great weekend for learning, everybody is probably learning all kinds of cool stuff, but round of applause how many people learned something?

I've actually been teaching something pretty cool this weekend, I've been teaching a process for bilateral stimulation, EMDR, the way it works is because the bilateral stimulation, left, with your kinesthetic clients, people are like how do you hypnotize a kinesthetic? They won't listen to me, like the auditory, they won't visualize, that happy peaceful place, like the visual person, kinesthetic people right? So a process for left/right integration, left/right hemispheres, I guarantee you, people are going to be using this all week long. By the way, it's not necessarily profound, it's not something I developed, it's something I've been teaching all weekend, it's been around for years and years and years.

People learn cool stuff. Remember to take that back and use it with people and take it back and use it with people, not only did we learn, but they learn and we can give somebody in hypnosis a gift that will last them the rest of their life. It happened to me. I was 18, everybody died or

everyone moved. The only person left in my world was Stephanie. Yes, Stephanie. Stephanie and I have been friends since we were 10 years old. Her father was the pastor of our church and we've been best friends ever since we were probably nine or 10 years old. Stephanie's sister died, my dad died, everyone else died or they moved away or something horrible happened to them and then Stephanie moved away and I was all alone in Chicago and it was cold and I had a Pinto, a 1974 Pinto, orange and white with a grey primer door.

Bob Johnson was the Campus Life Youth for Christ pastor and he said, I said, "Bob, things aren't going real well right now," and he said, "You know what, you are far more screwed up than I can help you, you need to see a therapist." He said, "There's one in our office, I want you to come see this guy." It was my only appointment with a therapist as a patient. I go in and I sit down and this blind guy comes out with this cane and this dog and he said, "Are you Richard?" and I said, "Yes." He leads me back to his office and I didn't know anything about counselors or therapists, but he has me close my eyes, create a visualization, he does an anchoring technique, clearly he had NLP training somewhere in the 1970's. I now recognize that.

He gave me an anchoring technique that was truly a useful way to access a resource state. I did not know that this was hypnosis, I did not know it was NLP at the time, I was just a kid who was over my head in stress and misery and he helped me incredibly. Years later when I could afford it, I actually bought the living room that I created in that scene and even though [my old 0.41.42] furniture is no longer in style and my new furniture looks a lot better, I still use that same technique that he taught me in that one session today when the tough gets tough.

That therapist did an NLP hypnosis session with me, a blind therapist did creative visualization with me and it stayed with me for, oh, I'm 52 minus 18, whatever the math of that is, 35 years or more, maybe it's 40 years, it's a long time.

When we learn, we can then transfer that learning and we can transform lives and the sixth of Tony Robbins Needs is contribution. The Japanese word here is 'Koken.' The rest of the day answer this question: What is your Koken? What is your contribution because everything else to this point has been about self-help, but self-help is worthless unless we attach meaning to it and we attach meaning to it when we have belly button to belly button communication. When we develop rapport with people and contribute to people.

So what's your contribution? What's your Koken? My contribution, I hope, is that I have made high quality, low cost hypnosis training available to everybody in the world, from YouTube to my own website, to conferences and other things that I go to. In fact, I woke up this morning thinking to myself, I need to transcribe one of my videos into Chinese because there's one point eight billion Chinese people who don't know about the things I teach in this video and I think they will probably eat that up on WeChat.

Not because I'm going to make money from it, trust me, I guarantee they're going to pirate all my stuff! But if I translate some of it, more people will be hypnotic and when the world is hypnotic, the world is a better place.

So take in a deep breath, breathe in and breathe out. Be present in this moment. Breathe in,

breathe out, let a smile come to your face and enjoy, not only doing hypnosis, but being hypnotic the rest of the day, the rest of the week when you return, the rest of the year and the rest of your life, thank you.