

HYPNOSIS MASTERS



SERIES

*How To Inject Unstoppable
Charisma Into Yourself & Your
Hypnosis Practice*



Hypnosis Master – Marcus Oakey

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Welcome

Welcome To the Hypnosis Masters Series

In this series, you will be getting interviews and special seminars from some of the world's best Masters of Hypnosis. Each Master Hypnotist is a specialist in one particular field and will be revealing his or her hypnosis secrets to you.

Meet This Month's Master: **MARCUS OAKEY**



Marcus Oakey is a coach with a unique specialty: to make people so charismatic that nobody can keep their eyes off them.

Marcus started life as a regular, shy boy. From an early age Marcus decided he did not want to be "normal." In time he rebelled against his "shy nature" and

find some way to become more charismatic.

He spent many years making friends with charming and charismatic people to learn how they influenced people around them. He studied NLP & Hypnosis to give him a better understanding of the mind – which gave him a deeper insight into how charming people think and communicate differently.

Eventually, he developed a system that allowed him to drop his "shy-guy" persona and really shine in social situation. Soon people were asking him to show them how he had done it. Since then he has taught his system to hundreds of people, including sales personnel, performing artists and public speakers – as well as regular introverted people who, like Marcus, wanted to drop their shy image and step into the limelight as unforgettably interesting people.

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Introduction

Welcome to StreetHypnosis.com. My name is Igor Ledochowski and what you're about to hear is a very special interview with Master Hypnotist Marcus Oakey, which was recorded for us here at the Private Hypnosis Club as part of our Hypnosis Masters Series.

As you will hear, Marcus is a Master of the Conversational Hypnosis of Charisma. He has developed a system for becoming the charming and charismatic person that other people are naturally drawn toward. Marcus can show you how to make it so delightful for others to come and help you, that your levels of influence will reach unheard of new heights.

Listen on at the end of the interview to discover how to get your hands on over six hours of seminars and interviews revealing his fascinating insights.

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Interview – Part 1

Igor: Welcome to StreetHypnosis.com. My name is Igor Ledochowski and this month's Hypnosis Master is Marcus Oakey from YourCharismaCoach.com. Before I bring Marcus online, I'd like to tell you a little bit about him.

Marcus is probably one of the most charismatic, friendly and happy people you'll ever meet. He's the kind of person that the moment you meet him, you will love him. You'll want to hang out with him and do fun things with him. That's part of his power and he's actually here today to tell us how he developed it because that's not where he started.

Marcus, welcome.

Marcus: Hello there, Igor. Pleased to meet you and thanks for having me.

Igor: Thanks for coming along with us. Anyone that knows your background a little bit now thinks of you as Mr. Charisma, Mr. Charm. They see you out and about as a friendly stranger that everyone wants to get to know, but that's not really how you got started, is it? Where did you start? How is it that you became Mr. Charisma?

Marcus: Well, it's a funny story, actually. I was the guy that was always very shy and very quiet. I wouldn't say boo to a ghost. I had been to social gatherings and all very quiet and sat in the corner. I wasn't happy with my life that way because being the quiet, shy person in a room is very lonely.

I remember a good friend of mine would always have attention all around him. Everyone would be so interested in this chap. I was always fascinated. How is it that this guy could walk into a room and everyone's attention would be on him straightaway?

One day, somebody came up to me and said oh, have you met that guy? I said yeah, he's a good friend of mine now. They said, he's so charming and he's so charismatic. I thought, wow, I never really heard that before. I thought, I wonder if I can learn to do what he does. I wonder if I can pick up those sorts of traits.

To begin with, I didn't really think I'd be able to because that's your personality. I mean can we really change our personality? Do we even want to change our personality?

I thought I'd give it a go. I did my best to hang around this guy as much as I could, look at what he was doing in his conversations with other people and

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what sort of effect that was having and see if I could learn it myself. That's was generally happened.

I started picking up all the little nuances he was doing and found out that, hey, this can be learned. This was a surprise to me because I'd always heard that charisma is one of those things you're just born with. Now I can tell you, I mean in my past, I really was Billy No-Mates, so there's something to this. I thought this can be learned and that's really what I do now.

Igor: That's a great story and it's something that I think will reach out to many people. It's a similar story to myself and hypnosis too. The important thing I think is that you did not start in this place. A lot of people who see you will think, no way, he was born this way, or he was born that happy-go-lucky person that will speak to anyone, but that really wasn't where you came from, was it?

Marcus: You know Igor, the biggest problem I always have is people saying, yeah, you know what? You were just born like this or you had this anyway. I think I must spend about half an hour saying no, I wasn't. I had to learn this. So yes, it can be learned.

If you're listening right now, you're a quiet person and want a bit more power in your conversations this is certainly, the way I found to go. You don't have to be stuck with that. If you're not the person that has the limelight on them, or even more, you can't give the limelight to others, that's just a skill you can learn. Hopefully that's what I'm going to share with you today.

Igor: That would be fantastic. Now before we launch into more of your system, this is, of course, a hypnosis group and something that is going to be very important to talk about is how does what you do fit in with hypnosis?

Marcus: Well, that's an interesting question. I originally came from a hypnosis background myself. I was very interested in hypnosis and the ability to put people in trance. Even to this day, I absolutely love being put into trance. It's the best feeling ever.

One of the actual techniques that I find has an immediate crossover is that I'm able to bond with people very quickly. As you know, being able to instigate deep rapport with people is amazingly useful if you're going to put people into trances, into a place where they're going to want to listen to what you're saying.

Therefore, the ability to build up trust with people has a direct application with hypnosis in your ability as a hypnotist to lead people.

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Igor: For sure. It's one of the primary things. It creates that relationship in which the other person is willing to follow you. Hypnotists talk a lot about leading the attention from one place to the other, but what creates a desire to want to lead it are those two things you just talked about. It's the confident/trust factor, the trusting and feeling comfortable around you. That's something which is very important to any hypnotist.

Marcus: Absolutely! Being able to sort of capture somebody in your world, this is what I like to do on a daily basis.

Another application I find is the excuse to play. A lot of what I focus on is getting back to being playful and having enjoyment in your conversations. When you flow in conversation, that's when you're going to do your best conversational hypnotic work; when you're not stuttering, you're not stumbling over your words and it's going smoothly.

I realize that after I've just said that, I'll probably start stumbling and stuttering over all my words now for the rest of this interview. I just set myself up there just being able to flow in conversation.

One thing I find is that you can have conversations with people where you're thinking, what do I say next? You can also have conversations where you don't really have to think about what you're saying. It's like the words just roll off your tongue and everything's beautiful.

My understanding of hypnosis is that I certainly prefer to lead people into a trance by doing it with spontaneous induction, rather than something that I've had to preplan and really focus on. I'd rather just sort of maybe jump out of the plane and sort out the parachute on the way day, rather than packing the perfect parachute before I leap out.

Igor: You mean you don't sit there and plan every conversation you're going to have ahead of time and script it out and make sure everyone says exactly what they're supposed to say? That's crazy!

Marcus: Crazy, he says. Gosh no. If I had to do that, I think my head would explode. We can't really have a conversation in our mind with ourselves, thinking, what do I say now, and then have a conversation with somebody in front of us. That's too much for our brain to take in. It makes us very clunky.

I like to just see what happens. Hopefully, it will be fun. If it is great, if it's not, well, we've got a way of getting out of that as well which I'll come on to later.

Igor: Which is a very healthy attitude. It's a much more powerful place to be from because now you can never get stuck. You're always agile; you always have something to contribute.

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Marcus: I completely agree. It's like being in flow. Every answer is a good answer. Every conversation is a good conversation. A perfect conversation is something I'm going to cover a bit more with you further down the line because perfect conversations are dynamic in nature. They just happen. They're spontaneous. Preplanning a conversation is what's going to make it rusty.

Igor: Now I know you're going to be sharing a lot of your secrets with us later on when we come on to the seminar portion, but we're going to try to tease as much out of you as we can right now during the Interview section as well.

Marcus: Sure.

Igor: Are there any other kinds of things that have an obvious or immediate overlap to your approach to the whole charisma thing and hypnosis? What you do is very much like conversational hypnosis. It's very hypnotic the way you draw people in and suck them into your reality.

Marcus: Certainly. I guess one of the biggest aspects of what I do is that I like to engineer people's emotions in a positive way as well. When I'm talking to people, I like to make them feel good about themselves. Really, if I look at hypnosis from my experience of it, it's about influencing people's emotions.

The crossover here is massive. If you make people feel good in your presence, they're going to want to hang around with you more. They're going to want to be with you more. They're going to say hey, what's this guy about? I hesitate to use the words be a puppet master, but that is what it's like a little bit of jeering around people's emotions, hopefully in a positive way as well. I find it a direct crossover with hypnosis.

Igor: Now just to pause that a second because I think it's a very important point you've come on to. The two main reasons why people get involved in hypnosis – and something I know that you'd like to get into a little bit more as well, which we'll talk about later – is one side, the study of power.

People feel not powerless, but not as powerful as they want to be and they want to have more influence and control of people. That's one of the draws that comes in. Of course, we soon discover on the journey that the real power comes from inside. In other words, rather than having power over someone, it's power over yourself.

The other side, of course, is also therapy, which is idea of having the ability to empower other people to get past emotional, intellectual blocks and limitations and so on.

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Both of those things – and this is something that is one of the keys to all conversation, as far as I'm concerned, both of those are served more if you create this amazing, wonderful, emotional atmosphere around you that other people can enjoy this oasis of wonder. Because on the therapeutic side, if someone can just feel great whilst they're contemplating their problems, that's something they've not done before and that in itself can be massively healing.

Of course, on the other side, if you ask someone to do something for you, well, if they're having fun and enjoying it, the chances that they'll say yes are like a hundred times higher than if they're sitting there miserable or feeling like they've been forced.

Marcus: Absolutely. Getting people into a positive and constructive emotional state is pretty much what I do. I believe it was you, Igor, who said to me actually, don't change somebody's behavior; change their mood because that will change their behavior.

Igor: Don't change their minds; change their moods and the rest will follow.

Marcus: Perfect. So being able to just sort of dally with people's moods in a great way – I say dally and I sound really clumsy there. Like just dally in there. But what I mean is being able to take people's moods and be in control of those for your own positive reasons. Like, say if you want to do some change work with somebody and you can get them into that optimum state very quickly, that's going to be very useful.

Igor: So this is actually very important because what you're talking about now is rather than sitting there and doing a little technique and saying, you'll put this thing in here and you'll say that thing and they're all yours, you're actually creating more of a general feel-good environment in which people can sit.

Marcus: Exactly. A lot of my clients who come to me will sit down and we'll have a great time. I'm lucky because my job's great. It doesn't feel like work. It just feels like fun and they feel like they're having fun too, hopefully, they are and we still get the results we're after because we're in that optimum state.

Igor: This again is something very important. This is coming on to more of the life coaching side of what you're doing as well – actually, both sides of the coaching – but one of the biggest problems for people who feel that they're uncharismatic, shy or withdrawn is that they're just not in touch with their inner places of fun whilst they're out in the world with other people.

So they can have a great time in their own heads, on their own or with a few select people, but with the rest of the world, they're kind of cut off from that.

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What you're doing by just being yourself– because this is the person you've become– you draw that element of fun out it's the principle of going all over again, but at a much more deeper level.

Marcus: Oh, goodness, yes.

Igor: That creates this feel of influence around you where people around you start having fun. When they're having fun, you as the source of it, get to direct the energy of that fun in either a crazy fun way or a productive fun way.

Marcus: I think you've totally hit the nail on the head there. The go first principle is absolutely my bread and butter. I would often be sitting around and I'd have fun with my friends. Maybe they'd come over and we'd play some video games when I was a bit younger, or maybe I'd be playing a game of pool with them.

I'd get on with them great, but I used to be a bit scared to start a conversation with the other people in the room, or I might be just a little bit uncomfortable.

If I was at a social gathering, like a wedding, I remember walking around the buffet with my plate of food (that's buffet of food, not like Buffet the Vampire Slayer). I'd have my plate of food and I'd sort of turn around and talk to the person on my right and say wow, those sausage rolls look good. This was a really big step for me. The person who was a complete stranger to me might say yes, they look great.

Then I'd kind of feel awkward and the conversation would just take a nose dive. This is something I'm going to talk to you about later, about how to never run out of things to say and always keep that conversation exciting.

Igor: Well, I'm really looking forward to that, but before we get into that, just sticking with the theme of hypnosis a little bit more, we've talked a little bit about what you do and what that has to offer to hypnosis, but how has hypnosis influenced your work? I see a lot of hypnotic themes running through the way that you interact with people and the way you think as well.

Marcus: Well, one thing that I find that's really big is how hypnosis has influenced me. I found that I am able to build massive fields of influence now. When I first came across hypnosis – I remember you were talking about the power, as it were. I must admit, that was alluring to me, but I find now I've got a huge field of influence just from the social networks I've created with people.

For example, if I wanted to call somebody up now and I needed to speak to an abseiling, I've got a guy I can speak to right now who's abseiling off oilrigs in the North Sea, but if I needed to be more specific and I needed to speak to

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an abseiling who works in Dubai changing huge neon signs, I've got an abseiling for that.

The reason I picked abseiling is because it's a completely random skill. I've got so many social contacts from being this way that my field of influence has become very powerful. More so than I hoped or could have ever dreamed of.

Igor: Just to emphasize something here – because anyone who's listening here might think, oh, he must have gone to some networking event and handed out business cards and said, call me sometime and then done the wink and the gun, but that is nothing about what you're talking about. You're talking about a whole lifestyle that you're living.

You walk down the street and do this. You'll sit in a plane and do this. It's what I would call the epitome of street hypnosis, where you're taking this attitude into every aspect of your life and all these wonderful people just start collecting around you.

Marcus: I completely agree, Igor, but I have an example. I was flying to Germany a couple of months ago and it was 7 a.m. I don't know about you, but I don't want to be on a plane at 7 a.m. I wake up pretty quirky like everyone else, going, ooh my life is this.

I got on the plane and a young girl came in and sat in the seat next to me. So I turned around and just started a conversation with her like, ooh there's something wrong about being on a plane at this time. I had this amazing conversation with this lovely person. Then she turned around to me and said, well, look, it was lovely chatting to you today – we'd both flown off to Germany. She said, I'm going to be back in London in a couple of weeks and I'm holding a party. Would you like to come?

I said yes, that would be great. I mean this party was over on the other side of London from where I live. It was a bit of a trek. So I thought, hey, I've just thrown myself on the glorious catastrophe of life and I went to this party. It was a bit of a trek, but I turned up and I knew nobody. I'm a charismatic guy, but still, if you walk into a room and you don't know anyone, you sort of dust yourself off and say well, I best start talking to people here.

So I met loads of different people, all from different fields and I started to extend that social network again. I got chatting to another girl at the bar and she turned out to be an actress. I had a great conversation. Anyway, I left the party and went and met some old friends and life carried on.

A few weeks later, I was with a client and we were walking through Green Park. As we were walking through, I said, let's just start random conversations with people. It was kind of funny because the first conversation

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I started, I went up to somebody and started chatting to them and then realized I knew them. It was just a random person I bumped into the week before walking through Green Park and they're like, Marcus. I was like, oh, hi there, Steve. Pleased to meet you. I looked at my client and I was like, well, obviously, that guy wasn't a plant. I just happen to know him.

My client was like, okay so we're walking along and we see some people playing guitar in Green Park. I said why don't we go up and chat with them? So we did. We walked up and chatted with the guitarist and said wow, that's amazing. That's lovely music you're making today you totally made my day, as I was walking down the road and I heard that.

This girl looked up and said Marcus, what are you doing here? It was the girl I'd met at the party, of the girl I had chatted with on the plane and this was another person I've known, so I'm walking through a random park and London was starting to feel like my hometown.

Igor: Just to point something out here for those of you that haven't been to London, its one of the largest cities in the world that has something like 17 million people. The odds of running into two people randomly in the middle of London that you just randomly met literally on the opposite side of town are pretty small.

Marcus: They're miniscule, but it does seem like it's getting more and more like that.

Igor: You seem to know a lot of people. That's a charming story. It really shows the power of what it is that you have in terms of building social networks totally naturally and spontaneously and I really look forward to your revealing some of your secrets on how you actually do this.

Before you do, let's go back to the idea of hypnosis and how that influences your work. How does that combine? How does it help you do what you do so well?

Marcus: I guess what we could say is that what I do is feel-good hypnosis. I go at it with the intention of making people feel good. One thing that really influences my work a lot from hypnosis is something I stumbled on recently. It's this idea of ambiguity, for example.

What I found is in conversation, it's nice to have – it's a popular term, I suppose – this flow, where everything seems to just sit right. Everything seems to be right with the world. You say something and it's great. You make a joke and it's funny. You're not really thinking about what you're talking about. It's just coming out like it should do.

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One thing that's really propped that up for me is ambiguity. What I found is the more ambiguous we are in conversations, to a point, the less we ever have to defend ourselves when we make statements.

For example, if I said I love Manchester United, I then have to defend that against people I talk to. For those of you that don't know, Manchester United is a really big football team in England. As you can tell, I'm a complete absolute football – what's the opposite of a fan?

Igor: I don't know. Whatever that is, I'm one of those too.

Marcus: Oh God, yes. Football for me is, like whoa run away. If I said, for example, I love Manchester United football team – David Beckham used to play for them – somebody might say well, I don't think Manchester United's very good. Now I've got to defend myself against that person and now that vibe of conversation drops.

But if I'm going to be a little bit more ambiguous and I mention something along the lines of, gee, well, Manchester United, they've got some really good players. Now what I've done there, it doesn't mean I really, really like Manchester United, but it doesn't mean I don't like them either.

I've just merely made a nice soft statement that someone can either say yes I agree with you mate or they might say well, I disagree. I think Tottenham Hotspur have got an even better team. Then I could say oh really, I could see how that might be, so I keep my conversation soft in that respect.

Igor: So you're using the principle of being artfully vague, I think, is how most Ericksonian's would describe that. It's very powerful in therapy, but you just applied it to normal everyday situations. Just to put you on the spot a little bit, can you take that principle of ambiguity and show us how that might actually resolve a genuine problem or situation someone might have? Not just in a random conversation, but for someone who might actually have a real problem and by just being a little bit more ambiguous could totally sidestep it in everyday life.

Marcus: No, I can't. No, I'm only joking. Just to be that really rubbish interview. No, I can't do that, mate. Sorry!

Yeah, what I do is if I'm chatting to, say my friends or a colleague and they've got a problem, I won't really tackle that problem directly. Say, for example, someone says, I really want to give up smoking. I'm very unhappy. I smoke cigarettes, I'm addicted to them and I don't like doing that anymore.

Well, rather than talking about them and trying to get to the nub of the problem through their eyes, I might tell a story like oh, that happened to a

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friend of mine, actually. She was in a similar situation and this is what they found. Do you think that might work for you or maybe this might work instead? I offer them options to their problems. The kind of options that I think are logical answers to what they need. Solutions.

I won't say it like, you should do this or you should do that. I just sort of lead them to it just by saying things like, have you thought about this? What if we looked at it this way? In fact, Igor, I've got a story about that if you've got a few minutes.

Igor: I have a few minutes.

Marcus: Okay, do you have a few hours? A friend of mine, a next door neighbor, is an old guy from Hungary. This guy has a history of bricklaying. His job was, I lay bricks. He did that every day, year upon year upon year. He's probably what we'd call a master bricklayer.

I know some of you out there want to be master hypnotists or you might be master hypnotists. Well, this guy is a master bricklayer. The world of bricklaying and hypnosis combined and here's how.

I was in my garden putting some bricks down and trying to build a wall. Now, I am to bricklaying what probably a monkey is to swimming in the sea, not very good. If I were a monkey, I'd be in trees. Bricklaying is just not my thing. If you get me to cut the grass, I'm great at stuff like that, but bricklaying, not so much.

So I'm stacking all my bricks up and trying to make this nice little wall look all pretty in my garden and I hear a little, hello Marcus, from behind me and it was my next door neighbor. I said, hi, what can I do you for? He said, I just wondered if you wanted a hand.

At this point, I never knew he had a history, a very extensive knowledge, of bricklaying. I thought he was just going to roll up his sleeves, we'd drink a beer maybe and lay some bricks.

So as I was putting the bricks down, I'd cement up one of the bricks and I'd lay it down and he'd say oh, do you think maybe we should dip the brick in water first before we lay it down what do you think? I'd say oh yeah, okay. I'll dip the brick in water before I put the brick down.

Apparently, a wet brick absorbs cement more. This is what I found out later on. So I'd be laying the bricks down and he'd say do you think maybe if we move that brick to the left a little bit, what would you think about that? I'd say oh, yeah, okay, we'll move that brick to the left.

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What my next door neighbor was elegantly doing is he was allowing me to make decisions, but was ultimately leading me down a path to teach me bricklaying.

Igor: And, you said he wasn't the master hypnotist.

Marcus: Well, this is it. I think when he was doing his bricklaying he was probably listening to a few Ericksonian types or something. He's quite an old guy, so maybe he knew Erickson himself. There was certainly something going on there.

What I learned from that is that you can lead people very elegantly if you're very gentle and allow them to make the decisions, even if you see them maybe going off a bit kilter. For example, if I was putting a brick down and it wasn't wet, he might say oh, I noticed you didn't wet that brick before you put it down.

Why was that? I might say oh, I kind of forgot. He'd say oh, what do you think if we maybe we wet that brick? What do you think of that? I'd be, oh, yeah, okay.

This is in direct contradiction to someone in my family. If I were laying bricks, they'd be like, put that brick down there! You're doing that all wrong! I'd feel a bit forced and I wouldn't really learn anything. I'd feel like, ooh, I don't want to make a mistake here.

What my next door neighbor did is he allowed me to feel absolutely stress free. I couldn't make any mistake and guess what I learned along the way? Anybody who's listening to this, please don't ask me to lay any bricks for you because I do enjoy it, but I'd rather focus on charisma, not get back into my bricklaying history.

Igor: This is a very elegant story and a very good example of how ambiguities actually create a lot of subtle power. You were manipulated by this person to build a better wall and, as a result, you actually felt grateful to him not just for helping you build the wall, but also for manipulating you to do it better.

Marcus: Yes. I wanted to be manipulated by this guy. This guy oozes charm. He's so charming and this is one of the reasons. Why? Because he's soft in his conversations, he's almost forgiving.

Igor: I like that. That's a very interesting and I think important aspect of our work as hypnotists, particularly as hypnotherapists, which is this idea of being very forgiving with our clients, but at the same time being relentless and making sure they go down the right path that they need to in order to resolve the issue. You have that hard and soft going hand in hand.

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Marcus: Exactly. I almost think, though, that this guy, if I'd still built a really dodgy brick wall, I probably would have woken up the next morning and he would have built a new one in the night. He was that sort of guy. Then, he still would have said, look at that wall you did. That's amazing.

Igor: So you go to sleep at night and it builds itself.

Marcus: Yeah. It's all about creating magic for people.

Igor: Getting back to the main point, then. So you've got the idea of ambiguity and it seems to be a very large point in terms of what you do. What are the other kinds of tricks you pull out of your hypnosis bag that you tend to use a lot in your day to day interactions to build this amazing social network that you have?

Marcus: Right. Well, one of them that I do a lot is this idea of fractionation, which sounds like a horrible word. Fractionation! It sounds like some sort of medical illness, I think, or something that's going to happen to your arm. Oh, I've got fractionation in me arm. Like it's some sort of ailment that you get.

What fractionation is, by my understanding, is when you split time. You divide time up into slots. I think an elegant example of this is – and if you're listening, you may have had experience with this – where you meet somebody and you have a conversation with them for three hours and then you leave. You're going to build up a bit of a relationship with them, a bit of rapport. But if you met them for a half an hour over six weeks, you'd develop a much more solid connection with them.

Igor: So that's the difference – just for those of you who have heard the conversational hypnosis program – that would be the difference between wide rapport versus deep rapport. When it's spread out, when it's fractionated over different situations or over different time periods, it allows it to grow more naturally in the background, so that all the time in between gets filled up as though they knew you during that time too.

Marcus: Exactly. A really applicable aspect to that is, say I walk into a coffee shop and I say to the person serving me coffee, hi, how are you doing today? I have a bit of a chat with them, get my coffee and sit down. Then, guess what, next day go in and say hi, how are you doing? I have a little bit of a chat with them again. Each day, I get a little bit deeper rapport to the point where at the end of the week, I'm starting to get free coffee.

Igor: Right. Let me emphasize here that you don't go in for the free coffee. It just ends up happening anyways.

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Marcus: Yes. It's a lovely side effect of that.

Igor: It's a side effect of being more charismatic. You just get more free stuff and you just have to live with that.

Marcus: Exactly.

Igor: What are some of the other things? Or are ambiguity and fractionation the two big ones?

Marcus: Well, you know, there are several. Of course, the biggest one is going to be trances. When I was a young grasshopper, I used to see hypnotists on TV and it would be very Svengali. Somebody would be in a trance with their hands sort of up, like some sort of zombified state. That was my understanding of what a trance was, with the pocket watch in front of their face.

What I've realized is that trance is just really just having the sole focus of somebody on you – on me. I'm able to get that trance-like state from people very quickly. You know how when we watch television, we're in a trance, or when we're watching a movie? We're just focused on that screen.

In fact, if someone else stands up in a cinema, you're like, hey, go on, get out of the way. I'm trying to watch Mel Gibson do something with a hyena and you're in the way blocking my view. I don't know what sort of film that was from. I might have just imagined that, but you're going to be focusing on the screen and you don't want all these distractions.

So what I find is when people chat with me and they're really interested in me, if there are other distractions they sort of go, oh yeah and then they come back to me. I'm able to sort of create trances with people individually, or even group trances, where everyone's listening to my every word. It's captivating people.

Now what you do with that kind of trance is going to be up to you. What I do with it is I like to make people laugh and have a good time.

Igor: That's very charming. Of course, later during the seminar portion, you'll be sharing the big secrets of how you get people into that state of group rapport, of intense focus of attention, of that, shall we say conversational trance that you have been talking about.

Marcus: Exactly. We'll be looking at that in some great depth. One thing I do – and this is really just for a little bit of fun – is pre-framing, which is something I seem to do now just in a playful way because I think life is about being playful. When you can have a bit of fun, that's what it's all about. It make you feel good and

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the more good you feel, the more likely you're going to make other people feel good with you.

I noticed – this is just a cheeky little thing I noticed. If someone comes up to me and says, I've got a bone to pick with you, mate, I usually think, oh no, what is it? What have I done? Have I left the gas on? Have I run over his dog? What's going on? I realized that "I've got a bone to pick with you" was quite an interesting pre-frame to conversations.

Igor: For sure.

Marcus: It's quite funny, I find, to walk into Wal-Mart or your Tesco store and say you're buying a loaf of bread and you've got someone cashing you out. Most of their conversations throughout the day will be very mundane. Have you got a store card? How would you like to pay? At best, they've probably heard something along the lines of, how are you today? That's the best.

So I walk up with my loaf of bread and go hey, I've got a bone to pick with you. They go what, oh no, what's up? What have I done? I put your bread through wrong. I'm sorry. I'm like, no I'm just joking. How are you doing? Then I'll start a conversation with them and they've got that relief all of the sudden, which I find is quite nice.

Igor: Of course, what that does is it tends to stimulate the energy. On the one side, you've gone from a boring, humdrum day where the energy is moving very slowly and the psychological state's pretty much on downtime.

Then what you've done is, by creating this sort of tension essentially – with I've got a bone to pick with you – you create a state of alarm, which means the energy starts going really hyper. Then when you take the pressure off them again, there's that relief, but the energy is still there so now you actually have some very powerful emotional energy to work with, without any of the negativity because you took that away already.

That can instantly amp up the level of the interaction without any sort of crazy monkey dancing or anything like that because they've done it all themselves. You've just taken them on a mini rollercoaster. I would call that a very interesting hypnotic looping. Go ahead.

Marcus: Don't take this the wrong way, Igor, but it's an emotional spike. You're just jiggling their emotions a bit and you're being more stimulating than everyone else.

Igor: Sure.

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I was going to give you a little bit of feedback because I know you like feedback so you can grow. I think you're absolutely right. These are little pre-frames that people use to basically say don't take this the wrong way, I've got a bone to pick with you, I want to give you some feedback, which translates to most people as, I'm about to tell you off and you can't say anything about it because I'm just giving you feedback.

Another one would be, don't take this the wrong way, but...

Marcus: Well, with all due respect, Igor, I think you've hit the nail on the head there.

Igor: Exactly, but I actually agree with you, too.

Marcus: Oh no, now my head's starting to fry but yeah, I completely agree.

Igor: This is actually a very powerful way of using the social construct or social patterns, but you're actually reversing them just so you can start using them to shake up the interaction and have a better quality of interaction happening at the same time.

Marcus: Yes. I completely agree. In fact, another very applicable use of pre-frames is if you're going to start conversations out of the blue – and this is what I really love doing because years ago, I was so scared to do this – but if you're going to start conversations out of the blue, you can make them a lot easier on yourself by using pre-frames.

For example, if I climbed over a fence and then started to chat with somebody, that's probably going to be a bit weird. Like, some man just jumped over a fence and now he's talking to me. It's going to be a bit like, hang on a minute.

But if I use a pre-frame, like let's say I jump over the fence and say hey, you're probably wondering why I've just jumped over a fence to come talk to you, there's a very good reason for that and then I start talking. It builds up trust straightaway, because you're kind of putting yourself in the context of the room while you're chatting with somebody.

I think a lot of conversational hypnotists worry about starting conversations from scratch. They've got that fear of, oh man, what if I do this and it goes wrong? What if I say this and it doesn't work out? So what I do is I make the conversation start more naturally by giving myself a bit of context of why I'm talking to them and I'll use a pre-frame to do that.

Igor: Right. I see what you mean. Now, don't take this the wrong way, but what is your philosophy when it comes to actually using your charisma coaching thing that you do?

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Marcus: My philosophy is just to make people feel good. I like to keep things simple. We can make things complex, so my philosophy at the core of my being is let's make other people feel good and it's completely selfish because it makes me feel good as well. It's a nice byproduct.

I like to leave people better off than how I found them. If I can do that, it makes me feel like I'm making a bit of a difference in the world. I'm putting some good stuff out there. I hear a lot about the secret of the universe or the philosophy of the universe.

If you do good things, it comes back to you. I'd love to be on here and say nah, that's completely all wrong and that someone's spun a web and they've sent us down the wrong path. Unfortunately, no, it does seem to come back. What you give really does come back.

For example, having a nice conversation with the girl on the plane came back to me, very indirectly, but it came back. This is what happens.

An example is when I was in London recently at about the start of the year, I was in Leicester Square and I decided to go to a pub because I thought, yeah, I'll get a nice little beer and sit down. So I walked into the pub and was ordering the beer and I looked up and the ceiling was all patterned really unusual.

There was some sort of theme going on where it was painted all paisley on the ceiling. I turned around to the person next to me and said, wow look at that ceiling that's crazy, isn't it? I started up a conversation with him and I was having a really good time.

I thought, you know what I'm just going to leave this person better off than I found them. I said I hope you have a great day. I hope you have lots of fun and that's how I ended the conversation. They said, you know what we're having a bit of a party upstairs, why not come and join us? So I said, yeah, I will in a minute.

So a few moments later, I went upstairs and starting chatting and I met the person I was chatting with at the bar. They were introducing me to everybody and we were chatting and a guy turned around – and I think he'd had a few too many beers – and he spilled his drink over my lap. I was like, oh well, no problem. Never mind, let's just have a bit of a joke anyway.

I went up to the bar and got some tissues and started drying myself off. I said the chap at the bar, could you pass me a few more tissues because I'm completely soaked here by someone's drink. I wish it was in my tummy but, unfortunately, it's down my trouser legs.

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I was chatting to this guy at the bar as he was handing me some tissues and I said, how come you're in London tonight? I got to chatting with him and he said, I went to see that new Star Trek movie that's been showing in Leicester Square just outside.

This bar wasn't like a glamorous bar. It was like a bit of a hovel really. So I said 'Star Trek', yeah that was quite an enjoyable film. I've always thought it was a little bit geeky, but you know, how do you feel about 'Star Trek'? We were having a bit of a conversation and it turned out that this guy was the producer of the 'Star Trek' movie.

He was down in London just meeting a couple of his friends and he was kind of like well, I don't go in for the glitz. I go in for more real people and real fun, so I met the producer of the 'Star Trek' movie, hung out and had a few beers. I didn't get any more down my trousers, so I was quite pleased about that and I met a new contact.

That was just from being happy, being sociable and really indulging my philosophy of leaving people better off than you found them.

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Interview – Part 2

Igor: I like that a lot. I like that a huge amount because now, you're basically talking about how you're going through life as a force for good. You're not out there manipulating everyone to get what you want, but you get that anyway.

Marcus: Yeah.

Igor: When you let go of the aspect of it, it comes back to you ten-fold or a hundred-fold anyways, so why bother thinking about it? Those people who are out there who are so desperate to get theirs and just get that extra little bit of whatever out of someone are the ones who end up actually shutting all the doors they've been trying to open in the first place. It's ironic that the less you try, the more you get.

Marcus: You're so on the money there, Igor. I guess I look at life as – I'd like to think of a better analogy or metaphor for this, but I look at it like I'm on a speedboat and it's bobbing along the ocean and I'm making little waves.

Some people are going to get caught up in the waves and some people aren't, but if they get caught up in the waves and they're bobbing up and down as well, that's great. The main thing is, I'm not trying to change direction for anyone. I'm not trying to do things with an ulterior motive. I'm just going to be me.

I'd like to say about this that I'm just a regular guy at the end of the day. I wake up feeling groggy. I sit on the train into work sometimes and I feel, oh dear, I'm a bit tired. I'm not always bouncing off walls and I'm not always crazy.

I'm just a regular person, but my intention is to spread joy. That is one thing that I do seem to spend a lot of time doing that maybe not everyone else does. If they like to do that, that would be lovely because the world needs happy people.

Igor: I like that. I like that a lot. Now we've talked a lot about the general principles or the ideas behind what you're doing. Let's turn it a little bit more towards the practical side. I know that you're going to give us the essence of your whole charisma system in the initial seminar portion, but before we get there, can you give us some insight into the processes that you show people and the reason for using them?

For example, I know that there are nine laws that you like to live by, especially when it comes to charisma. Could you introduce us to your nine laws and tell a little bit about why they're so important?

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Marcus: Yes, certainly. I've got to say there are nine laws, but it started as seven and then I just seemed to add to it. If I were a very good marketer, I might have made it seven, but it ended up as nine. Have you always noticed that there are always seven or nine laws? It's never an even number, like yes, there's 16. I think that's what I'll have to do next time.

Igor: The 14.2 Laws of Charisma.

Marcus: Okay, so here are the nine aspects – what I kind of subconsciously have governing me as I'm moving through life.

1. Smile whenever you talk to people.

Oh my goodness, that's so important- smiling. I'm going to talk about this a bit later on, just why and how it's so important, but it's the first aspect. Just smile when you talk to people.

Now some of your listeners might be thinking, well, okay, that's kind of basic or obvious. Yeah, it kind of is, but what I find that a lot of people do is they'll hear things like this, but they won't utilize it. They hear it, but they won't make it a habit.

Igor: And then they turn around and say well, it's obviously not working. It's like, well, how much of it have you done? Uh, a little bit. Well, if you turn it into a proper habit, a proper practice, then you can judge it, rather than judging it just because you did it once and it didn't quite work out for the rest of your life.

Marcus: Exactly. In fact, maybe we should call these the nine habits. I think Stephen Covey's already got a very successful book called, *The Seven Habits of Highly Effective People*, but these are habits as well.

Igor: So you could call it *The Nine Habits of Charismatic People*.

Marcus: Oh, I like that. I'm going to trademark that.

Igor: So, the first is smile when you talk to people. Get into that habit.

Marcus: The next one is:

2. Leave every person you meet better off than when you found them.

Just going in with that intention will change your conversation with people so much. It changes so many different things in the way you're talking to them and the vibe you're giving off. It ticks so many boxes.

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3. See the best in people, but don't ever worry too much about what they think of you.

Now this is what I was saying about my little speedboat analogy. If I'm just going along in one direction, hopefully people like that. If they don't, well never mind, at least I've gone in with the best intention and I've given them some joy. But, if it's not reciprocated, I'm not going to let that get me down. I'm not going to let that change me and the direction I'm moving.

4. Live in the moment.

Being in the moment is so important to having spontaneous conversations that are healthy and fun. It's also very interesting that all fear, in my opinion, exists in the future. You know, stuff that hasn't happened yet. I live my life in the moment. No fear there.

It's actually interesting I used to be terrified of flying. So I thought, I'm going to try out this principle. I should have gone to see you, Igor, to take care of my fear of flying.

What I did in the end is I sat on a plane and thought, right now, am I okay? The answer was yes. The plane took off and I thought, right now, am I okay? The answer was yes. The plane went through a bit of turbulence. Am I okay? Yeah, I'm fine.

I realized that by just self checking myself with, am I okay? Yeah, I'm okay and I was fine. It's like this analogy – and it's not a very nice analogy, but it does seem to do the trick – if I were tied up in a chair and someone was putting a knife to my face – in fact, that sounds quite harsh. Let's make it a spoon.

Someone's put a rather scary looking spoon that hasn't been washed for a few days towards my face. I could be scared of what they're going to do. It's coming towards my face. What's going to happen?

Thus, one fears this. But right now, right in that moment, I'm actually okay. I mean the spoon's there a few inches away, I'm sitting there and in that moment, I'm okay. It's the fear of what that spoon is going to be used for and what it's going to prize out.

Let's take it another step. If someone just sets me on fire – and hopefully, this doesn't happen – if this does happen to me and this is my demise, everyone listening will be like, how ironic. If I am set on fire and that is my demise, I would not be scared because this is the thing, if you're on fire, you'd be like, ah, I'm on fire. You'd be dealing with it like, I better put this out. You haven't really got time to be scared because you're in the moment.

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Igor: Just to emphasize that point, I think it's really important. In my opinion, most of the problems people have are, shall we say technically neuroses that cannot exist in the present moment. You either, have to go to the past and relive some unpleasant experience, or you've got to go to the future and live an unpleasant experience that you think might happen. Either way, you're not in the present moment.

For the most part, when we're talking about genuine things like fight or flight, you're far too busy in the moment to be scared of whatever it is. You might have your adrenaline dump and you might have your feet pumping a million miles an hour to get away from the scene, but at that point, you're not actually scared anymore because you're in action.

It's the point where you go into freezing – because that's what allows your mind to go forwards or backwards and your whole body ends up freezing. That's the point where suffering happens because you've left the moment where the power is. Now is the moment where power exists – the power to change what might happen and the power to create a better future for yourself.

Marcus: Oh yeah. It's like a crippling fear. In fight or flight, you haven't got crippling fear. You've just got adrenaline. What I'd like to add to that, Igor, actually, is we've looked at fear existing in the future. For example, if you're going to go and talk to somebody and approach a stranger and chat with them, there might be a bit of fear there because, what's going to happen, what's going to happen?

Being in the moment is very useful in terms of spontaneity about how we chat with people, about what we come out with in a conversation. Quit thinking about what you're going to say. That means you're not in the moment anymore. You're in the future or, as you said, you're reliving the past. This has many layers. Being in the moment really frees some conversation.

Igor: I think all of these laws have many more layers and we've spent a long time talking just about leaving people better than you found them. I think you could spend literally hours on every one of these laws.

For example, to back up to what you just said, we've all had the experience of being out of the moment in a conversation when everyone's talking. The group makes a point and you go, oh, I've got a story that will fit this perfectly.

By the time you get to actually say something, 20 minutes have passed and they've moved onto five different topics since then, then everyone looks at you like, why are you saying this now?

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You've missed the moment, which is one of the most crucial things people don't get. All the strategies in the world are fantastic and they're great, but they're no good at all if you miss the moment in which they actually fit.

Being in the moment and knowing, okay, in this moment, I have these options. All right, that moment's passed now. Now I have these options. If you can stay in that kind of thinking, your success is virtually assured. If you cannot, then it's going to be a pretty rocky road to success or failure. It's pretty much anyone's guess which one it's going to be.

Marcus: That totally used to happen to me. I'd be in a conversation and I'd think of a really funny joke. For example, in a bar and there's a bowl of fruit and there's two oranges on the bar. I've come up with the best joke and then the conversation moves on. It's continued a bit further down the line and there's a little pause and maybe they're talking about skydiving or hand gliding.

The conversation has moved on from the bowl of fruit and they're talking about this new aspect and I go back to the bowl of fruit and say two oranges walk into a bar. One says to the, you're round.

I don't know if I'm more horrified that you laughed at that terrible joke, Igor, or...

Igor: All I can say is, great hypnotists appreciate ambiguities, even the cheesy ones.

Marcus: Oh, I love cheese. Sorry. What I'm saying is we've probably all been in that situation where we have thought of the funniest joke, but it's too late and it's letting that go. Just let it go.

Another example is have you ever had someone say something to you and then gone, well, I think your this and then you don't have a retort for them so you walk off. Then you're driving your car down the road and you come up with the best retort, but it's too late, the person gone.

Igor: The French even have a phrase for it. They call it *mot d'escalier* [*alt: esprit d'escalier*], which basically means the retort that comes to you on the stairs on the way down after you've had to leave with your head hung in humiliation. It's a very elegant way of presenting the same idea.

Marcus: Certainly, you know, that used to happen to me and it never does now. I'm going to tell you how you can always have a good feeling to come back with if you're ever in that situation.

Igor: But before we do that, I think we're only on the fourth law so far. So should we cram the others?

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Marcus: It's taking so long to get through this.

5. Any change or setback I get, any resistance in life, my default response is, no problem. You know what no problem.

What that does is it keeps my mind in the moment. If I have setbacks in life – and we all do – or say I have a conversation and it nosedives – and believe me I have conversations that are terrible – my response is just, hey, no problem.

That keeps my mind in the right place where it needs to be, it keeps me feeling upbeat and it keeps me able to still salvage any mistakes I make and keep empowered in that conversation. It keeps my mind from being logical.

Igor: That's actually very important. The idea of staying in a good state and staying empowered, even when things are going wrong, because that's the point at which you need it the most.

It's ironic that the times at which people need their state to be strong, solid and empowering the most are usually the times when people are doing a very good job of destroying that state by self-blame, guilt, shame or by telling themselves off for not being good enough for whatever it is, so it's very important as a mental discipline to get into that habit you're talking about there.

Marcus: Yes. It's very powerful. It's the sort of habit that will work when you're being charismatic and it's very useful when you're actually problem-solving.

An example is when I went to an airport and booked several flights in a row. The first flight was cancelled, so that had a knock on effect for my other flights. I was just like, okay, no problem.

Instead of having an emotional reaction to it and being very upset, I was just, ah, no problem. I went up to the desk and said, look, here's a little bit of a troubling situation. What can we do about it? The person couldn't help me, so my response was, okay, no problem. What can I do now? Who can I go and speak to? They sent me off to somewhere else. I chatted with another person and asked if they could help me out and they couldn't, so okay, no problem.

The worst thing was I was going to miss all my flights and I was going to lose a lot of money. I couldn't change anything about it, but I could change my reaction to it. So my reaction was calm.

Finally, I went to a third desk and they were able to help me out. I just said, look, this is what's happened can you fix this? They said yes, we can.

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Now my reactivity through all of this was just calm and peaceful and I was able to have a bit of fun and chat with people and leave them better off than I found them and that had a happy ending. There have been situations where that wasn't such a happy ending, but still, no problem.

Igor: I think that's very important. Especially what you finished with, which is the idea that when it doesn't go right, it's no problem. You reset and start again tomorrow. It's a brand new day anyway, so why destroy your entire life path by getting upset about one event, when the preponderance of events are all good?

Marcus: Exactly. In fact, I was on the beach in Florida earlier in the year and this massive guy walked past. For some reason – I have no idea where my mind was at this point, we were just having fun – I turned around to him and said, are you a wrestler – because I hear that in America wrestling is a very big sport. He said, yeah, I am.

So I said do you know what, I'd really like to try Olympic wrestling. He said, well, okay then. I'll give you a go. So I started to challenge this guy to a wrestling match on the beach and I found out later that he was the Florida State wrestling champion, which, if you're going to pick someone at random to wrestle, probably don't pick that person.

He destroyed me, but it was really great fun. I thought, I'm going to do a bit more of this because I really enjoyed the sport. At one point, I was jumping around and I felt on my ankle and twisted it. I ripped the tendons in my ankle and it was very painful. My first response was no problem. I had to hop around on one foot.

I didn't have any crutches, so I was just hopping about probably looking a little bit like a lunatic, but being completely amused by the situation. Now I'm in shorts, one leg in the air, hopping around like some sort of pirate character. No problem.

So even if you're in the worst situation possible, no problem. It will help you deal with it. It will allow you to access the resources that you need.

Igor: I like that. I think that's very agreeable. That's a very powerful philosophy you have there. Going back to the nine habits, I think we were on the sixth law or the sixth habit. What would that be all about?

Marcus: Okay. The next is maybe the most important.

6. Look for the agreeable in every situation.

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We spoke earlier about having many layers to our conversations and to our interactions with people— looking for the agreeable covers so many aspects – people who are agreeable get along with other people. I don't know if you've ever seen one of those Jane Austen dramatizations that the BBC often produces. You'll hear one of the girls in the Jane Austin story say oh, Mr. Darcy is most agreeable.

Agreeability is such a huge factor in allowing conversations to flow, in allowing people to bond and in allowing a dynamic to exist where everything feels right in the conversation. The trouble is we're not always agreeable. I'll come on to this in our first seminar, but the ability to be agreeable just keeps things moving nicely.

Igor: What's the next law?

Marcus: The next habit to instill in ourselves is:

7. Be confident in our assertions.

That means we're also going to just openly express our thoughts, feelings and desires without censoring them. I think a lot of us censor what we're going to say. You think, oh, I can't say that. Or, I can't talk about that. I say you know what, just say it anyway.

Igor: I think that's a very important thing because a lot of people would be afraid of, what if I say the wrong thing? Let's put it this way. If you're the kind of person that thinks they're going to say the wrong thing, the chances are you aren't because your mind doesn't want to go there anyways.

If you're the kind of person who's constantly putting your foot into it, well you may as well put your foot in at the outset and then get right back on track again. So you've established a pattern and it's out of the way, rather than continuing to inhibit yourself. This is something that is very true psychologically.

There's a little layer of muck that floats between the conscious and the unconscious, which is usually all the things we repress, that we're not allowed to think, to say or not allowed to do. It's by dipping through that layer of muck that you get at the good juice.

This is one of the big secrets, isn't it, to never running out of things to say? It's being able to dip through that layer without censoring it, so that once you've gone through it enough times, you can bypass it entirely.

Marcus: Do you know what? That layer of muck – oh my goodness, that layer of muck is responsible for so many people stopping what they were going to say. If we

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can laugh about stuff in that layer of muck, that's half of what I talk about, probably the muck itself. If we can laugh and the things that we shouldn't say it frees us so much, as opposed to walking a tightrope.

Igor: Right.

Marcus: Ah, see, there we go that's the sixth law in action. Now, moving on to the next law, this is a real biggie.

8. Never speak badly of others.

I realize I'm preaching. This is not meant to sound like you shall do this and do onto others how you would have done to you. Why I say never speak badly of other people is because many jobs I have worked in, you'll find people's favorite subject is to moan and have a little bit of a – what would be a good word? Spread a bit of misery, I think.

Negative emotions are addictive. It's very easy to have a rant about something in a negative way. In England especially, people will just start conversations over a rant. How are you today? Oh, not so good. I got stuck in traffic earlier. I've got bills to pay. Oh, life's gone terrible.

We extend that further by talking badly about other people behind their backs. We might say well, that guy over there, he's not all there. He talks a good game, but let's see what he's really like in action.

We find it very easy to cuss other people, even subtly. What we're really doing is cussing ourselves. An example – me, myself, I'm ashamed to say this. I was driving down the road a couple of years ago and I saw this guy dressed like a gangster. He had really sort of big fat pants on and he was dripping in gold. He just looked really out of place in my hometown. I thought, oh my goodness, that guy is just a fashion victim.

What I'm doing there is I'm actually making myself feel negative emotions by assigning them to him. This guy was probably the nicest person in the whole world. He's probably got a mom and dad that love him and loads of friends. Who was I to make that judgment about him?

When we speak badly of people, we're really kind of putting ourselves in a negative emotion by doing that and that doesn't put us in the best situation to spread joy.

Igor: Not at all.

Marcus: It puts us on the back foot really, so that's why I just say make sure you speak highly of people.

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Igor: Well, another thing that it does also is if you're consistently speaking badly of other people, you're actually creating an expectation that that's what people do. So when you start speaking to someone who's a complete stranger, what is the expectation? Oh, he's going to think badly of me because that's kind of what you're doing on a habitual basis anyway. If you change that habit around, however and think and speak well of others, then...

Marcus: Exactly.

Igor: ... when you start a new conversation, what do you expect? Well, they're going to think the same of you. That's part of how your makeup is. If you've been finding faults in people for 60 years, that's a habit that's going to take a little bit more effort to undo, than if you're just 16 and you're getting into a bit of a bad habit now. That's a lot easier to change at the point because you're a lot younger and it's a lot less ingrained.

Everyone can change at every level it's just a question of consistency and practice over time. Luckily, we know that the brain will change remarkably quickly and remarkably permanently until we choose to make the next set of changes.

Marcus: The world will see you how you see the world, I think. That's also why Igor, I never say anything bad about you anymore. I'm joking, of course.

Igor: Despite what everyone else says about you, Marcus, I think you're okay.

Marcus: Oh, man. You must have heard wrong.

Igor: So anyway, coming back to the ninth law, what's that about?

Marcus: And the last law is:

9. Most people have the memory of a goldfish.

The reason I say this is because we spend so long worrying about what people think of us. They only really remember the last thing. You can have an amazing conversation with somebody and you say something silly at the end and maybe they'll remember it, but if you give it a few days, they've forgotten again.

You can make a mistake in a conversation and say something that maybe you shouldn't say guess what, two minutes later people forget. The reason I say this is because it's liberating to know this. If you're worrying about what people think about you then they've only got the memory of a goldfish.

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If you leave them better off than you found them, for the most part, that's what they'll remember about you. They'll remember the feeling you gave them, rather than what you said.

Igor: I think that's a very insightful thing, actually. We know this from research, in terms of the primacy and recency effect in terms of memory. The other thing, of course, is emotions are always remembered more clearly the facts or details of factual information.

So if the general vibe you create is a happy one, if you make them feel good, they'll remember that and it'll actually color the things that you're saying or doing in your favor. In fact, to the point where if you make a big mistake, a big blooper of some sort, they'll probably delete it out and forget about it or never realize that you did it in the first place.

There's a kind of unconscious mechanism that wants them to keep liking you so they can keep having those good feelings.

Marcus: Exactly.

Igor: So those are in-depth laws that you've created there and I think it gives people some very practical guidance as to how they can start applying your charisma system right away.

Just to give people more guidance in terms of where, how and when to apply these different laws, or habits if you like, your whole charisma system is built up in four core pillars, which I think are ingenious in terms of – I mean there's a lot of depth in each one of those pillars.

We'll be exploring them more fully, I think, during the seminar as well, but can you just give us a quick overview of what those four pillars are and how they fit in with the nine habits and basically all the stuff we've been talking about so far in the Interview?

Marcus: Yes. Certainly, a lot of what I was reading about charisma before I really sort of settled on that area myself was very wishy-washy. There was a lot of interesting stuff written, but it seemed very hard to apply. So I looked at what a lot of charismatic people were doing and I found that they have four aspects that really set them apart. They kind of were just solid in each individual area.

My four pillars are in order of importance as well. These are areas where there are skills that are going to exist that we can improve upon that are going to have an indirect effect on our charisma.

The first one and the most important one is:

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1. Our attitude.

That's what we've been speaking about in this Interview, but our attitude is the way we look at life. It's the idea of what we're giving off. It's where our mind is.

One of the biggest problems we have with charisma is our ego. Our ego is our self-image I suppose we could say. It's how we want other people to see ourselves as. So our attitude is something we can engineer. It's something I certainly changed. I know, for example, I used to be a very negative person. Now I'm a much more positive person.

I still wake up some days and think, yuk another day, but generally, for the most part I'm a lot more positive because I've gotten into the habit of nurturing that attitude.

If you've got a good attitude of happiness, of looking for the best in life and of giving out as much joy as you can then everything else that you're going to come on to will build onto it so much more solidly.

I realize for some people that's going to be a little bit tough to achieve, so that's why, look...

- ✓ How do we get to be in that happy state?
- ✓ How do we go from being a bit miserable or maybe we're just a little bit neutral, that we don't feel either way, or we just feel a bit comfortable?
- ✓ How do we actually get more hands-on?
- ✓ How do we engineer our attitude to be something where we're in a lot more positive place?

Marcus: That feeds into:

2. Spontaneity.

If we've got a good attitude, then we're in a place where we can really build up our spontaneity. Spontaneity is the engine room for conversations. That's what's really going to set us apart. That's what's going to make our conversations dynamic. That's what's going to allow us to never run out of things to say in conversation. It's also what is responsible for making us witty and for having fun and this can be learned.

I was never someone who was witty, but I've managed to make myself wittier. I've managed to use that skill to be able to start conversations that allow me sort of really bond with people and suck them into my reality.

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Once we've got our spontaneity down, it's time to look at:

3. Charm.

Charm is the third pillar in the series that really holds up charisma. Charm is making people feel good about themselves, for them being them. It's really about – and I touched on this earlier – forgiveness. Being absolutely forgiving of people, like they can do no wrong.

You'll remember the story about my next door neighbor teaching me to build brick walls. He was absolutely forgiving as he did that and he's a very charming man. He has a reputation of being charming because he's forgiving. I felt that I couldn't make a mistake in his presence. In fact, I felt wonderful in his presence.

So we're going to look at how to foster that. A lot of charm has to do with basic habits but actually doing them with repetition. I'm talking about things like smiling and eye contact, but also a lot more in depth aspects and techniques as well.

Finally, we have:

4. Bonding with people.

Bonding is what Igor sort of mentioned as deep and wide rapport. Now building up genuine relationships with people relies on being able to bond with them. The fact is if you've got a great attitude, if you're funny, spontaneous and charming, people are going to want to bond with you. People are going to want to get to know you on a genuine level.

What I really like to do is look at how we can do that in the shortest time possible, but also how we can connect in a really genuine way. Those four aspects are what we're going to explore in the following seminars.

Igor: Well, I for one am very excited to hear that because you've given us a lot of insight in terms of your whole charisma system already. Even those four pillars, I think if people just took that away now and started working on those four ideas.

- Attitude – and you've talked a lot about attitude already.
- Being more spontaneous in the things that they do.

Being charming – and I really like your definition of charm, which is: (1) making other people feel good about who they are right now; and (2) doing it through practicing a kind of forgiveness where you're forgiving of their mistakes, you're forgiving of their flaws and you're forgiving of whatever

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things they don't like about themselves and that makes them feel good again about themselves.

Finally, the idea of bonding, which is so crucial, especially to hypnotherapy, which is about trust and building that trust and comfort level as well.

I know you have some amazing and very powerful techniques for bonding, so I for one am really looking forward to the seminar portion to hear more about that.

Before we finish up this Interview, though, could you just tell us a little bit more about your charisma coaching programs because you've got several of them. You've got live programs, online programs and other things as well. Could you just talk us through a little bit about how you work with people to pick up their charisma?

Marcus: Well, when I first got into this and I wanted to develop my charisma, there was nothing to teach me. I just had no resources. I used to worry that I couldn't talk to people. I remember typing into a popular search engine "the art of conversation" – and I'm not sure how it is now, but I think I got like four hits. There was nothing really that I could take and make applicable.

So as I went on and learned what sort of sets charismatic people apart and what makes that division, I found that I was doing a lot of work with clients on a one-to-one basis where I'd take them out and I'd get them to be where they wanted to be. I'd kind of help them unlock their charisma because at the end of the day, it's just a skill. You may read in newspapers that it's not, but I assure you that it's just a skill.

So what I found to be the most effective way is really, it's all very well having a conversation with somebody and working through their problems on a one-day basis and that can be very useful for some people. But I found that doing stuff over time is what makes the difference.

So I developed a program, just as a basic introduction on YourCharismaCoach.com, which is a 10-step program to start you off with the tools you need to get you into that mindset of being charismatic.

I've got a nice little eBook on there for free as well that you can download if you like that has some interesting notes on some of the stuff we've been talking about. What I've been looking at doing is setting up a weekly program where people can subscribe if they like and that's going to allow them to check in to continue their development with charisma.

Part of what I do on that is I'll take an aspect of charisma, like bonding with people or a fractionation and actually do that. Go to a coffee shop and film

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that so you can see what it is I do. It's all very well my talking to you about doing it, but what's it like actually to see it being done live? So this is what I'm really excited about.

On YourCharismaCoach.com, we've got a free 10-step program to get you started, an eBook and further stuff that I'm going to explore, which is really taking this charisma out into the streets and seeing how we apply it, which is the most important thing.

Igor: I think that's an excellent idea. For those of you who haven't come across Marcus's work before, let me tell you, once you see him in action, you'll know. You've heard him in action already and can make up your own mind from this, but Marcus is a genuine genius when it comes to charisma.

He's one of the most likeable people, one of the most fun and spontaneous people and you're guaranteed one thing when you go out with Marcus and that is that everyone is going to have a good time.

For those of you who want to have a more in depth look at his whole charisma system, Marcus has very kindly agreed to give us a crash course on his entire method over the course of an extra seminar portion of the Interview, which is available to those people in the club. Isn't that right?

Marcus: Yes, completely. We're going to just take out some important aspects from each area and look at those. That will give people a nice starting point.

Igor: Fantastic. So those of you who want to come on to the club and download that, it's available for you there. Of course, you're always encouraged to go and check out Marcus for yourself directly at YourCharismaCoach.com. As I say again, Marcus is an exceptional person. You've heard him here today and I for one am really looking forward to the next session, Marcus, where you get to start revealing the inside details of your four-pillar system.

Marcus: All the juicy bits are going to be revealed.

Igor: Fantastic.

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Seminar 1 – Part 1

Igor: Welcome to StreetHypnosis.com. My name is Igor Ledochowski and I'm here with this month's Master Hypnotist, Marcus Oakey, from YourCharismaCoach.com.

Marcus, welcome back.

Marcus: Hello, Igor. It's great to be here.

Igor: Thanks again for coming back. I'm very excited because today, if I'm not mistaken, you agreed to show us the secret, or the essence, of your whole charisma system. So you're going to be running us through your four pillars and how to basically become more charismatic and use these skills as covert hypnotists' influences and so on.

Marcus: Yes. That's right. I don't know if I agreed. I think I was more forced through pain of death if I didn't but, nonetheless...

Igor: You have your charm and I have my violence. It all works out in the end.

Marcus: Quite right.

Igor: The last time, we went through a nice general overview in terms of what charisma is and what it has to offer us as individuals and the world in general, we had a look at your philosophy, which I think is a very charming philosophy and very powerful, in that it's about people.

There's a lot of value in giving value, rather than trying to take it. That's truly where the heart of what your method is about, isn't it?

Marcus: That's absolutely right. It's all about giving in conversations, in your personality and in every sort of communication you have. Because of the law of reciprocation, it will always come back to you.

Igor: Which is a great thing. So I was thinking, why don't we just start and dive into the four pillars, which we touched upon in your last Interview? Really there's a lot of meat in there and I have a sense that there's a lot of value to be gained from that.

Seeing as you're in a giving and sharing mood and it's all about giving value. I remember the four pillars were:

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1. Attitude
2. Spontaneity
3. Charm
4. Bonding

Let's take the first of those four pillars, the idea of attitude. What would you say is one of the most important things about attitude? What does it entail?

Marcus: Your attitude is at the root of your charisma. Your attitude is really sort of the way you look at life. If you have a great attitude, you're going to find that the conversations you have are going to go well, without a doubt. Everything's going to work brilliantly.

Our attitude is something we can really change about ourselves. We can have a good attitude or we can have a stinky attitude. It sort of constructs the essence of our personality and for that reason, it's vital that we get something in ourselves that's working in our favor.

A lot of people find it very hard to rise to a good place in a social setting. They feel like they almost have to put on an act and be someone they're not, rather than just being themselves but showing off their best selves. Having a mind heavily laden with thoughts, feelings and all sorts of logical constructions, worrying about what people think of us for example, really stifles our ability to have natural conversations.

So what I really want to look at today is getting your mind in the right place to be charismatic. If it's not in the right place, you're going to have a hard time trying to be spontaneous, for example.

Igor: Now you just said something that I think that goes right to the heart of the matter really. You were mentioning how a lot of people try to put on a character instead of being themselves. But it's not just a question of being yourself. It's about being your best self and allowing your best self to come forward. That's something, I think, is a very important distinction that a lot of people don't get.

The advice is always just be yourself and they'll love you. It's true, but we're many different selves, aren't we? Sometimes we're selfish, sometimes we're mean, sometimes we're nice, sometimes we're inhibited and sometimes we're spontaneous. So there are many aspects to what it means to be yourself.

This is why I like what you just said, which is it's not just about being yourself. It's about being your best self and letting the good you have inside your personality shine forward, even though you're under pressure.

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Marcus: Exactly. A lot of people I speak to worry that if they're going to start being more charismatic in their life and they say look, if I try to strip my personality or change my personality in any way, it's going to kill my identify of who I am. Well, yes, it will kill your identity. Your identity is probably one of the worst things that you have to stop you from actually being your true self.

That may sound like a bit of paradox right now and I'd like to delve into that a bit more because our true genuine self is often hampered with people's expectations of who we are.

Igor: For sure.

Marcus: Yeah, well, this is what causes us to act different ways with different people. I know I certainly used to act one way with one group of friends, differently with strangers and maybe completely different if I met a policeman. I'd sort of fall into these roles.

What I found is, nowadays, I just act constantly as I am, wherever it be. Whether I'm talking to a policeman – and hopefully that doesn't happen too much. I'm usually talking to policeman for a time, I'm not being interviewed or something scrupulous like that. If I'm talking to any sort of person, I'll still be who I am. As I'm talking to you now Igor, is how I'll be talking to a person on the street. What may change is my state of emotion.

Igor: Let me just pause you there for a second because I think you just made a very important point in terms of being yourself. It is this idea that people expect things from us and the corollary of that – and this is what you mentioned a little bit when you talked about falling into roles – is when we try to live up to other people's expectations.

That's where the dynamic starts going awry. They'll never know what they can expect from us because, let's face it, we don't even know ourselves well enough to know just how much we can offer the world. I'm constantly surprising myself and I know you are.

You're constantly surprising yourself with the stuff that's inside and that should be the preserve of being a human being. Whereas when people have expectations of us, it's like, hang on a second, they're basically saying, stop being a human being; just be this two-dimensional caricature.

It's very tempting to try to be that for someone. When someone looks up at you, especially if it's positive, like you're so smart, you're so clever, you're so handsome, you're so kind. Whatever that expectation is, it might be an aspect that you can develop, for sure and there's nothing wrong with that.

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If every time you meet that person, you try to be that expectation, well then you're cutting off the vast totality of everything else that you could be, are and will become. As a result, over time, the only thing that will happen is you'll become less, rather than more.

Marcus: Yes. It's completely ironic how that seems to work sometimes. One thing I think you really brought out there, Igor, is this idea of people's expectations of ourselves. One thing I always believe, truly – and this may raise some eyebrows here – is that I'm absolutely a terrible conversationalist. I suck. All right, maybe there's a better way of saying that, but guess what? I stink.

Igor: Which is great is you're tuning in for how to have great conversations.

Marcus: Cut the tape. Now here's why I say all this. If I say I'm really charismatic and I'm brilliant, then I have to live up to that expectation and that causes me pressure to live up to my identity.

Whereas, if I think well, you know what, I'll give it my best shot but maybe I stink and then I go and chat with somebody and that conversation doesn't go so well. I think, oh well, I stink anyway, so it was all right.

If I go up to that person with a different mindset like, I'm really charismatic and really charming and that conversation doesn't go how I'd like, then it starts to crumble my identity of myself and it starts to shape who I am. I think, hang on a minute, I've got this expectation of myself and I'm not living up to it.

Maybe I had an off day or maybe I said something and I stuttered at the wrong moment, or for a thousand different reasons, but whatever happened something didn't play out as I'd like – it starts to shape my roots. If I don't give myself an expectation to live up to, it frees me from all the worries in a conversation of what people think of me.

Igor: What you're describing there I think is called cognitive dissonance, where the image that we have in our heads of what we should be and then, of course, the behavior and the way we are in the real world. If those don't match up, the more there's a mismatch between those two images

1. The one that you're projecting to the world and people are interacting with
2. The one inside your head of how you should or could be

The more pain and suffering we actually make for ourselves.

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Ironically, it's actually going to cut us off from being the person that we have in our head because we're so busy feeling bad about it that we can't get there in the first place.

You've probably come across this person. There's a great person in theatre called Keith Johnstone from improvisational theatre. He does exactly what you do.

Improv theatre for everyone who isn't familiar with it – and I know you've done some improv theatre yourself, Marcus, the biggest problem people have is that they interfere with an unconscious person. They interfere with a flow and by trying to be funny; they end up activating the law of reverse effect not being funny.

His big thing is always get up on stage and then try to be funny. Don't try to be funny. Don't try to be clever. Don't try to make a joke. Those things will happen anyways. If you try to be original – original is usually just stupid. Like someone says, you're in a woods, what do you find? It's a pink elephant. Everyone says pink elephant because it's so crazy, so wacky and so unique.

Marcus: Yeah, left field.

Igor: Right, but everyone does it and it really isn't unique. When we're trying to be unique and trying to be crazy and wacky, we're not. The irony, of course, is we're all so different that we can't help but be unique when we stop trying to be.

This is how he describes it. The minute you try to just be normal, the minute you try to just be absolutely totally normal and no big deal, that's when you start becoming interesting.

For example, if you asked me, you're in a forest, what do you see? I'd say oh, I'm looking at the soldier ant. Now that's already starting to build something much more interesting than a pink elephant. I mean you could make interesting things out of both and you can ruin both as well, I guess.

But, the essence of it is it's allowing who you are to come forward as normal, with as few embellishments as possible and at that point, that's where the magic starts. That's the irony. In being normal, you become extraordinary. No one can be normal.

Marcus: No. That's completely right. I have a very good friend who will start conversations with people just by going up to them and saying I love how normal you are, with this random sort of twinkle in his eye. Now, Igor, what I think you really sort of touched on there is this idea of I'm going to say pink elephant and, hopefully, people will laugh at me for me. I'll stand out.

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Once again, this comes down to this idea of having an ego. Our ego is, as I said, our identity of ourselves. Living up to that is the number one reason that stops us from being charismatic. It stops us from being spontaneous. It stops us from owning conversations because we're worrying about what people think about us.

So I've really looked at how do we get rid of the ego? How do we just lose ourselves and free ourselves from what other people think of us?

Igor: That's a very good question.

Marcus: Well, this is it. I certainly was in that situation where I wouldn't start a conversation because I'd be afraid of what people thought, or maybe I'd have a risqué joke, but I wouldn't want to say it just in case it went down bad. So I took the safe option and decided to be quiet. This never really helped. It just made me anti-social.

What I did about it is – if you imagine a see-saw– you have ego on one side and on the other side, you have self-worth. That's who you are as a person your self-worth and your true, genuine self.

When you have low self-worth, when your self-worth is light, your ego weighs down. We try to foster this image of ourselves and for some people that might be buying a fast car. For others, it might be dressing a certain way or acting a certain way. I think that's when you start to become a puppet of society.

There was a story of a man in England who, up until a point, was very financially successful. He had a stately home, fast cars and a family that loved him. Sadly, one day, I believe it was earlier this year, his business failed and he got very upset because everything he'd fostered to build this image of himself had crumbled. All his possessions were about to be lost.

He just couldn't handle it anymore and he set fire to his house. He burned everything down. This is bad, but then he went and killed one of his horses. To make things worse, he killed his family. It's a really gruesome story here.

I wish there were a softer example involving care bears and something a bit nicer, but it was an example of a person who lost everything materialistic and everything that propped up who they were their self-image. They couldn't handle it anymore, so they just decided to end it. Very sad.

Igor: That's a classic example of someone who's too invested in the expectations and the perceptions. When it all seemed to be disappearing, rather than digging deep and finding the human spirit that says, we can start again or we can build something better, he ends up saying, well, if I can't have this, then I'll just destroy everything, including myself and then there will be nothing.

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That's a great example of ego gone totally AWOL, totally in the wrong direction and it needn't be.

Marcus: Sure.

Igor: Especially when you look at it and know what he could do. It seems senseless. Right?

Marcus: Exactly. Everyone described him as being from a very loving family and he had this great family around him. This is a source of self-worth. Self-worth is really a kind of self-love, I suppose. So how do we build up our self-worth?

For me personally, if I say something, if I go chat with somebody and it doesn't go so well – and it doesn't happen so much these days, but let's say if it doesn't, or let's say I'm not worried about what I say anymore – how I got my personality to that point is I just basically followed four principles. This really freaked me.

The first was:

1. I made goals for myself in my life.

Now I often hear about goal setting and if anyone's listening to this and they're hearing, oh, goal setting, smart goals and things like this and maybe their eyes are rolling, I just want to say I'm a terrible goal-maker. I make goals and good grief they go nowhere. I am the worst goal-maker ever, but I can make this work, so I'm pretty confident anyone can make it work.

What I did is I set little goals that I could reach if I just put the effort in. Not goals that are impossible and not goals that are highly unlikely. Like I'm going to make \$10 million this month, I mean, that's going to be a bit difficult.

So I made goals that were doable if I put in the hard work. An example of that might be, I'm going to try my best to make an extra £1,000 a year. Now that's going to take a bit of hard work, but it'll work. If I put any effort in, I can definitely do that. Even if it means I'm delivering takeaway on a Tuesday night, I can still do that.

Other examples of goals I made were I'm going to learn to play the ukulele. I'm going to do a parachute jump. I'm going to learn to how to do a new skill like wrestling, for example, something completely bizarre.

I made these little goals and every time I hit a goal, it made me feel great. These are goals that were within my reach as well, things like going down to the gym and thinking; I'm going to lift 10 kilograms extra or 20 pounds in

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weight extra this month. It's hard work, but if you put in the effort, you get there.

What that does is it reasserts to yourself that, hey, you know what? I achieved something. I made a dent in the world and it felt great. God, I'm doing something here. It builds up self-worth.

The second component was:

2. Facing fears.

We're all scared about certain things in our life. I would like to say there are things I'm not scared of, but down at the bottom of my garden, we have an infestation of tube spiders.

These are the most evil looking spiders I've ever seen. I haven't really seen a Disney film where they've made a spider look cute, soft and lovely; however, they would have a tough time doing these ones. I mean if on a Monday morning someone said here's my pitch–

Walt Disney Presents Tube Spiders, it isn't going to happen. These things are evil straight from Hell. They live in tiny little tunnels, they have massive legs that poke out and they have really horrible bites.

Now I'm sure that if I really got to know tube spiders I probably wouldn't be scared of them, but these things give me the heebie-jeebies. So I felt fear. It's the same nasty feeling that I got the first time I jumped out of a plane. It was like do I really want to commit myself to falling 13,000 feet? Hmm, are you sure this parachute is safe? That anxiety crept in. It may be the same anxiety as starting a random conversation today with a person on the bus. Ooh.

Now every time we face fear and we go through it – and, as I was talking about earlier, we jump into that cold shower of let's just do it – again, it builds our self-worth. So what I say to do is pick three or four fears every year, even five or six if you're feeling a bit daring and go and take them on.

Igor: Now just to interject something here, I think what you're saying is very important. There are a lot of self-help or pop psychology things that say here's how to beat fear and destroy it and so on, but actually fear has a lot of stuff to offer us as a state.

For example, I have a cousin who's very successful, and, in many ways, people would look up to him. We were talking one night and I remember he told me has one simple rule in life, which is if you're afraid of it, then do it – which is not to say of course, that you stand in front of a 10-ton truck

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speeding down at you at 100 mph. There are little things, like what you're talking about. It's about challenging ourselves.

When you have that fear, as far as I think about it in my mind, that's when we start growing. When we're sitting there and we're shaking a little bit and going oh, I don't know about this, that's the same feeling you get when you've been to the gym one day or you've been doing some exercise and the next day your muscles feel sore. That's your muscles being breaking down so they can build up stronger again.

That's the way I perceive the idea of facing your fears. It's a question of breaking down your mental muscle so that it builds up again in a stronger and more enriching sort of way.

Marcus: Yes. Certainly, I think there are two kinds of fear really. There's the type that we preplan for and then there's the type that sort of creeps up on us. I think overcoming fear is a habit either way we look at it. So if we pick preplanned fears to begin with, then we've got a bit more control. We know what we're getting into.

Sometimes that can actually make it a bit more scary because you're like, oh no, I've got this to look forward to.

It's very easy to find a preplanned fear. I mean just ask yourself the question, would I like to do this? A question I asked myself about this was, would I like to go on stage and try stand-up comedy? At the time, it did not feel as nice as it could have, so I thought, I must do this.

A more risky example is one I have coming up. Do I want to swim with great white sharks? The answer is probably no; therefore, I must.

Igor: Right. Again, it goes back to the same idea of challenging yourself to keep growing. I have no doubt that you've learned a lot of things and have become a better person for it, have you not?

Marcus: Exactly. It's built up my life experiences, as well, in the process. It gives me more interesting things to talk about, because everyone likes a story about overcoming fear, it's what grows us as a person.

Igor: So we've got those two things. We've got the idea of setting small goals that you can achieve and we've got the idea of facing your fears. What other things do you think have helped you build your own self-esteem?

Marcus: Those first two are kind of small fry. The third one is another little small fry one and the fourth is going to be massive. Here's the third one for now:

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3. Keeping fit.

We can be lethargic. Sitting around, eating potato chips and watching television is to do sometimes, but when we get into a lethargic mood – and that's a mood that I kind of reason to our blood just stagnating – we just sit around all day being very comfortable. We lose that riskiness, that edge to us. So I like to advocate going and doing things that get your blood pumping a bit.

Now for some people, that might be running or doing sports. For other people, it might be just going out into the garden and experiencing the day. But getting off the couch.

I'm sure a lot of people listening won't be in this situation, but it's good just to include it because if you're sitting there and feeling a bit melancholy, you need to do something about it. I think the best way – and it sounds very Victorian – is exercise. It just gets our brains stimulated a bit. It gets us a bit more awake. It gets our state up, our state of emotion in ourselves.

The higher state of emotion we have, the better we feel about ourselves. If I win the lottery, I'm going to be running around like a headless chicken going, wow, I just won the lottery, I've just won the lottery, oh yay. I'm never going to have any concern in that exact moment what anyone thinks of me because my circuits will be over-fried with joy. I'd just be like, yay!

Now that's only a short-term thing. I'd love to win the lottery. Cool, blimey, who wouldn't? But that might take a while. It may take a few thousand years. So in the meantime, I'm going to keep fit and healthy because that's going to give me a similar buzz.

Igor: I think that's actually very important because as hypnotists, we all know that our body affects our mind just as much as our mind affects our body. What you're saying is that it doesn't have to be crazy exercise, just simple movements. It could be something gentle like Tai Chi, Chi Gung or puttering around the garden. Or it could be a little bit more vigorous, like running or going to the gym and things like that.

The point is you're constantly moving your body, which will start stimulating it and it kicks off your whole endorphin avalanche. Before you know it, your whole biochemistry starts shifting with it, which makes the other side of things, as you're talking about, that much easier to do.

There is a sense of, are you introverted? Is all your energy going inside and, hence, there's nothing left for you to give to the outside world? Or, can you switch between reflection and quiet inner time to outwardly being with people and being outside of your head?

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Exercise helps you do that because it makes you be more outside because you can't really be inside whilst you're doing it.

Marcus: Yes. Definitely, it's having that, as you say those two opposite poles that like to dance between the two. Now we've spoken about making little goals and hitting them, facing fears and keeping generally healthy to build up your self-worth.

I found out, though, that the most important thing of all to build up your self-worth, to build up your genuine belief in yourself that you're a good person is doing nice things for people, which is massive and so important for your attitude. Doing nice things for people makes you feel great.

An example of this is I will perform just random acts of kindness whenever the opportunity presents itself. There's a great book on this, if anyone is interested. It's actually called, *Random Acts of Kindness* by Danny Wallace. I believe you can get that on Amazon. You can probably buy it second hand for \$4 now. It's a great little book with loads of tips and a good place to get you started with a few more examples outside of this Interview.

An example of what I do is if I go to a car park and I park my car and buy a ticket, maybe if I've got some time left on the ticket, I'll just give it to somebody. Sometimes I go one step further. I'll take a couple of dollars and I'll sticky tape them to the machine, so that the next person who comes up has some money to pay for their ticket before they've even done anything.

Igor: That's very nice. I like that.

Marcus: I'm just passing on some joy. If I'm driving down a toll road – and I believe you have a lot of these in the U.S. and all around the world actually, wherever you're listening. If I'm going down a toll road, down the M6 in England that usually is, there's a bit where you have to pay to use the road. So you place in a pound coin and the barrier lifts and you drive on through.

What I do is I pay my pound coin and I say hey, I'd also like to pay for the car behind me, whoever that happens to be. I have no idea. So I pay the pound coin for the car behind me. The barrier lifts and I drive down the road. The next chap drives up and the barrier lifts for him. He's surprised and he drives down the road.

Something happens. He either looks really confused and he's like, hang on a minute. What is going on? This isn't right. Or he's driving and he'll start flashing his headlights going, thank you, thank you so much!

This makes me feel great. I've gotten more enjoyment spending a pound on an act of kindness than I ever did playing the lottery, for example. It makes me feel great for the rest of the day.

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Igor: I can totally see that.

Marcus: This is what I advocate. Go to Wal-Mart and buy a bunch of flowers for \$3. Well, I'm kind of guessing the price. That's what they are in England, but buy a bunch of flowers and give it to an old lady. Make her day. It will make you feel great as well and guess what it can be actually scary doing that. Oh, I've got to give some flowers to an old lady. Do it for yourself. Spread some joy.

If a homeless person comes up to me and asks for money, I generally tend not to give money because I feel it kind of keeps them on the streets. In this country anyway, there's a really good welfare system set up and I don't want to fuel that. But what I will do is maybe I'll buy them a sandwich, so I know the money I'm spending isn't going on drink or drugs. It's going for something that's going to be useful to them.

Or, if I don't have any money, I'll ask them their name and spend five or ten minutes having a chat with them because everyone else ignores them. Doing that is making me feel really good. I'm going in and having conversations.

Maybe I'll walk past somebody and just give them a random compliment. Hey, here's my random compliment for the day just to make your day. That's exactly what I'll say. It makes me feel great. It's completely selfish as well.

Igor: So this is kind of enlightened self-interest. The idea of doing things that make you feel good, but what actually ends up being a force for good in the world at the same time, so it becomes an upward-lifting spiral for everyone.

Marcus: Exactly. It's passing on the – I was going to say passing on the buck, but that's not quite the right word – but paying it forward. You're doing nice things for people and you're making yourself feel great.

Now we spent a lot of time talking about this and that's for a very good reason, too. The ego and your self-worth are in constant battle. If anyone is interested in this, there's a great book by Eckhart Tolle called, *A New Earth*, which delves into this a bit more.

When your self-worth is big, you free yourself so much in conversations with people. You free yourself to be charismatic. You allow yourself to take risks. I know if I go and chat with somebody and say the conversation doesn't go as well as I planned, I know I'm a good person. I've got evidence of it in my life. I've achieved goals in my life. I've done nice things for people. I've got that history, that back story.

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If I'm volunteering for a charity and doing those sorts of things, it helps my mind sort of think, well, you know what, that person's opinion doesn't matter as much as my own opinion of me matters.

Igor: That just goes right to the heart of what I think we started the whole conversation with today, which is the idea that by trying to live up to other people's expectations, we actually end up selling ourselves so much shorter. That's what the ego does, really. It's saying your opinion of me matters more than my opinion of me, so I'll do whatever you think I should do. I'll be whatever you want me to be just so I can maintain your good opinion of me.

Versus someone with self-esteem who comes in and says well, my opinion of me is still pretty good. Even if your opinion of me changes and you decide to not like me, that's okay. It's a free world. I don't need your good opinion of me for me to realize I've got self-worth because I have, as you say this history of doing good things, achieving goals, having my life relatively sorted out.

I think even if things go awry and life deals you a bad hand, you can still turn and say its okay. I can deal with this because I've been through things like this before. At that point, you free yourself from the pressure, from the need to get someone else's approval, which is where the problem comes from. Isn't it?

The whole ego complex comes from trying to get someone else's approval and desperately jumping up and down like a dancing monkey saying, let me dance for you. Please approve me. Please like me.

Marcus: Exactly. It's that kind of approval that's ironic, like a mind control on us, the pressure of conforming to have other people approve of us. What I found in life is that no matter who you are, not everyone will like you. I wish it were different.

Let's say you're George Clooney, for example. People I know out there absolutely love George Clooney. For them, ER is brilliant. Every movie he's done, excellent 'Oceans 11', bring it on they love George Clooney.

Then there are people out there who totally don't like George Clooney. They think, you know what, that George Clooney he's had an easy life. I wish I had his looks. Oh, I don't like him one bit.

So no matter who you are, there are going to be people who like you and people who don't like you. What we can do about that is we can go in with the best intention of hey, you know what? I'm going to do my best to like everyone and, hopefully, it will come back on me. If it doesn't, well, never mind it. At least I know where we stand.

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Rather than trying to fit in with everyone and have everyone's cards on the table, I just act completely as myself and people either, like me or they don't like me. I'm happy to say that I seem to get on really well with the majority of people. That's because I'm going in with the best intention of liking them first as well.

A good way that I do that is I've got the attitude of thinking, okay I'm going to leave this person better off than I found them. Something that's important to all of this is the idea of being non-reactive. The idea of being non-reactive is you can have all manners of responses in a conversation or in an interaction with somebody.

If you're not sure what to do when something comes up that you weren't expecting – for example, you ask a question and you get an answer you didn't expect – I think the mind's first response is to worry and panic. You go oh no, what am I doing now? What do I do here?

The habit I like to foster is just to not worry. No problem. Let's not panic about this. Let's just be emotionally non-reactive. The way I do that is, I've really sort of developed this idea of having a motto. I noticed a lot of leaders, especially political leaders and business leaders would have a motto in life.

For example, Richard Branson's is- 'screw it, let's do it'. Tony Robbins is- 'if I can't, I must'. So I thought, what would be a good motto whenever I've got a problem? I decided to keep it simple, so whenever I have a problem, I say No problem. Any problem I get, any issue that comes up, if I have a bad reaction in a conversation, I'm like well, that's okay. No problem. That keeps me centered on the moment.

The moment is wherever you want to be in a conversation. As we said earlier, we don't want to be in the future. Our mind doesn't want to be thinking about what we're going to say next and it doesn't want to be thinking about last night's football results. It needs to be in the present.

Igor: Can I pause you there for a second, Marcus?

Marcus: Yeah, sure.

Igor: I think it's a very important thing that you've just come up with: the idea of being non-reactive. I think there's a danger that people might think that means you become poker-face man who walks around without any emotion on your face at all and speaks in a deadpan voice and no one can ever tell what you're thinking. That's not what non-reactive means at all, is it?

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It's not being deadpan. It's about being yourself, but just not reacting to the situation in any particular way and not letting it affect how you happen to be feeling at that point in time.

Marcus: Exactly. If you're happy, it means not letting the situation drag you down. If you're just feeling very relaxed and something happens, for example, a monkey explodes in front of you. It could happen, who knows? Maybe there's some monkeys crawling along land mines, but if it happened, just be non-reactive.

Igor: Right.

Marcus: Keep your state of emotion where it is.

Igor: So, it's a question of being able to take whatever emotion or state you're in, pulling it through the situation that's trying to disturb your emotional balance at that point, whether it's a relaxed state or a happy, energetic sort of state, the point is your state continues through the situation, regardless of whatever stimuli is going on in the environment, whatever people are saying or doing and so on.

Marcus: Exactly. I mean if we're doing those things that we're talking about of getting rid of the ego and doing nice things for people, that's going to put us in a nice mood. I really advocate being positive. If you're going through life and you're looking at everything in a happy way, I don't know about you, but I want to keep in that emotional state. I want to continue to be happy.

In fact, a perfect example happened to me yesterday. I was meeting a client in a park and we sat down on a very nice park bench in the middle of London. The sunshine was coming through the leaves and there was a rustle of air blowing through. You could almost imagine a small child playing with a hoop. It was just beautiful. I turned around to my client and I felt this knock on my leg. Unfortunately, I'd sat under a tree and a bird had pooped on me.

Now that is never a good image that you want to foster of let's just have a conversation and now a bird has just pooped all over me. My reaction to that was, hey, no problem. It kept me happy, the client laughed and we carried on talking.

Igor: The equivalent of being non-reactive is keeping a positive frame of mind, no matter what happens.

Marcus: Yes and this is it. Non-reactivity will keep that positive frame of mind once you establish it. How we talked about establishing it is doing those four things we were talking about earlier to build up your self-worth.

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Igor: It's also related to the idea of getting rid of your ego and not trying to live up to other people's expectations. People will consciously or unconsciously always try something out just to test your character and they'll try to make you dance through hoops or put you on the spot somehow to try to get you to live up to their expectations.

That's the point at which it is important to be non-reactive and keep your positive frame of mind because that allows you to immunize yourself against it. It's like the pressure you feel from expecting you to be this way when, really, you don't want to be that way because that's not who you are.

You can quite happily turn around and say well, actually no. I'm not going to do that or this does not really suit me, but you can still be smiling and still be friendly so they'll accept you as the person you are, rather than the person they think you should be.

Marcus: That's right. Rather than falling into someone else's idea of how you should act, you can continue to act how you want to. Just because you're adopting this mindset of non-reactivity, it just keeps you where you want to be. Igor, I can put it better. As you said, it immunizes yourself. It just keeps other people's opinions of you at a safe distance from your personality.

Igor: I think that's a very good idea. I like that concept a lot.

Marcus: Oh, great. Well, we talked about positivity there. It's a very important principle as I'm going throughout my day. I'm always looking for things that make me smile.

If we can fill our environment with things that make us giggle, things that make us chuckle a little bit, that's just going to make us happier.

So one way I do that is, for example – and this is my personal, I don't know what the word would be here. I don't want to say perversion because that's completely the wrong word – but if a small little bird flutters down from a tree, for example.

Sometimes you get birds on the sidewalk and sometimes they see a little crumb of bread and they run towards it. I absolutely delight in watching little birds' legs as they run. They look like little twiglets. I don't know if your listeners are familiar with twiglets, but that's...

Igor: It's definitely amusing.

Marcus: It's just their tiny little legs as they run to pick up a crumb. For whatever reason, it just makes me smile.

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Another example is I was walking down the road the other day and somebody had on a T-shirt– and I might have mentioned this before – but they had on a T-shirt that said, Funland and they were the most miserable looking person I'd seen all day. They were just handing out flyers for their amusement park called Funland. It was like, hi, would you like a ticket for Funland. I was like, great. This looks good. That made me smile.

So, I'm looking for things in life that just make me grin a bit. It's about positivity. It's very easy to think negative thoughts. I really think they're addictive, especially in England. As we said, everyone likes to have a moan. They like to have a bit of misery and get stuff off their chest. I think they find it quite cathartic to do that, but really it brings them down and it brings the person they're talking to down.

What I like to do is I like to look for things that make me positive. The way I keep this positive mind – because I never used to have this. I used to be quite miserable. I used to have a bit of a moan myself. I heard about this idea of the positivity challenge. This is something that anyone that's listening can do very easily. All you need is an elastic band.

My hairdresser told me about this. It's funny where you pick up little bits of self-development. As she was cutting my hair she said, you know what I used to do, Marcus? I've got this rubber band and I put it on my wrist and every time I thought of something negative, I'd ping the band and go, ouch and turn that negative thing into something positive.

Say, for example, if I thought, oh the weather looks really bad today, I'd ping it and go, no actually it's really great. You know what, it doesn't matter if the weather's bad. I'm still going to feel good. What she was saying is she'd reframe every negative thought into a positive one.

Now, if you do this for maybe three or four days, you'll find yourself bouncing off the walls I assure you. In fact, in a day you'll find yourself walking around upbeat.

I remember when I first did this I had all these tasks to do one day. I had to post some letters and I had to fill out some forms. I thought, you know what, this is going to be great. I'm going to do every single one and I started doing it.

First, I got all my letters posted and then I drove up and filled out my forms and I thought, oh dear, now I need to get some petro because I'm running out of fuel. Ping. Ouch. That's all right, let's go and get some petro. This will be no problem. So, I manufactured positivity by just reframing every single negative experience into a positive one.

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If I didn't, I'd go back to day one again. My goal was to get to seven days straight of being happy and being positive. If I dwelled on something negatively for too long, oh-oh, back to day one. If you're working on a goal, you don't want to go back to day one. You want to stay where you are.

Igor: I think I like that challenge. It makes a lot of sense because it's about training your neurology to find the good. Let's face it. The world is kind of neutral in the sense that there are a lot of good things in the world. I mean some amazingly good things in the world. And there are lots of bad things in the world too. Whichever you want to find, you'll find them.

You could be in the middle of Paradise and find things to complain about. Likewise, you could be in the biggest Hell hole and find things inspiring. The great minds of our society have all said this and we keep looking back at them going, wow, that's amazing.

Viktor Frankl was stuck in a concentration camp and comes out with a book called, *The Man's Search For Meaning*, where he basically says, no matter how bad a situation is, the one thing no one can ever take away from you is your attitude, how you view life, how you're going to choose to react and who you're going to choose to be.

Everyone applauds him and goes yay, what a smart fellow – which he is, of course. It's a great idea and a great concept – but then they go around and forget all about it. They don't actually do it in their own lives.

What I like about the positivity challenge is it's such a simple thing to do. Anyone can do it. All you need to do is get yourself a cheap five cent rubber band or just wait for the Postman to deliver the post and take one of those rubber bands and you can challenge yourself to do that. You can actually live the idea, rather than just applauding it and getting on with whatever level of happiness/unhappiness you may be experiencing in life.

Marcus: Certainly, it's all about practicality. It's all about putting it into practice. Another thing we can do to put into practice very easily – in fact, do you know what– I'm going to put myself out on a limb here and say this is the most important thing of all. This is *the* most important thing. I know I'm about the sizzle here and I'm not getting to the steak, but just hear me out.

Whenever I go and chat with somebody, if I'm doing this, its game over. If I say something silly, I've always got a bail out. I've always got a rescue plan. If I'm in a conversation and it doesn't go where I want – I believe the U.S. military says, it heads south – if that happens to me, no worries. I've always got a spare parachute packed.

The most important thing in any conversation is smiling.

Hypnosis Master – Marcus Oakey

Smiling is so important. It controls our state of emotion, probably more than anything. This idea of if you're smiling on your face, it's telling your body to feel happy. If your body is happy, there's going to be a smile on your face. It's a two-way street.

What smiling does is it builds up comfort with people very, very quickly. It makes them feel very relaxed in your presence. What it also does and more importantly for this section anyway, is it puts you in the right frame of mind. If you've got a smile on your face, you're going to feel good about yourself.

When I say a smile on your face, I don't mean we're walking around with a maniacal smile all day, almost like a zombie. I'm talking more about we've got that kind of chirpiness. We're walking along and we've got a bit of a grin on our face. We see someone walking in the other direction and we break into a smile.

Igor: Well, there is a difference between a fake smile and a real smile. The key distinction – and you can actually tell it on yourself as well – is if your smile touches your eyes. If your eyes actually change shape and get little crinkles. They call them laugh lines for a reason. When you have those little lines on the sides of your eye's they tend to be a genuine smile.

I think you put your finger right on the button on this one here earlier, Marcus, when we talked about the idea of building your self-esteem and your self-worth. When you do, for example, random acts of kindness, that little buzz that you get that's your smile and it can be an inner smile, but it will still hit your eyes. Your lips don't necessarily have to move. Of course, if your lips move as well, that helps the whole process along immensely.

It's a constant reinforcement loop. Your attitude becomes a generally pleasant one and you do generally pleasant things, which means you actually get to reinforce being generally pleasant and your life just gets into a virtual circle.

Marcus: Exactly. I had a client who had no teeth. All his top teeth were missing. So he would walk around with a frown on his face. He was a great guy. A very nice person and he said, I'm not having conversations like I really want to have them. I'm not leaving people better off than I find them. Something's not going right.

I said, well I'll level with you. It's your smile. You're not smiling. He said I don't really feel comfortable. You know, I've got no front teeth. I said look why not just try smiling? Why not just give it a go and see what results you get with no front teeth and smile versus no smile at all and hiding your lack of teeth?

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So we went out and chatted to some people and the responses he was getting with a genuine smile – even though he had no teeth – was so much more powerful because, as you said, the smile comes from the eyes. It's not just the boomerang shape of your mouth but also, the vibe you're giving off, the way your skin flushes and the twinkle in your eye, it affects so much of your neurology.

Igor: That's definitely something worth investing the time and effort into isn't it?

Marcus: Yes. Again, it's a habit to be smiling. If I'm ever in a situation that I'm not sure about, my default reaction is now to smile. An example is if I'm walking down a road and somebody else is walking down the road towards me – I don't know if you've had the situation where you step left and they step right, so you end up looking like some sort of mirror as you both make way for each other, but you both step the same way. Have you ever had that? You know that kind of...

Igor: Oh, plenty of times. Exactly. It's the little two-step, right?

Marcus: Yeah, the old little dance. In fact, that's a nice thing to say actually. Thank you for the dance.

Igor: I like that.

Marcus: Whether it's a massive person, all muscular and big and aggressive walking towards me, or it's someone small and quiet, I'll just stand still and hold a big smile on my face. Eventually, they usually walk around me and the situation resolves itself.

Igor: Either that, or you end up in a nice chat instead.

Marcus: Yeah, exactly. This is the other alternative but what that smile is doing is it's saying hey, I'm no threat. Don't worry. It's all going to be great. It's also saying I've got no malice – because you know that's a conversation where there's potential frustration, but hey, no problem it doesn't matter let's all just smile anyway.

In fact, a good way, a nice thing I like to do, a quite charming thing actually is – I actually stole this from my friend – where people would brush past him and say I'm sorry. He'd say hey, don't be sorry. Be happy. He'd say that with a really big smile on his face.

Igor: I like that because what you're doing at that point is you're reversing the whole frame from apology and embarrassment and so on and turning it into something pleasant. It becomes a kind of automatic response to apologize. If you think about it it's kind of weird, isn't it? People are going around being

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really sorry about everything they're doing, as opposed to being really happy. Instead of saying, no big deal, we're in a big city and it's kind of what happens.

Marcus: Exactly. I think you've really touched on something here as well. Automatic responses- these are our default reactions to things and the most important default reaction is smiling, without a doubt. If you're not smiling when you're talking to people, please, please, please build up on that.

An example that happened to me is I was working for a very big pharmaceutical company that I probably shouldn't name. Oh, should I? Oh, I don't know never mind. But I walked in on my first day – it was something like, uh, Procter & Gamble, but I kind of like to do some gambling sometimes.

Anyway, I was walking in through the front door on my first day and the receptionist there was just really miserable. I walked in and I said, hi there, how are you today, with a smile on my face. The reaction I got was, yeah, all right. I thought, that's okay, no problem. It doesn't matter. No problem.

So I went in and did my job. I came out on my lunch break and with a big smile on my face I went, oh having a nice lunch? Her reaction was, yeah, it's not so bad.

Now this continued day after day. I decided I was going to be the happiest person in my company, the most smiley person. So when I walked down corridors, I would smile at everybody. Now by about the fifth day, I was walking into the reception with a big smile on my face and where there had been words said along the lines of, yeah, good morning, I was now getting a reaction of, Oh hi! Good morning, Marcus!

It was slowly a case of melting those people. They're in a situation where lots of people would be walking in through the doors day in and day out. What really set me apart? Well, okay, I smiled and that's nice, but I was consistent where most other people weren't.

Igor: Right.

Marcus: Sorry, Igor.

Igor: I was going to say I think you've just given people the secret formula of how to turn themselves into the generally happy, smiley, positive person in a conversation when they're not normally this way. I know this because this is kind of where I started from. I know this is where you started from as well, being kind of shy.

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I was very serious when I was a teenager almost to the point of frowning. I wouldn't be surprised if I had more folds drilled into my forehead by the time I was 30, then most older people just because that was what I had habituated to.

When people would say stop frowning, I'd be like, frowning? What do you mean frowning? I'm just being normal. It literally had come to that point where frowning and being, shall we say slightly down was so normal to me that I didn't even realize I was doing it.

To turn it around, I did exactly what you're talking about in reverse. The way that you first got a little nod of acceptance from the people at the reception and then that nod of acceptance went to being mildly positively to generally pleasant and from being pleasant to actually being enthusiastic where you'd be saying hi again in the morning.

That's exactly how it works in reverse. You don't have to be Mr. Happy in the very first conversation you get into and totally project this amazing flow of happiness 24/7 because first, that's impossible for any human being to do anyways. I know you, for example, are a very happy person, Marcus, but you don't sit there buzzing full of energy 24/7 like a robot, saying, I'm happy.

Marcus: Exactly.

Igor: It's not part of the human experience. Of course, the other side is that some people, especially if you're not used to being generally positive, generally having this happy vibe around you, it takes effort. It takes practice. So why go for the ceiling straightaway? Just set the bar nice and low so that you can get it. Just be generally positive. Make sure that in your next conversations, you only say positive things.

Then after that, you might do it the way I did, for example. I smile all the time now when I talk to people, but that's just purely an accident by now. When I first started, I could not smile during a conversation. Literally, I could not smile and hold a conversation at the same time.

Marcus: Wow. Really?

Igor: I just couldn't do it.

Marcus: Thank God, for Botox, Igor.

Igor: I know.

Marcus: All these lines you've got in your face...

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Igor: It's like plastic surgery. The way I ended up getting it was like, for me it was, you know the phrase, having a little Irish twinkle in your eye?

Marcus: Yeah.

Igor: It's like your eyes have a little mischievous thing. So I talked to people and I couldn't necessarily smile, but I could get just the tiniest little twinkle in my eye and that would grow a little bit. Over time, I could curl my mouth up and we're talking about a lot of time passing. Eventually, it got to the point where it's more natural to be social than not. That's really the key thing.

Marcus: What I've found is building up slowly, slowly, slowly – any changes you're going to have in your personality are going to happen more naturally rather than forcing something very dramatic upon you. You're going to be more congruent with what you're feeling inside and what you're showing on the outside.

Now with smiling, that really is all about controlling the vibe you give off in a conversation.

Igor: And that's so important, isn't it?

Marcus: Good grief. Just like what I said earlier about my friend who walked up to two people and just said, I love how normal you look. The way he said that was what started the great conversation. Someone else could go and say that and they could get a terrible result. That could almost come across as an insult. They could come up and say I love how normal you look and the person could be thinking, okay.

Or, you could go in and say it like, I love how normal you look. I know that sounds completely random, but I love how normal you look– two completely different approaches.

Igor: Of course, the vibe that you're creating is on the one hand, it sounds like a criticism, like sarcasm or criticism. It's kind of a criticism implied, which sparks off their own self-esteem issues and, of course, then their defense mechanisms go up. A typical response will be anger or they'll be upset.

Marcus: Exactly.

Igor: Whereas, if you have this happy vibe and you go, you know what I love about you? You're just so normal. That sounds like a compliment. It feels like a compliment. So it doesn't trigger off all the defense mechanisms of the other person. You don't trigger a bad reaction.

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Marcus: Exactly.

Igor: It triggers a good reaction.

Marcus: Exactly. Now, Igor, as you said that statement, the way you said it, the tonality in your voice was all up and down and all nice and bubbly as you were talking. I mean that really comes across.

People can't see you talking right now, but it's coming across in your voice. It's almost like music being played in your voice. You're not having a monotone voice there. You're there and you're bouncy. That's going to make them feel bouncy too.

At the end of the day, what it all comes down to is if you feel nice in your tummy, you're more likely to make the other person feel nice in their tummy as well. We looked at how you get to feel nice in your tummy to begin with, but if you're feeling that great feeling, you're more likely going to transmit that.

I've got a bit of a problem. I have not come up with a tight metaphor, a tight analogy, so I'm going to give you the best one that I've got about what vibe is.

I remember sitting next to a chap who could talk the hind legs off a donkey. Technically, his conversations were superb. He'd talk about Starbucks and say things along the lines of, I was in Starbucks the other day, I bought a mochachino. It was very nice, got a discount on that.

The thing about Starbucks is they make good cups of tea as well, now you buy a tea and you're thinking, all right, I'm got going for the rest of the day, I've got my cup of tea in my hand, I'm very excited about it.

This guy could talk and talk and talk. The trouble is I'd end up falling asleep listening to him. It kind of gave me this dilemma. I thought hang on, he's brilliant actually chatting, but he's not as good as he could be with giving off his vibe. So this is what vibes are. This is my terrible analogy I'm going to present to you now.

It's like a waterslide. You go to an amusement park and they have these watersides that you slide down and it's a happy ride for everyone involved. Now conversation is like the slide itself. You've got the structure. Vibing, the emotion of the conversation, is like the water. If you've got great conversation, you've got a slide. But if you've got no water doing down it, you haven't got a ride, I'm afraid. You've just got a sore bottom as you slide down.

Likewise, you could have a great vibe, you can feel very happy, but you can't express that. You can't communicate it. So each one is as equally important as the other.

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Igor: Just to add something to what you're saying there – and this is how I've always looked at it and it sits right into the middle of your metaphor – which is, people spend so much time thinking about what they say – I need to say something clever, something funny, something topical – and for the most part, especially when it comes to things like small talk, it does not matter really for the most part what you say.

The actual words that you use are totally irrelevant. What matters is what those words convey. What is the vibe? What is the feeling that they convey?

The way I think of it is words are like little trucks and you put a feeling inside the truck. Then when the truck gets to the other side, it unloads a feeling. It's an excuse for you to project a happy vibe to someone else. If your vibe is tainted, if it's depressing or sarcastic – well, actually sarcastic can be good too – but if it's damaging, let's put it that way, if it's aggressive, if it's designed to hurt another person, then that's the emotional transaction that you're having.

Of course, people's defense will move up because, let's face it, there are very few people out there who go out and actually seek to be hurt by others and those people would be a little bit messed up if they did that.

Marcus: Exactly.

Igor: If, on the other hand, you look at it and think these are the words I'm saying and even if it's just about having a cup of tea, I'm not really doing a cup of tea. Now I'm turning into a hypnotist and my cup of tea becomes a metaphor for life. I'm injecting that cup of tea with that happy vibe that life is supposed to be all about – or at least what I consider life is supposed to be about.

So I'm talking about Starbucks and I can't drink coffee. I can't. I hate it. I don't like coffee at all, but their Chai lattes oh, that is something special that's something worth sitting down for and just drinking on a Saturday afternoon and watching the world go by. What have I said? I've said nothing of any value. Have I contributed any content to our conversation?

Marcus: You've given me banter.

Igor: Well, exactly. I haven't been of any value. I have not given any value in terms of content. Everyone knows exactly what Starbucks sells. It's no big deal, but what I have done is I've used those words as an excuse for transmitting an emotion. I've allowed what I feel inside to evoke a change in my tonality and that tonality has been transferred to you. You can now share in my enthusiasm, in my happiness.

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By the way, this is very important, we've talked a lot about being positive, but there is a lot to be said for being genuine. Being sad is not necessarily a bad thing.

Marcus: No, not at all.

Igor: You can actually be sad in a way that actually makes other people glad to be around you because you're not imposing your depression on them. You're not going, life sucks, it's horrible- everything is horrible. Now, you've got a vibe that's actually trying to drag other people down, as opposed to saying I've had a really tough day today, all these things have happened and I'm just glad I've got a good friend to hang out with me. Or, I need a few minutes to pull myself together again.

At that point, you haven't actually imposed the vibe on someone else. You've expressed where you're at, but you're not actually imposing it and I think that's the big difference between imposing a negative emotion on someone else or just presenting it in a way that doesn't force them to react. If they try to cheer you up and say don't worry, just say I'm fine, give me a few minutes and I'll be okay again.

At that point, it tells the other person you don't have to join me in the pit and thanks for being with me anyways. I think that creates a nice balance. Otherwise, I think there's a risk that people think they have to be a hundred percent one hundred percent of the time and that's not the case.

Marcus: No. I think if you're a hundred percent on one hundred percent of the time, it's almost unnatural. I've not met anyone who's a hundred percent one hundred percent of the time. We're human. We're going to have ups and downs and we're going to have peaks and troughs.

What I advocate is let's have as many peaks as we can. As you said, if I'm in a situation like that where I'm feeling a bit groggy, I might be a bit quiet and sort of retire a little bit. Then eventually, I'll pick myself up out of that. If I'm out where other people are, I'll bring myself out of that by looking for the positives around me.

Igor: The way I think about it is just look at the Hollywood film – and I don't mean for the content and the happy ending that everyone quite rightly has sort of taken the mickey out of, but more in terms of the emotions.

You don't just have happy films. You have comedies, which are slapsticks, you have comedies that are very clever with witty repartee, you have action films that give you a thrill, you have romance that makes you go ah, you have sad stories where people start crying and you have horror stories that give you a fright but then lead off to something else.

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They're giving you an emotional rollercoaster ride. What they're selling is not a film – it's not even the story to that much of an extent, it's the experience and emotional ride that you get along the way. That to me is what having a good vibe is about, giving people an emotional rollercoaster ride that's rich and on the whole, positive but it doesn't have to be limited to that.

Marcus: What I found with conversation, of giving off this vibe – this is something your listeners may find very useful – is if you give off a gentle happy vibe, you're going to build comfort with people. They're going to trust you. You're going to allow yourself and allow them to fall into rapport a lot more than if you go in guns a blazing. It's almost like a volume knob. You can turn the knob up and down.

Igor: It's kind of like when you have a really charming child. They're irresistible aren't they? They're not in your face. They're not screaming that they want to do something and they're not demanding in terms of your time or energy, just this pure, beautiful, innocent little kid.

A friend of mine has a young son who's exactly this way. You can't help but love this kid. He doesn't do anything. He just stands there, smiles and maybe says something shyly and just beams. He's irresistible.

There's something about that mindset, isn't there?

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Seminar 1 – Part 2

Marcus: Of course. Igor, you have hit the nail on the head there. I was in an airport coming back from Switzerland recently and while I was in the departure lounge on a connecting flight, I saw this small child lying on the floor playing with his toy cars. He was completely oblivious to everyone around him. He was playing away without a care in the world.

This is so powerful. What I really look at is this idea of I'm sure we've got many perceptions of the world, but for all intents and purposes, we've got two mindsets I like to focus on.

1. One is the creative mindset, the playful mindset, as you say the child-like mindset.
2. The other is the logical mindset, the problem-solving mind, the adult mind as it were.

What I found is when we go to school, we start in Kindergarten or nursery school and we spend most of our time playing. We're learning and we're having fun and it doesn't even really feel like school. It's just fun. It's great, brilliant.

Then as we grow up and go through the school system, we start to get turned into problem-solvers. This really happens around the age of 10, 11, 12, especially in Europe where you're going from junior school to high school. That's generally at the age it happens.

What's going on is in playtime when we're out in the playground we might be running around playing silly games. When we go home, we're watching cartoons on TV or maybe we're playing with imaginary toys and things like that.

Then, we go to grown-up school and all the sudden everyone around us is playing football, or they're doing serious things. They're no longer running around the playground screaming. They're playing soccer or they're playing baseball or something along those lines.

What I believe is happening is school really takes us from being creative and turns us into problem-solvers. That's great. We need to be problem-solvers in life, especially at work, which is all about problem-solving in most cases. I need these files on my desk. We need to look at these facts and figures. We need to see where the business is going in three years. That's all problem-solving. That's all using the logical side of our mind.

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So the logical side of our mind, for the most part for most of us, gets transformed into that. We look at the world to fix things. That's great as far as fixing things and problem-solving, but it's terrible for our spontaneity, for our playful side and for our creativity.

Something that's important is this idea of playfulness, of being or reconnecting with our childlike mind. For most people that I come face to face with on a daily basis who want to improve their charisma, this is the nuts and bolts of where the work needs to be done and here's a good reason.

My dear friend, who you might say is one of the most charismatic people I know, he's always playful, which is a trait that sets him apart. What I mean by this is and how I interpret playfulness is let's say I'm walking down some stairs and we have the banister, the handrail, going down the stairs. I will slide down the banister. I jump on it, probably has I used to do when I was 10 years old and slide down it for the simple reason that it's fun and it makes me smile.

As we go through life, I'm always looking for situations where I can play. This wasn't always the case. I used to be very serious and think, oh God, what will people think if I do this; that's a bit silly. If you've ever been to a place where it snows, maybe there's some snowfall in the night and the next day people are running around having snowball fights. It's almost as if they've got the excuse to do that.

Taking this a step further, if you ever go to a bar on a Friday night, you'll adults drinking fermented vegetable products in an attempt to get drunk and give themselves the excuse to play again, to pick up a traffic cone, put it on their head and run around. Why? They just need the excuse.

I know there's a bit of a crossover here. You have stage hypnotists giving people the excuse to perform on stage. What I say is empower yourself. Grant yourself the ability to play again. How I did this is I'd take the risks. I'd do things that maybe people would frown upon. I'd slide down banisters.

If I go to a supermarket, maybe I'm taking a bit of a risk here, but usually I go to the supermarket and I find it quite boring. So I take the shopping cart and I'd start riding on it, just having a bit of fun. What I found is that nobody really batted an eyelid, but I certainly felt better.

Even taking this to the next level, I remember I had to buy a loaf of bread one day. So the security guard of the shop stood right by me. So I took the loaf of bread and instead of using my basket, I opened my jacket, looked at him and slowly put it in my jacket and then walked down the aisle with my arms crossed holding my ill-gotten wares.

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I walked up to the cash register and she obvious saw I had this huge loaf of bread wrapped in my jacket. I was like nothing in here, nope, nothing under my jacket at all. Then I said oh, you've caught me haven't you? I opened my jacket and took out the bread and my can of coke from my other pocket and I took out the rest of the groceries from my other pockets and put them all down. I created a bit of a thrill there.

Was I going to steal them? Well, no, of course I wasn't. I was just acting playfully. I was just pretending to pinch them just to be self-amused. Just to have a bit of fun. She found it very funny and the security guard laughed because I wasn't doing it seriously. I was doing it playfully.

Igor: I think that's very important thing. Your whole discussion about the playful mindset versus the logical mindset reminds me of the idea of a bodybuilder that only ever pumps iron with his left arm. So, he's got this huge left arm that looks amazing and his right arm is this twiggy little thing that's wrinkled...

Marcus: A twiglet.

Igor: ...and doing nothing. Yes. A twiglet, kind of back to your bird metaphor. That's a little bit how our society has warped our own minds. Our brains are capable of both ways of thinking, both modalities, if you like. We've developed this logical planning, linear thing so well, that the other side has become atrophied. It becomes a half-hearted thing.

Part of being charismatic is the ability of reconnecting with that other side and ultimately, in my opinion anyway, to have both working together. So you can be logical and you can be spontaneous and charismatic. They all fit into a big mélange, bit it takes effort. You have to do things to build that creativity, that playful mindset.

It's not enough to just sit there and draw pictures. That's a good start, of course, but we're not talking about creativity in an artistic sense. We're talking more about that playful, childlike innocence sense, right?

Marcus: Certainly. Two examples are –

1. I listened to you say mélange.

I really wish that was word Blumange. I just think that sounds like a much more enjoyable description. If it just all fits into a huge dessert and it's very tasty.

2. I can have serious conversations and often I do.

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I have those serious conversations by first having a little bit of a drink and a little bit of fun. Then when you really want to connect with somebody, that is when you use your logical mind, when you do share information and you do build up trust with somebody by sharing true facts about yourself. That's your logical mind.

The way we get to that very elegantly so we're sharing that information is we have our little Blumange moments. We have our fun times. I do an acid test with new clients. What I do is I'll take something on the table and right now I've got a glass of water. That is what is sitting on my table right. As I'm having this interview, if I've got a dry throat, I can just take a little gulp, as I just did there.

What I'll do is I'll say okay, I'm looking to buy that glass of water. Can you sell it to me? You generally have two types of people.

The first type will say something along the lines of, well, it's a glass of water; it's 12" tall; it's made of glass; it's see-through; you can transport it anywhere; you can fill it with other drinks, not just water; you can put tea in there maybe.

Then they'll start to run out of things to say because what they've done is they've been logical. They've looked at that glass and they've just tried to describe it with logic. This is the problem with logic. Once you've gotten that information out of there, there's not much to say after that.

The other type of person I deal with, which is great, this is my acid test as I said, they'll come in and they'll just be completely illogical. So they'll say something like, well, this glass is made of glass. Thank you for looking at it today. It actually belonged to Henry VIII. I know you're probably wondering how is it I've come today to have a glass possessed by Henry VIII.

Well, I'll tell you. What it was is I was digging down at the bottom of my garden and I dug this massive hole because I was laying some pipes and I found this treasure chest. I lifted up the treasure chest and inside was all Henry VIII's personal artifacts.

There were pens in there, there were crown jewels and, strangely, this glass. I thought I'd steal the jewels for me self, but I don't really have much use for the glass, so that's why I'm selling it today.

Don't get me wrong, other world leaders – maybe you had Napoleon's glass – that wouldn't even hold a candle to this. This is something that sets it apart. It's actually got a diamond bottom, completely rare. I saw a guy selling a glass from Henry VIII last week, he wanted £50 for his. I'm going to sell mine to you, sir, for £25 and guess what, it can hold water, just what Henry VIII used to drink himself.

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Igor: I think you missed your calling. You should become a sales person. That was an excellent pitch. I'll buy that.

Before we carry on down this lane, it sounds like we're starting to move onto the second pillar of your system, the spontaneity aspect. We've got the idea of the attitude, which we've been talking about quite extensively now and I know you've got a lot more to say about it actually, but there's only so much time that we have right now.

Marcus: Certainly.

Igor: So in terms of that childlike mindset and particularly how you develop it, at the heart of all that is spontaneity and the way your brain lights up when you're being spontaneous or improvisational.

The two descriptions you're giving of the two different people who talked about that glass.

1. The one has the mindset that is descriptive and, as a result, limited in terms of conversational power.
2. The other one is more spontaneous and, as a result, unlimited because there are an innumerable amount of histories they could create around this glass, spontaneously improvising around it, which would make it interesting.

Again, it's the mindset, whichever part of your brain you're lighting up and using for the activity.

Marcus: Certainly. One thing is I didn't know I was going to say Henry VIII then. I didn't know I was going to talk about digging a hole at the bottom of my garden. All the things I said there I didn't know. I didn't know if that was going to come out great. It could have come out terrible. The main thing is that I just started talking. I threw myself out of the plane and sorted the parachute out on the way down.

I wasn't worried about whether what I said was good or bad. The reason is because I'm coming from a place where – and what we've looked at – where you're getting your attitude free of ego. That allows you to develop this spontaneity where you're not worrying about what you're going to say because you're not worrying about what people are going to think of you.

You're taking risks and you're taking them for other people. A lot of people won't take risks in conversation. They have those logical conversations where they're on the rails. They won't go off the rails because that's a bit scary. It's

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into the unknown. They won't put their own egos on the line and risk embarrassing themselves.

Do you know what? Maybe I do embarrass myself sometimes, but at the end of the day, I suck, so it doesn't matter. I was always going to do it anyway.

Igor: That's funny.

Marcus: This is the thing, it's the vanity of our ego that shields us from shame but, at the same time, impedes us from humor and creativity. So what we're going to look at now is how do we get to that point where we can just launch into things and it's not going to be too scary.

One thing maybe some of you picked up on is in the first instance, I was telling facts. In the first instance was very logical and I was using quantifiable facts. That glass probably is about 12" tall. It's a very tall glass and that can be backed up. The second way I was doing it, I was lying through my teeth.

Igor: So liars are charmers, is that what you're saying?

Marcus: It sounds very much like everything we heard is true. To an extent. We're not talking about lying in a bad way of hey, does that body in your trunk belong to you? No! Did you steal all the money from the bank? Not really. We're not talking about those sorts of lies. We're talking about cheeky lies.

The problem we have in Western society is we're brought up not to lie because lying is bad. Well, maybe let's reframe this. Let's just exaggerate. We're just exaggerating. We're glossing over the truth a little bit, as a child would.

Just to get back to this child idea quickly. I remember when I was a kid, I could be digging a hole in my garden. Digging the hole, digging the hole and stranger comes to the door and I run up to him and say I've just dug a hole in my garden. They might say oh, wow, that's really nice.

Because I'm a child, I'm not thinking, oh I better say this because if I say this am I going to look dumb? I'm a child. I don't have an ego. I'm not really worried about what people think about me. I'm not self-aware, as it were. I'm not aware of giving off the wrong image. I just don't care. I'm just oblivious. I'm ignorant, but in a blissful way, as they say.

So this is really what I want to get back to. This idea of just being so happy you're being you. You're doing nice things for people. You're feeling good about yourself. You're going to say these things and you're not going to be judged on them. Even if you are judged on them, that's not going to affect how you feel about yourself.

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Igor: Just to clarify something though, in terms of when you say lying, I think that's a nice exaggeration you're using because you're not lying to deceive someone. When you say lying what you really mean is exaggerating something to the point where they can't possibly take you seriously. If they were to take you seriously, it's like okay you've missed the point on this one. Let me spell it out for you.

Marcus: Yes.

Igor: That's a big difference. You're not intending to deceive anyone about anything. You're making stuff up that's just ridiculous for the pure fun of it and to share the fun of it. If you've never seen improvisational theatre, I recommend you go at some point. You'll see this. The actors stand on stage and they have to come up with lies, in this sense, ridiculous scenarios and when they get it right, you can see them lighting up.

I have seen actors break down in tears on stage and the audience is rushing to the bathroom before their bladders burst because they're laughing so hard, that's a magical moment when that happens. I think that's more what you're talking about.

Getting to that point where you're sharing an experience, albeit it's a totally made up one and everyone knows you're the collusion of bringing people into your little realm. It becomes like a fantasy adventure.

Marcus: Exactly. If I were a museum curator and I was giving a lecture on an old glass and I said, this glass belonged to Henry VIII, people probably would be a bit deceived then because I'm a museum curator and I've got a very old glass. As you said, it's going to not deceive people. It's so ludicrous that it can't be true.

Even sarcasm actually works on the idea of it's a little bit ludicrous, it could be true, but the wry smile on your face tells them otherwise. The cheeky wink sort of says, hey, just kidding.

One thing I found, Igor – and you mentioned improvisation – something I myself took from improvisation, which really fostered my spontaneity, is the idea of yes.

Igor: Amen to that one.

Marcus: Yes. I say yes to yes. Yes, this idea we can foster in ourselves of being in a state of agreement. Have you ever seen one of these dramatizations of maybe a Jane Austin novel? You'll hear one of the female characters say something along the lines of 'Mr. Darcy is most agreeable.' They're saying

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that because he's in a state of agreement. He's charming. He's charismatic. He's agreeable.

The way we get agreeable is to say yes. In any conversation, we can either, be in a state of agreement or in a state of disagreement. Simple.

Igor: This is starting to sound a little bit like the agreement principle in hypnosis, where we're trying to switch on inside someone's mind that part of the mind that will say yes and agree with you because then they're going to be less cantankerous, less critical and find less fault in the things you're doing. It's something that you're trying to switch on inside of them to have your ideas accepted and to have people follow along with whatever suggestions you're presenting.

Excuse me if I preempt where you're going with this. As hypnotists, we go first. It makes so much sense that we start. If we want to get people into the agreement mindset, why shouldn't we start an agreement mindset ourselves in the first place, we've got to lead the charge, don't we?

Marcus: Yes, definitely. Jump in head first there. The idea of saying yes has many different levels. On the surface, if I'm in a conversation with somebody and they say something along the lines of hey, I really love the weather outside. If I agree, we bond. If I disagree, we fall apart. The rapport becomes broken.

So on the surface level, saying yes is something that will keep a conversation going. What I mean by this is let's say Igor you've come back from somewhere. Where have you come back from on holiday?

Igor: Well technically, I'm always on holiday now because I don't really live anywhere, but let's say I was coming back to London to visit you because you're a good friend. I would say hey, I've just come back from Thailand.

Marcus: Okay. Let's say I just got back from North Korea– let's keep things political– and there aren't many people that go to North Korea, so I've got a bit of a story to tell I have cool, so you've come back from Thailand.

If I'm in a state of yes, in a state of agreement, I'm going to take what you say and add to it. If I'm in a state of disagreement, I'm going to ignore what you say and block it off.

What happens is if we've got an ego– people who have an ego, this idea of self-importance they're going to want to say what they want to say and get what they want to say into the conversation, they're going to launch into it.

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For example, they're going to...

There's a very basic principle. Its foundation is on this idea of past, present and future. If anyone listening to us or reading the script and run out of things to say in conversation, the number one reason we run out of things to say in conversation is because our conversations stay in the present moment.

Hypnosis Master – Marcus Oakey

Seminar 2 – Part 1

Igor: Welcome to StreetHypnosis.com. My name is Igor Ledochowski and I'm here with this month's Master Hypnotist, Marcus Oakey, from YourCharismaCoach.com.

Marcus, welcome back again.

Marcus: Thank you for having me, Igor.

Igor: Well, it's a pleasure having you back again. For those of you who have been listening and following this Interview Series, Marcus is an exceptionally gifted person when it comes to the idea of charisma and social influence.

The beauty of what you do, Marcus, is that it's teachable and it's all learnable. We've been spending the first Seminar and Interview figuring out the things that you can learn: the attitude and being spontaneous so that you always have things to talk to people about.

I believe we've covered two of your four pillars of charisma, which were the attitude and spontaneity, but we still have the ideas of charm and bonding to deal with. Isn't that right?

Marcus: That's correct. These two elements are sort of the yin to the yang, as it were.

- Charm is really the idea of making people feel great about being themselves just by being them.
- Bonding is just looking at how we connect with people on a deep level.

Igor: Okay. So let's just turn to the first one of those, the idea of charm. Can you give us the guidelines of what it is that makes somebody charming?

Marcus: The core concept of charm is really all about delighting in the person you're talking to or the people you're talking to. When I say delighting, I mean you're prepared to almost give everything to the person you're chatting to, whether that's your attention, eye contact or smiling, but absolutely everything without really being worried if you're getting anything back.

You're almost being a little bit aloof. You're supporting this idea of I'm going to chat with you, I'm going to listen to what you're saying and I'm going to bathe in your glow. If you like me, that's great but if you don't, that doesn't matter either because I'm still going to be quite receptive to you. It's almost like being a little puppy. They just give love, don't they?

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Igor: That's true. I came across a phrase by someone else that was more in terms of therapy, but it seems to apply here. It's the idea that I don't want anything from you, but I want a lot of things for you.

So you don't expect anything from them, but at the same time, you do wish a lot of things for them, for them to have a great time, for them to have a great interaction and for them to have this amazing life and so on.

You're kind of sub-communicating that with your attitude and your general playfulness and so on. Is that right?

Marcus: That's right. It's almost like your mouth is going to stay in motion and you're going to be talking to people with the intention of just making them smile.

My dad always says, it's good to be able to charm the nuts off a squirrel. Now that has many interpretations, but I what I like about that is you're going in and you're being playful.

Igor: Right. So playfulness is an important part of your whole approach to things, isn't it?

Marcus: Absolutely.

Playfulness is really sort of getting back to this idea of being a child again, having fun and going first. Letting other people see you saying, hey, it's okay to do this. It's okay to play and why don't you join me? If you want to, that's great. If you don't, never mind.

All throughout that interaction, you're going to be communicating in a way that's going to make that person feel very special to be talking to you.

Igor: What is it that makes playfulness such a good tool for making people feel special and charmed by you?

Marcus: I think playfulness is really sort of at the core of all learning from my experience. When we enjoy doing something, we're much more receptive. Now if you're going to be happy and playful, you're going to put somebody in that mood of playfulness.

They're going to enjoy your company for the sheer reason that you can't really play without having fun, unless you're kind of some sort of Soviet where it's, you must make this jigsaw of an oil tanker or I break your fingers. That's probably not so great. That's probably not so enjoyable.

Generally, playfulness is fun and if you can have fun yourself, you're going to make other people want to have fun with you as well.

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Igor: So it goes right back to the basic idea of all influence, which is you want to change their mood, you want to influence their mood, their state of mind and with playfulness, you're infecting them with a fun, happy and carefree vibe, which most people want. Its part of happiness really, isn't it?

Marcus: Yes. It's just an expression of happiness. I think the best way to get into that mindset, as we sort of touched on before, is to go through life looking for opportunities to be happy.

If I see a stair rail, I slide down it. Why not, it's fun. I had a client last week and we were in a cheap station in London. I said to him, there's a stair rail. How would you feel about sliding down that? I think he sort of felt a bit naughty to do it because from the age of 12, 13 or 14, we've been taught not to do that by society in general.

He kind of swallowed, jumped on the stair rail and slid down and, with perfect timing, a middle-aged lady was walking up the stairs and she saw us and inquired as to what we were doing. We said, oh, we're just having a big of a giggle.

So, she jumped on the stair rail as well and slid down, which made my day. Fortunately, she didn't fall off and break her hip, which is always a bonus. So we had this moment where that happiness was sort of spreading out. The lesson had started to involved passersby as well and, hopefully, that made her day.

Igor: Fantastic. So this is part of the power of being playful. It's like a virus. It infects other people. Then suddenly everyone starts being playful and having fun and that's part of what draws people together.

Marcus: Exactly. It's the emotional essence and if you're playing, you're commanding that. One thing I touched upon previously about charm is that in a nutshell it's about forgiving people, which may sound a little bit contrary to what we were talking about previously with playing.

Let me sort of dwell on that a little bit more. When you're chatting with somebody, or should I say when I'm chatting with somebody, I always have this idea of okay, I'm going to forgive them.

I'm not going to worry if they say something I disagree with. If they quote some fact and I don't agree with it, I'm not going to call them on it. I may sort of mention or allude to the fact that maybe I generally disagree, but I'm not going to be very stark in my conversation.

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For example, if they said, I think a Mustang is a great car – which it is – but if I disagree with that, I'm not going to say well, I think they're absolute trash really. That would kill the vibe of our conversation. That would kill our moment.

So maybe I'll say all right, well, why is that? I'll let them talk and I'll be really interested in what they say. I'll be like, okay, yeah, I can understand what you're saying. I won't force my opinion onto somebody when I'm being charming.

Igor: I see. This is the idea of being respectful to others, I guess, by withholding your opinion in a way that you're respecting them.

Marcus: Yes, totally.

Igor: Then what do you tell people who say isn't that being fake or false, because you're not being yourself anymore and you're not letting people know who you really are? How would you respond to that?

Marcus: Oh well, the thing is, first, how to really respond to it is, I'm not too worried really, but the truth is I'm being absolutely curious. They could be completely correct. They could know something I don't. I never think of myself as a true expert. I'm always learning. There is always going to be something that I don't fully appreciate.

It reminds me of when I was a child I used to spend a lot of my time in Estuary near where I used to go on holiday. An estuary is where the river meets the sea. These form little tidal creeks and they're all very beautiful. These areas are places that change daily.

Sometimes the sea would come in – twice a day in fact – and the area would be full of boats, fishermen, birds and wildlife and it would all be very beautiful. Then the sea would wash out and you'd just have this big muddy quagmire left behind where the seabed was exposed.

I remember being a kid thinking, that's really nasty. That's not very nice. It's all boggy and horrible. I didn't appreciate the wildlife and things that were going on in that environment because everything had changed. As I grew up, I started to enjoy all this mud that was left around everywhere. I'd go on holiday year and year and I started to take an interest in it.

I thought, what's so good about that? One day I was talking to a marine biologist and he told me that when the sea washes out like that and all the mud and the seabed is left behind, that boggy mess is one of the world's most productive ecosystems, more than tropical rain forests, more than jungles and

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more than coral reefs. It's all going on in this muddy mess. This totally spiked my curiosity and it's what led me to become a scientist in mud in the end.

Igor: Really?

Marcus: Yes. This is one of those crazy stories. If I had just been sort of very stark in my opinion and just said, well, that's rubbish, that's terrible and that's the way it is then who knows? I might never have gone down that path. So whenever I'm chatting with somebody and maybe I disagree with them, I always hear them out.

If I still disagree with them and I want to put my point across, I will, but I'll make sure that I've shown them that I've listened to them, rather than just jumping in.

Igor: Right. So what you're suggesting isn't that people just bite their tongue and just say whatever they think the other person wants to hear so they'll get approval. What you're really saying is give the other person space to be their own person and say their own things without feeling that they're going to be criticized, judged or looked down on, which, of course, is going to kill a conversation.

That doesn't mean that your own opinion isn't worth anything or that your own ideas should be held back or repressed. You can introduce them later on when the other person has had a chance to really present how they look at the world. Then you can present the way you look at the world without trying to change them. Of course, if it does change them, so much the better for them.

Marcus: Exactly. I think you've hit the nail on the head there, Igor. One aspect of charm that's the cornerstone or pillar of charm is also, a pillar of charisma and that's this idea of listening to people. We all want to be heard, we all want to be listened to and we all want to be made to feel important, rather than being made to feel impotent, which has a completely different meaning.

Igor: Right.

Marcus: This idea of listening to people, though, it's allowing them to get their point across and to acknowledge them. I think in life, especially in Western society, we all want to say our bit and then run away. So we've put our opinion out there and whew, we've done it. There's our opinion and someone listened to it. Great.

Igor: That's why people like text messages and email because there's no response. You just send it and it's gone. You've said what you want to say and it's over.

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Marcus: It's very difficult to be charming in a text message. So yes, I completely agree.

Igor: Really, the heart of being charming again goes right back to the interactive element. It's not something you're doing to people; it's something you're doing with people, alongside people and you build this charming world together.

Marcus: Exactly. This really harkens back to the spontaneity section, which we talked about earlier. This idea of accepting what people are saying and adding to it, absolutely, charming.

I'll do a little test. I stumbled upon this from an author called Keith Johnstone, where he talks about chatting with somebody. He'll take out an imaginary pen, write with it for a bit and then flick the pen at the person he's talking to and then he'll look at how they react.

If they react like ink has been thrown all over them from the pen, he knows they're a charming person because they've taken what he's done and they've added to it.

This same principle – I was in Las Vegas recently and I was in a bar chatting with somebody and some cowboy music came on over the sound system. It was the old cliché Western music.

The person I was chatting with pretended they had two guns in their hands. So they've made an offer to me that they're a cowboy now. If I'm charming, I'll take what they do and I'll add to it. So I pulled out two guns and I said, draw. They went bang and they shot me.

If I'm being charming, I'll take what they've done and I'll add to it. If I'm not being charming, I'll just ignore it.

Igor: Can I just pause you there a second? I think you've just come up with a powerful principle here. It's kind of the utilization principle in hypnosis applied to social interactions.

What you're doing is you are acknowledging not just their inner world – because they're just giving you a little offer with the flicking of a pen or the two guns or whatever – but by building on it, you're saying, this is worthwhile enough to actually make more of it. There's this whole rich tapestry of something's being built and they feel like they're creating it.

Of course, because you're utilizing things, you can add things that will shape it in one direction or another. So, you're actually leading it somewhere, but they feel all along that they're the one who is contributing, they're the one who is making this happen, so they have ownership.

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That's a power principle because you're now creating something together, rather than imposing something on the other person.

Marcus: Absolutely. This is what really helps people connect and what really allows them to gel together, because you're both investing in this one aspect. It draws you together.

Now in the case of the bar where he took this gun out and fired it at me, I can either just go back to my drink or I can collapse dead on the floor, which is what I did, which is always interesting because then all the attention in the room was on me and suddenly, a guy collapses on the floor. What's going on?

The person who shot me is now starting to think, what did I load this imaginary gun with? What have I killed him with? That created a spectacle in that moment.

So if somebody brings the offer of a role play or a world to my door, I'll always take it. I'll always accept it because I'm really being the puppet master and they're the puppeteer. No, hang on. That's not right. I'm really the puppet master and they're the puppet. Otherwise, we're both puppeteers and we get our strings mixed up and everything.

It's almost like as I'm narrating that story, I'm taking what they do and I'm adding to it to create that little tale between us, although they're going to feel that they have ownership of that because they instigated it.

Igor: I understand. That sounds like a very sophisticated principle and it all comes back down to the idea of spontaneity. Tell me, how easy is it to get into this mindset? Some people listening might think, oh my God, I don't know if I can do that, or I don't know where it will go because how could you ever know what they're going to say next?

Marcus: Exactly. It all comes back to you versus your ego. If you think you're going to look silly, then it's going to stop you. If you think, hey, no problem, I'll give it a go anyway. I'll go in, have a laugh, have a bit of a giggle and it will work out all right. If it does, that's brilliant. I'll be happy about that. If it doesn't, well, I've made a really good story the next time.

So this idea of how easy it is, it's whatever limits you want to give yourself. I know some people might be listening and thinking, geez this is a big step for me. If that's the case, I'd urge you to look back at the attitude section where we talked about getting rid of this worry of what people think of us.

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I do it through the mask of play because I have fun and I'm kind of forgiven for that. I'm forgiven for acting a bit goofy now and then because I'm enjoying myself immensely. This is really a fundamental point. If you're enjoying yourself as you're doing this you can't lose, even if every person in the room, doesn't like it, you're having fun.

Igor: Right, so no matter what happens, you're already winning because you're amusing yourself.

Marcus: Exactly. It's win-win.

Igor: That makes total sense. Just for those of us who, shall we say might be a little bit more hesitant to dive in at the deep end there – although actually, I'll admit the deep end is a wonderful place to be once you get there – do you have some little tips and tricks or some starting points in terms of charm that are easy to do, which someone listening to this right now could literally do the second that they get up and meet someone new?

Marcus: Okay, yes totally. One thing about charm is there are three little principles that are so basic, so obvious, that are very rarely put into practice, which if you do these, they'll make you charming. These are habits and if you do these habits with consistency, you'll be 99% more charming than the next person.

Here are the habits:

1. Smiling.

We talked about this before, but if you smile as you chat, you're instantly going to make the other person feel good because they'll think, why are they smiling at me? I must be looking very radiant today. They're going to be enjoying the fact that you're smiling.

Building on from that is:

2. Eye contact.

Look the person in the eye as you talk to them. There's nothing more shaky in a conversation – I feel I should choose a better word there – but nothing more uncomfortable than someone whose eyes dart away as we're chatting to them because it shows or it implies that they're either nervous to talk to us, they're hiding something or their disingenuous.

Let's just look at this again. Before I chat with anybody, I do this in order. In fact, I do this now. I don't think about it as much as I used to, but it's one thing I always do.

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The first thing, before I even open my mouth, before a word even trickles out, smile. Then as soon as I've smiled, I hold my eye contact on them. As soon as I'm smiling and I've got my eye contact, then I talk. One- two- three...

Igor: Let me just pause you there for a second because I think some interesting things are coming out of this. Although these things seem very simple and easy and everyone who's heard it before is going, yeah, yeah, I know all about this, the important thing is the cumulative practice.

In other words, if you're doing this constantly, it starts triggering something. If you don't, it's like taking antibiotics and stopping halfway through. The infection comes back, sometimes even worse, because it's growing stronger against it. So once you start, you have to keep going.

To help you, I really like what you just did there, which is you created a little chain. You know how a pilot has his checklist: Do you have the doors closed? Do we have fuel in the plane? Are we all going to blow up? Nope. Excellent, let's go.

You're going to do the same thing with smiling and eye contact. Am I smiling? Yes. Do you have a got eye contact? Yes. Okay. I guess I can talk now. If you do that as a routine, eventually it becomes such a habit that you can't help but smile. You can't help but make eye contact. It's just a natural way of expressing yourself then because it's become, as you said, a habit at that point.

Marcus: Well put. I would say though, if I'm walking up to somebody and I'm thinking am I smiling? Yes. Am I making eye contact? Yes. What I tend to do is I don't say that out loud because then I get funny looks.

Igor: It's worth a try. It would be like, am I smiling? Yes. Am I making eye contact? Not yet. Oh shit. All right, let's look up. Oh, hello. How are you doing today?

Marcus: Okay, you know what, this is it, Igor. I'm actually going to try that out tomorrow I think. I'm in London tomorrow, so I'm going to have a random conversation with somebody and I'm going to do that just to see what reaction I get. I think it will just be funny.

Igor: This is what I really love about you because you do have this playful sense of adventure where you want to try things out. That goes right back to your whole thing in the first place. Playfulness is one of the major, dominant vibes in what you're talking about and we just had a classic example of it right there.

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Marcus: Exactly. You know 99% of the stuff, well at least one of the two people in the conversation will laugh. It's in the other remaining 1% where I find a lot of gold, where I'll stumble upon some things. Tomorrow when I try this out, I might find something out that's amazing. Or, as I suspect in this example, I may find another way of not doing something. Either way, it's just a good way to learn.

Igor: It's the attitude that counts. In the end actually, I think it's important because you're demonstrating the attitude that we're talking about. You're not playing it safe. You're doing it for the heck of it to see what will happen. If something comes out that is a bit mediocre, you'll go, all right, at least I've done it now. At least I've tried it and now I know.

I can imagine people doing it the wrong way, where they have a manic grim on their face, stare at someone like they stole your wallet and then go up and go hi, we're having fun, right. That guy's going to go whoa buddy, what's going on?

Marcus: And a knife in their hand as well.

Igor: Yeah, that probably doesn't help, so it's all going to be tempered with the attitude, which is why you keep emphasizing this idea of playful.

Marcus: Exactly. It softens so much, the idea of just having fun. Now something we touched on just a minute ago was this idea of accepting what people do and we were talking about the gun show or the pen flick that was just in mime. We also can do this just in conversation.

When somebody brings a topic of conversation up, for example, they say well, you know what? I was at a horse race yesterday. If I'm charming, I'll dispose of what I was saying, disregard what I was saying, take what they said the meat bit of that conversation, which is "I was at a horse race" and "yesterday," and talk about one of those ideas.

So I'm going to talk about horse races. I'll say I've never been. Did you have a good time? Or, I'll talk about what I was doing yesterday like wow, yesterday seems so far away.

Igor: Can I pause you there for a second? I think you said something insightful that I would really like to emphasize for the people listening to this. That's when you said, if they mention, for example, something like horse racing, you said at that point, I'll drop what I wanted to say and I'll run with what they're saying.

I think that's something that is probably the biggest place where most people fail. They have something to say and they're going to damn well say it, rather than dropping what their point was going to be, running with that and have the

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full confidence that something will come up in time that will allow them to shape the conversation back to what they aimed to be talking about.

So you can be charming and still guide the conversation the way you need to guide it without losing a beat either way. You don't have to lose something when you drop some idea or thread that you were going to introduce earlier on.

Marcus: Exactly. If you are saying something that is very interesting to the person you're talking to, they won't let you stop talking about it. If you adopt that principle, two things will happen.

You'll stop talking and notice that people don't keep coming back to what you're saying. You think, hang on a minute, maybe everything I'm talking about isn't that exciting. No, it is. It's just that you're going to make them shine even more and they'll love you for it if you let them chat about themselves.

The second thing is if I want to steer the conversation to my own whims, what I do is I just seize on something they say and I'll talk about that. For example, let's say they mention, oh I don't know, Igor, they could say I was at the horse race and I lost £50,000, which is not a very good day at the horse races.

If I want to talk about cucumbers, I could say I tell you what, that reminds me of a time when I was in the store and I hadn't lost that much money, but I dropped all my pennies on the floor. I was looking for them and it's the most annoying thing isn't it when you drop coins on the floor and some pennies roll under a bit shelving or a table and you go to all the effort to get a tiny little bit of money out and you think is it worth it? The cost of my time of doing that versus having to reclaim my financial reward for doing it.

All I went in there to do was buy some cucumbers and that wasn't worth it. So I just decided to leave the money where it lay. I got to the teller and I found out I was like two pennies short, those same two pennies that were under a shelf. So I feel your frustration.

So what I do is I jump conversations just by throwing myself on the catastrophe of it.

Igor: So basically, what you've done there is you've hijacked their idea. You've free associated an offer, which was the idea of money in this case and then you hijacked the idea of money by deducing that, what seems like the main theme, but eventually ends up being a side thing and the cucumbers become the bigger thing.

By the way, that's actually how normal conversations flow anyway when you're with your friends. They say something, you want to add to it and then

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halfway through that, you forget that you were adding to it. You get carried away with something even funnier and you just keep going down that road. So now we're just doing it much more on purpose.

Marcus: I completely agree. It's this idea of free association. If the person you're talking to is receptive to that and they're enjoying it, they'll be laughing. If they're looking at you a bit like yeah okay, I understand then I'll take that as a hint that maybe they're not enjoying this cucumber conversation that I just hijacked and we'll go back to their topic again.

So I might say so anyway horse racing... If they're enjoying that, I'm being very receptive to how they're talking. Are they smiling as they chat? If they are, then they're talking about their own thing and that's great, so they're feeling great by my being an audience, then that's brilliant. I'll chime in with an odd comment here and there and I'll nod and be agreeable.

This opportunity to pinch their conversation and take it down a route of free association never ends. You can do that anytime you want, all the time if you like.

Igor: Just to go back to a theme that we talked about earlier on – this idea of smiling and eye contact – you said there were three very simple habits that people can get into that will make a huge difference in their charisma. Smiling and eye contact are two. What is number three?

Marcus: Oh, three is basic.

3. Talking.

Essentially the first and the second are the setup for the third. Most people would just dive in and start chatting. Don't be like most people. Smile first build up the eye contact and then talk.

You've just reminded me. We all have a problem building eye contact with people. So there's a little thing you can do that always seems to help. If you're finding eye contact with people difficult, imply the old salesman technique of looking at somebody just between their eyes, just at the top of their nose. If you stare at that point as you're talking to them, it may feel like you're a bit cross-eyed, but to them, it looks like you're staring intently into their eyes.

Try it in a mirror, try it with a friend and see how you go with that. It's a nice easy way to get used to looking into somebody's eyes. Just stare at the top of their nose if you're just a little bit shy to start a conversation.

Igor: Very nice. I like that. It's a nice simple way around the uncomfortable factor if people feel uncomfortable with that.

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Marcus: Yes and going back to what you were saying as well, is this third aspect: talking. Talking is making your mouth move and allowing sound to come out. I chat and I keep chit-chatting as much as I can with as many people as I can.

Chit-chatting and talking is just talking about anything. Talk about the weather if you get stuck. It's not what you say it's the emotion behind what you say. A lot of people will talk and they'll talk very logically and they may have beautifully structured conversations, but there's no vibe behind what they're saying.

So talk with warmth. When I say warmth, I mean talk with a smile on your face so you're bringing their emotions to life by feeling warm yourself. This is something we dwelled on quite a lot and echoed quite a lot.

Let's move from getting a bit wishy-washy there to actually getting a little more technical, for those people that like the technicality, talking positively. Most people in England and when I say most, yeah, quite a lot of people in England – we have a culture here. People like a good rant. They like to offload their misery in quite vast quantities.

They do that by sort of leaning over the fence and talking to their neighbors. They'll say how's your day going? Oh, my day was all right. Well, it's not that good. The washing machine's broken down, I've got somebody knocking at the door and I've got the kids coming around in five minutes.

They'll offload their rant, their vent. It's almost like a downward spiral that allows them to exude emotion very quickly, but its negative emotion. Then eventually, they run out of things to say.

This is in contrast to talking positively. Positive talking takes a little bit of effort to get going sometimes, but once you start, you can keep going spiraling outwards.

An often asked question is, how are you today? Few people that I actually say that to go, I'm bloody brilliant, thanks. In fact, it's like rainbows are coming out of my cufflinks. I've got a big smile on my face and when most people walk, it feels like I'm skipping. That is what I feel like. It feels like my trousers are heavy, not because I've chosen bad trousers, but just because they're full of gold. That is my day. That is what I'm feeling like.

People never respond like that. They're always like yeah, could be better I suppose and that's the kind of answer I hear a lot. I very rarely hear people say I'm absolutely, smashingly good, thanks. Be that person. Be happy. Talk to the edge of a cliff and then stop dramatically, leaving a pause. Do that.

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Igor: I think that's great. We've got the three golden rules:

1. Smile.
2. Make eye contact.
3. Talk positively.

If you do those three things and make an effort to do these things, a lot of the other stuff starts falling into place. The playfulness tends to come on its own and the accepting of other people's ideas and offers, as you call them, comes almost automatically because that's part of being positive.

You're being positive about what they're saying. You're reinforcing what they're saying, even if you're going to be bending it one way or another to make your own point.

Marcus: Exactly. While we're on the topic of talking to people, one aspect I'd like to put a little bit of attention on is this concept of asking questions versus making statements.

When we're in a conversation we can either, ask questions or we can be make assertions about things. Questions are great. We have to have questions in a conversation because they allow us to exchange information with each other and they allow us to connect with each other.

The trouble with questions is they cap our ability to express ourselves. Thanks to that little squiggly mark on the end, aka the question mark, at the end of a sentence, we're really prevented from going off and expressing ourselves as we talk.

For example, I could say to Igor, do you think those clouds look nice outside the window? He could reply, yeah, they're all right, fine, sure. That's a very bad answer.

Or, I could make a statement about the clouds outside the window. Instead of checking with Igor to see what he thinks, I could express what I think and convey my personality a lot more.

For example, I could say wow those clouds outside the window look all fluffy. They're the kind where I think if you could walk on a cloud – I know it's not possible – but if you could jump on a cloud, they would be the type. You know the bouncy, cumulous clouds – for any geographers out there, they're the ones that look nice. A rainbow's coming through the gaps and generally a sense of joy for all looking at those clouds.

I've allowed myself to express myself more by making a statement versus asking questions. It's just something to be aware of in a conversation. Be the

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person that's making statements about things. If you don't know the answer to something – for example, what somebody does – ask a question. If I'm talking to somebody who has a briefcase, I might say what do you do? But by my asking what do you do, I'm not really expressing my personality there. I'm requesting information.

Instead, what I like to do is just make an assumption about the answer. I'll say wow, it's great that you're a lawyer. You obviously look like you're doing very well. If I'm wrong, they'll say I'm not actually a lawyer. I'm an accountant. What gave you that impression? Then I can make another statement. If I'm wrong, they'll correct me on it.

If I'm right, then they'll be impressed and amazed at my powers of deduction. At least that's what I think anyway.

Igor: Let me just pause you there for a second because I think that's an important distinction you're making here between asking questions and making statements. Of course, there is absolutely a place for when questions should be asked, but the problem is that a lot of people rely on questions as an excuse for handing the buck over to someone else and saying, you make the conversation interesting because I don't know how to do it.

Then they go through that whole Gestapo style of interview of, what's your name, where are you from, what do you do, why are you here, what's your name, oh sorry, I already asked that. They're trying to pass the buck onto someone else to keep the conversation afloat. They're saying, I don't know how to keep it going at this point.

Whereas if you're making statements, you're actually being quite charming to the other person because you're saying, it's okay I'll entertain the both of us until you're ready to chime in. So don't feel any pressure, but when you're ready, I'm sure you'll be adding your bit to the whole equation as well.

That takes a huge amount of stress off the other person to have to respond and then a lot of the awkwardness disappears. Hence, the other person now feels good again and that's part of the charm. They feel good around you because they're not feeling like they're awkward because they have to do something and they don't quite know what.

Marcus: I used to be Gestapo Man. As you say Igor, I would have lines of interrogation. I don't know why I was Russian when I said that.

Now, one thing we can do is, guess what, we're in a conversation. We're being spontaneous and then oh no, I've asked a question. It's the end of the world! No, it's not. Every time you ask somebody a question and they give you an answer, what they're doing is they're giving you an offer to further the

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conversation. So what you do is every time we ask a question, simply make a statement about what you hear.

This is the wrong way to do it. I just want to demonstrate this, Igor, so that you've got an example that makes sense to you. So Igor, this is a very bad way to do a conversation.

Okay, I'll begin.

Marcus: Hi. What's your name?

Igor: It's Igor.

Marcus: Oh, cool. Where are you from?

Igor: It's kind of difficult, but I grew up in London mostly I guess.

Marcus: Okay. And what do you do?

Igor: I teach people hypnosis.

Marcus: Oh, cool. Wow. How long have you been doing that for?

Igor: Several years.

I'm just going to end that example there.

Igor: Thank you.

Marcus: That's a bad way to have a conversation because I'm draining Igor. I'm asking him for information, he's giving me the information, I'm looking at it and then just tossing it over my shoulder going, huh, okay.

He's taking the time to give me the information that I've asked for, I'm taking the information, looking at it and going, nah and then asking him something else. I'm showing him in a very indirect way that I'm not listening.

Now, this is perhaps a better way to do things. What I'm going to do is every time I ask a question I'm going to make a statement based on the answer. So every time Igor gives me information, I'm going to reciprocate and this will make a much more natural conversation, hopefully. Let's find out.

Marcus: Hi. So what's your name?

Igor: My name is Igor.

Marcus: Oh, pleased to meet you. My name is Marcus. Whereabouts are you from, Igor?

Igor: I'm from Austria, but I grew up in London.

Marcus: Oh my God, you have such an amazing background. I feel so boring being in the city. I feel like I'm the only person who was

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born in England, who lives in England and I'll probably die in England. You have this really sort of interesting background. What led you to come over to England? Was it something you did, or did your parents have a role in that?

Igor: My father came over to work and moved the whole family with him.

Marcus: Wow. So that must have been such a big thing to go from. I'd be absolutely, terrified about moving abroad now. I can't imagine what it would be like to be younger doing that. Did you just take it in your stride?

Igor: It was a big deal at the time, but you're young so you can adapt. Sure.

Marcus: Oh, I think life's like that, though, isn't it? Sometimes you end up in situations you're not familiar with and the best thing is just to take a running jump and get a few breezes on the way, but generally, you end up okay. By the way, for those listening, welcome to the Igor interview series. I'm gently taking apart Igor's childhood here.

Okay, so do you see how that conversation's more natural, Igor?

Igor: Yes and the interesting thing is, I was purposefully trying to let the conversation run flat again. I was trying to be a little bit awkward, but it's very hard to do that because I'm not running the conversation. Even though I'm giving you the minimum amount of information, you're just running with it. I'm going okay, I guess you're still talking. All right.

Then the next question comes and I'll answer it as flat as I can and I can't help myself but laugh because he'll sum up with something ridiculous or something funny. Before you know it, I'm actually really enjoying the conversation, so I'm not really resisting the process anymore. It's a very powerful way to be in control and yet inclusive as well.

Marcus: Exactly. Something you've stumbled on, if I'm going to sound like you for a minute, let me just pause you there for a minute, Igor.

It's this idea of your entering the conversation you're talking and look what's happening. You're investing your time in the conversation and I'm investing my time. Okay, I'm running the conversation in that example and I'm kind of doing the leg work, as it were, but you're listening. We're sharing something there. We're going to slowly connect because if you're putting your time into something, it's going to start having value to you.

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You're putting your time into that exchange. Okay, its minimal effort, but you're there. That's going to cause us to bond. This is something I think we're going to talk a bit further down the line, but this is where it is. Just getting you to chat and listening. It's basic, but this is what causes people to get at it.

Igor: So, you're getting me to actually invest time and energy into the relationship essentially because we're talking. The more I invest in it, the more important it becomes to me.

Marcus: Exactly. Because I'm chatting in a way that's interesting you and interesting to you and that's making you want to spend your time chatting. You know somebody is enjoying the conversation when they've been listening to you.

You'll know it pretty quick if somebody's not enjoying the conversation because they will leave the conversation. They'll say oh yeah, I just have to go and chat to a few more people over there or maybe their eyes will dart around the room that's the classic.

Generally, if somebody has stood there talking to you or listening to you and they're nodding with a smile, they're enjoying themselves and you're building up value to them.

Igor: Right. I understand. So just to kind of recap, essentially a part of charm is the idea of making people feel good by making them the center point, making them and their opinions valid and validating them – so building off of what they're saying. You've got the holy trinity.

The idea of smiling, keeping eye contact and talking to keep the conversation going whilst the other person acclimatizes to it, that's the key thing to keep it all going.

Two of the keys it seems to making a conversation flow are on the one side being positive. Don't cut the thread short. Don't disagree. Don't say all negative stuff. Don't make people feel bad. Just keep it positive. Add wherever you can value, wherever you can find a silver lining. You pick up on that and you just build on that.

The other thing is make statements; don't ask questions. If you're going to ask question's that's fine, but in terms of the social vibe, you're going to have some kind statement to add at the end of each question so that the whole thing flows smoothly and it feels like a genuine conversation, rather than an interrogation.

Does that sum up the essence of what we've been covering so far on charm?

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Marcus: You've absolutely put it all under one nice beautiful wrapper there. You've covered all the key points we've looked at so far, should we cover some more?

Igor: Let's cover some more before we get on to bonding. I know there are a couple of other things that – I mean you could literally spend days talking about charm and everything else because you know this stuff so well. But if you can give us a few more hints and tips in terms of how to really do this before we get onto the idea of bonding, I suspect people will be more than happy to continue listening.

Marcus: Thank you very much. So one concept I want to touch on briefly, which many of you listening may already be familiar with and which I found to be very effective when chatting with people, is the idea of using "we" and "let's" statements.

It's a bit of conversational jiggery pokery here. This idea of using "we" and "let's" in your sentence is very, very charming. What it does using a "we" statement is instead of talking to somebody you've met for the first time and saying, oh, I would like to get an ice cream and maybe you could tell me where the ice cream parlor is, you might say oh, we should totally get an ice cream. Whereabouts is the ice cream parlor?

Or you might say something along the lines of, we are a pair aren't we? We are funny. I can't believe we're doing this. By using "we" statements, we're including the other person in a world that may not exist, but it will start to exist through the use of that statement.

Another example is using "let's." As I'm chatting with somebody, I'll drop in "let's" quite a lot.

For example, I'll tell you what we should do – there I go with the "we" word already – let's find out what the best way to have a good time today would be. I think it's running around in the sunshine or let's look up what time the next train arrives. I'm using "let's" in that conversation to make that person feel included in my world.

Igor: I can see that now. I think it's very powerful in the sense that it's a subtle thing, but rather than creating an artificial divide – you think this, I think that, I think we should do these things – we're becoming more of a unit by saying, let's go here, let's do this, we should do that and so on.

When you think about it, that's kind of what we do with our friends anyway. You hang out with a friend and say hey, let's get another drink; hey, let's hang out again next week or we should go watch this film because it looks awesome.

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That's kind of how people do it normally. So what you're basically doing is you're recreating the same atmosphere, but with someone that you maybe only just met or don't really know that well yet.

Marcus: Exactly. With that, let's get onto the next topic.

Igor: Let's do that.

Marcus: Okay. We are a pair, aren't we?

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Seminar 2 – Part 2

Marcus: The next idea I want to draw some attention to was originally championed by Dale Carnegie. This is the idea that the sweetest sound in the entire world is our own name.

He took this concept of using names in conversations to really sort of bring the listener into the conversation more because people like to hear their own name. So one thing I do is when I start a conversation, I'll just exchange names. I'll do that either by saying, hi, my name is Marcus and holding out my hand, at which point the person I'm chatting with will, nine times out of 10, introduce their name. If not, hi, my name is Marcus; what's your name?

What's happened there is I'm not a stranger to that person anymore. We've exchanged names. Instead of being some person in their world who has no bearing on them, no relation to them, I'm suddenly a label, which is better than being a question mark.

Using a name is a lovely to do. The only trouble is, if you're like me, I forget names all the time. I have the memory of a sieve. In fact, if we ever meet, I'm glad you've heard this so if I do forget your name, hopefully you'll be charming and forgive me.

What can we do about that? Well, there are a few tricks I've come up with if forgetting names is a bit of a problem for you, I just want to share a couple with you right now that you may find useful. One thing I do is:

- As soon as I'm introduced to somebody, I say something along the lines of, hey, I'm absolutely great with faces, but I'm terrible with names, so please forgive me if I have to ask your name again.

People will generally say oh, me too. I'm terrible with names as well. What that does is it sets up the idea that if I do need to ask their name again, it won't be uncomfortable and it won't be embarrassing.

Igor: Right.

Marcus: Another thing I do if I'm terrible with names is:

- I'll try to give that person a nickname. I'll say oh okay, what's your nickname?

They'll have probably a name that's a bit more unusual. For example, they might be called Richard, but they might say well, everyone calls me Red. That's a lot easier to remember because it's a little bit different. If everyone

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you speak to has the name Mark, Steve or Dave, then you might have the opportunity where that's going to slip.

I certainly know that I didn't forget Igor's name when I met him because he is the only Igor I know so his name stands out. Another little cheeky thing you can do is:

You can say something along the lines of, what was your name again? They'll say Steve and you say oh no, I mean your sir name, your last name.

Igor: Right, a little cheater refresher of their name.

Marcus: Exactly. This is terrible because the more I tell you all these little techniques, if you catch me doing them, this bad because you're going to catch me and I'll be in hot water.

Igor: Now that doesn't count because if they catch you, it's because you're just proving a point.

Marcus: Oh, very nice. I like the reframe there. Now last of all, this is my favorite. If I forget somebody's name,

- I'll introduce them to somebody else.

Igor: That's always a winner.

Marcus: If I talk to somebody and I've forgotten their name, I'll say oh, have you two met before? Then I'll just drag somebody else into the conversation. This works effectively at parties or social gatherings. If you're being charismatic, you'll be in those sorts of settings quite a lot.

I usually start that conversation off by saying something along the lines of, oh my God, how rude of me. You two haven't met before have you? Instantly, what happens is they'll introduce each other's names and then you can just listen up.

So those are just some loose fast tricks for names. I suggest you use them as much as you can.

Igor: What would you say to – because you know there's a philosophy out there that the more often you use someone else's name, the better, because they'll feel like they're really being validated and they'll pay attention to the name, profession and so on.

➤ **What's your take on that whole thing?**

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Marcus: I completely agree with that. I mean, the more I use your name in a conversation, the more I want to just keep using your name and the better that's going to sound. It's lovely to use names and I think we should do that as much as we can.

Of course, there's going to be a point where we can always use it too much, Igor. Isn't that right, Igor? Igor, do you know what I'm saying, Igor?

Igor: Marcus, let me tell you, Marcus. If Marcus was to say Igor, Marcus, one more Marcus time, then Marcus may soon find himself being marked off.

Marcus: He would indeed. So I think what we're really getting at here is subtle use of the name. Most people will exchange details, hi, I'm David and then the name's never used again.

I like to use the name whenever I'm making a point or if I really want to hook that person's interest into the conversation of what I'm talking about. So for example, if I'm talking about a holiday I went on, I might say Igor tell me, have you ever been to Las Vegas as well?

What I've done there is I've just used your name just to capture you into the conversation a bit more. Especially if I see your attention waning. That's something I'll do if I ever see anyone's eyes dart. I'll just use their name.

Igor: That's a very nice way to put it. The way I think of names is like putting spice on a salad or on a dish. It's meant to add flavor. It puts a little bit of something extra in, but if you put the whole damn chili pepper in, then no one's going to be able to eat it.

Marcus: Exactly. That's going to the trash can, straightaway.

Igor: Precisely. Now we've got the idea of including people in the whole conversation or in building the conversation. You've got the linguistic trickery of "we" and "let's" so we're kind of being inclusive there.

We're also playing the name, which has this really hook for someone because they've used it their entire life. You can hear your name being spoken across a crowded room and you'll turn and find out who said that name because your mind is filtering out for it.

It can be overused, but then again, if it's used properly, it's very powerful.

Marcus: Exactly.

Igor: So what other tricks are in your charm bag?

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Marcus: Okay, one of the real biggies is if I'm talking to more than one person, eye contact. I've been in conversations when I'm a listener – it does happen – and I've stood next to somebody and the person who's talking will maintain eye contact with just one of us.

I think it's very important to divide your eye contact equally between the people you're chatting with. That's how you captivate the group you show each person that you're talking to them.

In fact, something I like to do sometimes is if I'm in a group of people, maybe four or five people and I'm chatting with just one person in that group because we have some sort of rapport and we're having a nice conversation, I'll get other people into that conversation by chatting with the person I'm talking to primarily and then looking over as I'm talking and continue chatting, but I'm looking over and making eye contact with another person.

Slowly, they'll start making eye contact back with me. They're being included in the conversation and their attention will be drawn to me.

Igor: Right.

Marcus: An example is recently, I was in a waiting room at a doctor's surgery. I picked up a bit of tonsillitis, not very nice. So I sat with my partner on two chairs and, obviously, one would be a bit different. A completely different conversation there, but we sat down and we were chatting with some people across the room.

This person chat with both of us, but only made eye contact with one person at a time as he was chatting. It left the other person feeling neglected from that conversation. It's always like having a torch. You want to shine your torch, your flashlight, on both people, rather than just on the person you're chatting with if there's more than one person in the group.

Igor: Right. Another thing, I don't know how you feel about this, but I like to do it especially in a larger group, is you can be speaking to one person you can look across to your right to include those people, but a nice thing to add there as well is if you use your touch.

You can touch someone on your left and you look at someone on your right, whilst you're addressing something that someone in the middle might have said.

That way, you've got all your bases covered. You've got your sound going one direction, your eyes going another direction and your touch going a third direction. That kind of gets more cohesiveness in the group and starts

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bringing everything together a little bit more as well. Do you do things like that as well?

Marcus: Touch is a massive part of charm, Igor. What touching does is it releases serotonin, that lovely little drug that makes us feel better. I'm always touching people as I talk to them, but a lot of people touch the wrong way, they'll do it and it just doesn't come across right. It comes across creepy.

There are two types of people who touch—

1. People who get it right, and
2. People who get it wrong

I'm just going to talk a little bit on how we do it right and how we do it not so right.

What touch really is, is its reassurance. A good moment I think, to touch people – and when I say touch people, I'm talking about a little tap of your fingers on their elbow, a little pat on their shoulder as you're chatting with them. A really good moment to do that in a conversation is when you reassure them by implying something along the lines of, only joking or, just kidding.

For example, if you yank somebody's chain or you're being a little bit cheeky with somebody and you just give them a reassuring touch on the arm. That's something I like to do. So I might say wow, this is a good party. It seems nice. Everyone's chatting with everyone. How come you're still on your own – sort of implying that they're a bit of a loner but jokingly? Then, I'll just give them a little touch on their elbow just to reassure them that I was joking.

That's very powerful because when we make jokes with people, what we do is we kind of fracture the rapport that we've built up with them, the comfort we've built up with that person. So what touch does is it puts it back.

Now the best places to touch, I think, if you've just met somebody are the elbows and the shoulder. That's *their* elbows and *their* shoulder, not your own elbow and shoulder. You don't want to be chatting with somebody and touching your own elbow.

Igor: Give yourself a big hug. The men in the white coats will give you a special coat that will let you hug yourself forever.

Marcus: This is it. I like this. What you want to be doing is you want to be touching their elbow or their shoulder.

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The way I do this and the way I make this more natural, is as I'm talking, my hands are always in front of me. I know I can't show you this through the miracle of voice recording, but I can tell you what I'm doing. My hands are always painting a picture as I'm talking. If I say for example, I went fishing last week and I caught this fish and it was six feet wide, my arms would be outstretched to be as wide as possible.

If I'm talking about something very small, I'll open the palm of my hand and point to something really tiny in my hand to demonstrate smallness.

Because my hands are always animated and always there in the foreground, it's not such a big bridge to cross to touch somebody as I'm talking.

A common mistake a lot of people make is they will touch somebody and look at where they're touching as they talk to them. This is bad.

Igor: Right. It's almost like saying, oh my God, I don't feel right about this and this is, I don't know...

Marcus: Exactly. Touch is a subconscious behavior. Touch in conversation, natural touching, is a subconscious behavior. If you'd like a demonstration of this, an effective way of doing this is if you take out your cell phone and chat with someone, the next time you're having a conversation, you'll find that you can touch people because they see your conscious mind is engaged on your call.

You'll be there chatting saying, well, maybe the stock market is going to pick up, maybe it's going to go down. As you're doing that, you can kind of tap them on the shoulder. You can touch on the elbow and they'll just look at you and laugh because they think you're just being playful. It's because what they're seeing is your conscious mind is engaged in the chat, so your subconscious mind is not betraying anything. It's just natural and playful.

Igor: Right.

Marcus: So that's a nice little trick.

Igor: When would you say is the right time to introduce this touching? Should people wait for the perfect moment? Is it like within five hours of meeting someone? When is the time that touching becomes more appropriate for a complete stranger that you've only just met?

Marcus: As soon as I meet them, as soon as I exchange my name with theirs. I do that using the tried and tested handshake, which is something that most cultures, most societies, have engrained in them already.

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You hold out your hand and someone else will shake your hand. Whether they're giving you fists and you're knocking knuckles together, whether you're getting potatoes, whether you're getting a good old-fashioned handshake, you're building up a little bit of contact already.

Igor: Right.

Marcus: That's how you want to start and you want to keep building that. It's not a case of every three seconds, I'm going to talk to somebody; however, for those people who find touch a little bit difficult, a nice exercise to try is to try touching somebody three times in a minute as you're chatting with them.

So we've looked at the times to touch:

1. When you break rapport with them.
2. When you have a little joke with them and say oh, I'm only joking.

Another time to touch them is:

3. When you say something dramatic like, goodness grief, you'll never guess what I just saw.

I might say that and just touch them on the elbow as I'm talking.

Igor: Right. Of course, as you said, the importance of this is that it's a natural thing that's happening constantly throughout the conversation. If you try to wait for the perfect moment when you'll get acknowledgment that it's okay – and this is in a social setting – then you run the risk of coming across extra weird because you set the pattern of a conversation or an interaction within the first five or 10 minutes.

If two hours down the line the whole touching game begins, you're basically breaking a pattern you've already set and now they'll think, why is he doing this all of the sudden? So they can actually become more uncomfortable because that's not "natural behavior" for you anymore. So you want to set what is natural for you right from the beginning.

Marcus: Exactly. In fact, touch was never something that was natural to me. I would sort of sit on my hands almost. I had to learn this. If you do go down the route where you've established that kind of relationship with somebody where you don't touch them and you're consciously thinking, I'm supposed to be touching them and I'm not.

If you really want to bond with that person, go and play Frisbee or set up a time to meet them at a different location. Reset the clock.

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In that interaction it didn't work, but guess what I'll tell you what, we should meet up and go and play baseball or something like that. Then you've got a new opportunity to start all over again because you've changed the background; you've changed the setting.

Igor: That's wonderful. We'll be looking at these patterns of how to reset things and, in particular, how to use that as a bonding mechanism, a little bit later on today as well.

Before we do that, though, is there anything else you want to share with us in terms of your secrets for being charming? I know there's a huge amount in your grab bag and I'm trying to grab as much out of it as I can whilst we still have time.

Marcus: Oh you little charm thief, you. There are a couple of points I'd really like to make- optimism and enthusiasm- that's really the idea of the vibe you give off as you chat.

One thing I always do is:

- I'm enthusiastic.

Enthusiasm is the spreading of joy. This is the idea of everything I look at I'm either, very curious about, fascinated with, or intrigued about. This keeps my conversations perky. It keeps my vibe nice and fresh.

If you're ever stuck in a conversation that's boring, it's because you're not being enthusiastic anymore. You can make yourself enthusiastic just by being curious again.

The other thing is:

- I'm optimistic.

Things will go okay. Things will be good. Optimism and enthusiasm can take any conversation and make them good because you're exuding two of the cornerstones of charm.

Igor: This takes us back again, to what we talked about in the previous session. The idea of your attitude is the part that will press the optimism. It's a genuine thing that comes from you now; it's also part of what creates the enthusiasm. Plus, your ability to be spontaneous creates a small happy, optimistic and enthusiastic vibe so they all start blending into each other.

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Now that we're in the charm section, the stuff that we talked about earlier starts making more sense because without it, the rest doesn't come out naturally.

Marcus: Exactly. You're right. I always like to throw in this idea of being passive as well. You want to give off that energy. You want to give off that optimism. Things are going to be great. It's infectious.

Also, I'm passive, I'm there to forgive. I'm there to be like oh, okay that's great. Now I don't mean passive in terms of weakness. I mean passive in terms of whatever gets thrown into that conversation I'm going to accept and add too.

In fact, one of the ways I start conversations – this is something I'd like to dwell on just a little bit – the reason I start conversations, the number one reason is because I'm curious about something.

Most of my conversations with strangers will start with hey, I'm curious... and then I'll talk. It might be that I see somebody's mobile phone and I'll say hey, I'm very curious. That phone looks absolutely, amazing. Where did you get it? I'll start a conversation like that.

- Curiosity is such a good way to start conversations naturally.
- Another very good way is necessity.

When I have to talk to somebody, it becomes congruent to me. It becomes natural. Necessity might be that I've seen something very funny and I have to share it with somebody. Necessity might be that I've seen something amazing and I have to compliment somebody about something.

The other day, I was with my partner and we were in a bar and the girl next to us had on these amazing green shoes. So I just had to tell her, oh my God, I love your shoes. They are incredible. They really stand out. They're also that kind of green that you don't see in many places. It just really sets you apart and gives you such a distinct look. I had to tell her. I wanted to spread that joy.

So, curiosity and necessity are my two key reasons and motivations for starting a conversation. When they're tempered with optimism, enthusiasm and being passive at the same time, you're golden.

Igor: I like that. That creates a nice cocktail of a nice, sort of interesting buzz that translates to that social buzz that everyone is really after.

Marcus: Exactly. It's almost like the optimum state. Optimism is optimum.

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Igor: It definitely works in many ways.

Marcus: Exactly.

Igor: So, before we head on to the final section, the idea of bonding, any final tips that you want to give us in terms of being charming. You've given us some pretty big things to think about already, I know.

Marcus: It's like I've got a car full of charm and you're a thief outside with a coat hanger trying to get the door open, Igor, to get more information out of me.

Igor: And I'm going to get it all!

Marcus: Yeah, because you know what I left the stereo under the car seat and forgot about it. You've got your cheeky eyes looking at it, wanting it so bad and now I'm going to have to offer it up. I should have taken it in the house. I shouldn't have left it in the car overnight.

Igor: You're foolish for putting it where everyone else puts it. I know it's there so give it or, I'm not going away.

Marcus: Well, I better lay it down. The idea of charm is that we want to make people feel important. When we make people feel important, they will love us. We can do that in many ways:

- Listening attentively will make someone feel important.

We sort of looked at this already, this idea of as they're talking, you're nodding and looking at them and listening to them as if they're the most important person in that room. As if everything around you – the waiter walking by who drops all the glasses – is secondary to the conversation you're having with that person.

You're being absolutely absorbed and you're showing evidence of your absorption by the way you nod, by your brow just being furrowed a little bit, by your smile or by the reactions on your face as they say something witty or amusing to you.

Also this idea of parroting, where they may say something along the lines of, oh, I was in the shop last week and there was an amazing loaf of bread for sale. You say oh wow, really? A loaf of bread. Cool. That's not something you see every day. You're kind of echoing back what they're saying to you and it shows that you're listening attentively.

Igor: Right.

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Marcus: That will make somebody feel important because everyone likes to be listened to. Our favorite topic is ourselves. What will also make somebody feel important is your ability to change your status.

Igor: Can you tell us a little bit more about what you mean by that?

Marcus: Yes. In fact, I kind of included a dramatic pause there.

Igor: Well, it certainly grabbed my attention.

Marcus: Okay well, your social status is often misinterpreted I feel, especially in hypnosis circles and in a general social context. Status comes in two flavors: black and white- high and low. All your status is; is the way you communicate.

We often hear of someone being a high status individual because they have a powerful job, they drive a fast car or perhaps they're a celebrity. That's very nice, but I'd argue that that's not status. That's more to do with their social value.

Their social status is the way they chat with people. As I said, you've got two flavors. You've got black and white- high and low.

High status individuals will usually come across as very stern. They'll stand upright and they'll have the posture of a Sergeant Major on a drill ground, if we're being precise here. So they'll have good posture and they'll often have a strong voice.

Low status individuals, on the other hand, will have meeker body language and their voice might be a little frailer, as extremes.

An example of what really changes our status is we have vital points on our body. We've got our throats, our stomach and any area that is soft and squidgy that could be attacked. If we're in a battle or a fight, those are the points that take us down.

If we cover up those points, it lowers our status, straight away. So if I'm sitting in a chair and I cover my throat up by placing my chin on top of my chest – in fact, if you do this as you're listening, if you can, you'll find that you'll drop your status and you'll start to feel a little bit more meek.

If you place your arms over your stomach while your chin is down on your chest, again, you'll feel meek. You'll start to cover up your points. In fact, if you bring your body together to try to keep warm, you're in a very low status position because you're trying to hide all the soft squidgy bits of you.

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In doing so, you're protecting them and showing people that you're not a threat, as opposed to somebody who exposes all those parts, who's got very open body language. They're going to be very high status individuals.

An example of that is if you hear somebody shout out another's person's name in the street. If they say hey, Colin and the chap turns around, what he might do is he might just point his chin up to expose his throat. That's a very confident posture because you're exposing your most sensitive area. So high status people have open body language and low status people have closed body language.

- The thing that determines your status more than anything is where your head is.

If your head is held up high, generally you're high status. If your head is held down low, generally you're low status.

I had three types of teachers when I was in school. The first type of teacher used to walk in every morning very stern and say all right, class, take out your books. We're going to do some work. Nobody wanted to confront this teacher. This teacher was very assertive. This teacher had a higher status than the class. The class felt less important than the teacher. The teacher's form of communication was very dominant, assertive and controlling.

In another class, in fact, it was my geography class – we had a teacher who was very passive. She would walk in with her shoulders rolled forwards and her books covering her chest. She'd walk to the blackboard and she'd say okay, if you could take out your books now and we'll do some work and the class didn't really respect this teacher.

The class would chat loudly and the teacher would turn around and say now class, I've asked you all to be quiet. Will you please be quiet? Then she'd turn and face the blackboard and somebody might throw a piece of chalk or something at her. Not me. I was good. I sat in the back and hid.

This kind of teacher had low status to the class. She placed the class above her.

Now I was lucky to have the third type of teacher as well. I'm hoping some of your listeners had this type of teacher. This type of teacher had all the respect of the school, but they also had the ability to have fun and to joke and say hey, call me Ian, to be on first name terms with the pupils, which as many teachers will tell you is a big no-no because you lose respect, but this teacher didn't. He actually made it work for him.

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He was the type of teacher who may be angry with me – I turned up late to a lesson and he'd say I can't believe you're late. You're letting down the class, the school and yourself. He'd be very high status as he chatted with me. Then, he'd take a few steps back and he'd change his status to very low status and say I'm sorry. I don't want to be mad at you. I don't want to be angry with you. This would make me feel terrible.

This teacher was able to manipulate his status between high and low. People who can manipulate their status are charming because they have the ability to make people feel comfortable with them, but also the ability to lead.

It's almost like they take the best bits of the high status people – the ability to lead, to be assertive and to be controlling – and the best bits of low status people, because low status does have some very good parts. Low status people are very, very good at making other people feel comfortable in their presence because they're not a threat.

So what you can do is you can manipulate your own status. There's some debate about whether people are born that way or if society forms them into high or low status individuals, but people are generally, by default, one of the two.

I am naturally a low status individual. That's how I was brought up, I suppose. When I walked, I kept my body language closed and I always avoided confrontation and risk in conversations. Because of that, I was able to connect with people quite easily actually. I was able to make them feel comfortable in my presence because I wasn't a threat.

As I decided to become more confident in life, I turned myself into a more high status person. I'd walk with more bounce in my step. I'd have much broader body language and I took more risks in conversation. What happened because of that is my status would rise up and I'd start having high status conversations with people. I went from building comfort with people to being more of a leader.

Then, finally, I took the best of both worlds. I still maintain that leader quality, but I lower my status. I just take my body language down a little bit by lowering my head just a tiny bit when they're talking to me. When it's my turn to talk, I'll raise my head back up again and chat, so I'm jumping between high and low status.

You can see a lot of status interruptions between people in the street. In fact, every time you chat with somebody, one of you will be high status and one of you will be low. You're either black or white. What I'm saying is be both black and white. Be a penguin, as it were. Be somebody who can be both things.

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Look at other penguins and delight in them. Don't be angry with other penguins. Don't be a penguin who finds bad things in other people. Don't be a racist penguin, for example. That would be quite nasty. What you do want to be is you want to be able to adapt to your conversations.

My next door neighbor, the guy who taught me bricklaying, is a high status individual, but he lowered his status when he was teaching me. He did that by asking me to make decisions, rather than him making decisions, which is high status.

For example, he'd say do you think we should put this brick here in the wall? Do you think we should do this? What do you think? He was asking me for information, almost like he was feigning me he wasn't sure himself. In doing so, he built up massive comfort with me.

Building comfort up with other people is one of the key things to be able to do in a conversation, but also being able to lead the conversation too. So this idea of status in the way that you control your body language, by the way you raise or lower your head is massively important.

Keith Johnstone has a remarkable chapter about this very topic in his book and I recommend to anyone listening who wants to find out a bit more, that would be a good starting place. It's also something I'm going to cover on YourCoachingCoach.com as well.

Igor: Fantastic. Clearly, we have just touched on a massive topic. Status is a huge and very important topic when it comes to the whole field of influence, persuasion, charm, charisma and so on. I think you've given us a very nice foundation in terms of what to think about.

Now that we've seen the idea of charm and how to be charming, the final pillar of your system, if I understand it correctly, is how to bond with people and not just having someone like you, but really bonding with someone.

Marcus: Exactly. It's really about connecting with people on a level that's genuine.

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Seminar 2 – Part 3

Igor: Marcus, tell me...

➤ **What's bonding all about?**

Marcus: Bonding is really about how to form a connection with somebody, and a genuine connection at that. It really comes from making them feel comfortable in your presence, building up trust with them and getting them to comply with you and you to them.

Igor: Let me ask you then...

➤ **What's the purpose of bonding?**

- Why do you want their trust and compliance?
- How does that help your whole charisma process?

Marcus: What building up a connection with somebody achieves and what bonding does, is you're going to find that you're going to be able to build a genuine relationship with somebody, which is amazingly useful in terms of lifestyle, meeting somebody on a genuine level and if you're using hypnosis for therapy, being able to get through to them and empathize with them.

Therefore, they're no longer just a person with a name attached to them; they're somebody you know. For me, my application of this is really about meeting people, getting to know them and including them in my social circle and in my life.

Also, if I just meet them for a very brief period, making them feel like they've known me and I've known them for ages. You know that natural feeling you sometimes get when you think, wow, it feels like I've known that person forever, but you just met them maybe a few hours or even a few moments ago.

Igor: I like that. That's actually very charming. You're actually meeting people as real people, rather than as objects of getting forward in life, or whatever metaphor people have in their minds.

I know you have a couple of very interesting ways of building that trust that are very powerful and work very quickly.

➤ **Can you give us some examples of these things?**

Marcus: Yes, I'd love to dive in and tell you about my first one.

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1. When I meet somebody, I always tell them what I'm doing as I'm doing it.

What that means is as I chat with them, I make little promises and, most important, I fulfill them. An example of this would be if I met somebody and I said, it's been lovely talking to you. What we should do is we should walk down these steps, turn left and exchange contact details.

Then what we'd do is we'd walk down the steps, we will turn left and then when we do exchange contact details, I've almost made little hoops that are going to be jumped through, and in doing that and in fulfilling those hoops, it builds trust.

Likewise, if I'm chatting with somebody as I'm walking along, and I say we're going to come up to a road here and it's very busy. There are some traffic lights and stop signs, and there I have to ask you a very important question.

What will happen is we'll walk along the road, we'll come to that busy road, there will be a stop sign there, and what I'm doing is I'm really pacing their reality and fulfilling it. So they figure, actually everything he said has ticked all the boxes so far. It just allows sort of a subconscious feeling of trust to build up.

Igor: I like that. That's a very interesting example because what you're doing is you're creating little cycles where you're constantly proving what I say I do; what I say I do; what I say I do. So the unconscious picks up the idea, the pattern, what he says, he does so when he says (X), that's exactly what's going to happen.

I can see that building up a tremendous amount of trust in a very short period, right.

Marcus: Exactly. In fact, if you're in a situation where, let's say you know that you're going to put that person in a situation where they may feel a bit funny – like for example, with me, if I'm going to do something a bit crazy – and believe me, I love doing crazy things – I'll tell people about it before I do it rather than just launching in.

An example happened to me yesterday on the subway system in London. My friend said to me hey, wouldn't it be funny if you rolled over and did a roly-poly down the middle of the train aisle in front of everyone. I thought yeah, that would be crazy, so maybe I'll just give it a go.

I must admit, I was feeling a little bit silly doing this. So I said to everybody on the train, my friend has just dared me to do a roll down the middle of this train aisle, so what I'm going to ask all you folks to do is could you just keep feet in

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a little bit. What I'm going to do is I'm going to roll down and, hopefully, it will be very funny. If not, there will be disastrous consequences for me.

Everyone started giving me their attention, and I did it to huge applause on the train. It was a bit of a disaster because what I found is that because of the laws of physics, if the train is going one direction and if you try to do a roll down the train carriage in the other direction, you kind of end stationary. But it was still good fun anyway.

Igor: That sounds like you were having a blast, and the people around you were having a blast as well.

Marcus: Yes, definitely.

Igor: So what other kinds of things do you do to kind of build this relationship, this bond between you and the people around you.

Marcus: In life, you've got social gifts that you can give people. So far, I've identified 10, and I'm going to share those with you now. It all comes down to the reciprocation principle. Cialdini wrote a brilliant chapter in his book, *Influence and Persuasion*, on this very topic. What I like to do is actually apply it in real life for positive reasons.

What you'll find is whatever you do will come back to you. I like to give people social gifts. The ten social gifts that I give people are as follows.

The first gift you'd give people is:

1. Cheerfulness.

If you're genuinely cheerful to people, that will come back to you. They will reciprocate. Again, beautifully, this happened to me less than 24 hours ago. I went to buy some new gloves, and I walked into the clothing shop where I got them. I smiled at the person selling me the gloves, and he said to me, I really want to thank you.

I asked why, what have I done? He said, you're the first person that's come in who's smiled, and you've totally made my day. Everyone else here is very busy shopping. We've got a sale on at the moment, so it's very busy and everyone forgets who I am. You're the first person just to smile and that made me feel great as well.

It built up my own self-worth in myself and made me feel like a good person for doing that so it's going to spiral and continue.

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The next thing you can give people is:

2. Your affection.

The difference between cheerfulness and affection is cheerfulness is just beaming a smile really. It's just saying, I feel great and I hope you feel great too. Affection is maybe a little bit more focused. You might give somebody a compliment. You might say I like that jacket you've got on. It looks nice. It just sets you apart and makes you very distinct. That will make that person feel very nice, it's a nice little gift you can give them.

The third gift I like to give people is one, we've just discussed, and that is to give them:

3. Your trust.

We've already discussed how to do that. We do that by fulfilling promises. How many times have you spoken to somebody, and they said, let me get your details and I'll give you a call later, and they never do. It's very frustrating sometimes. How many times have you had somebody make a promise to you, even a small one, and it never comes to light. Even if it's, I'm going to bake you a cake. I always like to fill my promises. If you do that, you'll build trust with people.

The fourth gift you can give people is:

4. Your attention.

Just being interested in somebody is a wonderful gift to give them. We're going to look at this a bit more in a minute as we look at the different levels of rapport you can build with somebody. Giving your attention to somebody is really just taking an interest in them by asking them questions about themselves. Rather than just asking them question after question, as we discussed previously, you want to make statements based on the answers you get to the questions.

You might say whereabouts did you get those shoes? Somebody might say I got them from America. This is your opportunity to make a statement about shopping in America. You might say something along the lines of, I would love to go shopping in America. As soon as I save up enough money, that's it. I'm going to go to New York, I think.

Is that where you went, or did you go to somewhere more glitzy like Las Vegas? They'll give you an answer, and you make another statement about the answer they gave you. So just giving your attention to someone builds a very genuine relationship.

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The fifth social gift that you can give people is:

5. Manners.

How many times do people forget their manners? In the UK, we used to be very proud of our manners, but that seems to have slipped a little bit, which is great for me because when I do use them, it shows up even more.

Manners are things like opening doors for people. I like to let other people go first sometimes even in I'm in a hurry, I'll say after you. You've given them a gift.

The sixth thing you can do is you can help somebody. I think I touched on this before when I was driving my car along, and a man's car had broken down. I pushed his car off the road and got him out of a stressful situation.

6. Giving people assistance is a gift you can give them, and they will often repay you in kindness, even if it's a thank you.

This is really an instance where the deed is more important than the reward, but sometimes you get reward as well, which is nice. Obviously, you're doing nice things for people. Don't go out chasing down cowboys for rewards, like bandits. You're not doing it just to claim the reward.

Igor: You don't have to be a bounty hunter. Just help people out as they come along.

Marcus: Right. Just helping society by removing criminals, quite well put.

The seventh gift you can give people is:

7. Information.

If I see somebody looking at a map, you guessed it. I'll walk up and say hey, where you folks looking for? What that does is that gets me talking and allows me to build up my conversational muscle. If I'm in London, I often do this once a day. I'll just walk past somebody and say hey, what are you looking for?

Always embarrassing when you don't know how to find what they're looking for either, but good fun. So I try to give information. Even if I can't give them the information, the very fact that I've tried often goes somewhere.

The eighth gift you can give people, and I think this is my personal favorite, is you can give them:

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8. Wit.

9. Humor.

You can make them smile and make their day. For example, when I was buying my gloves, I walked past a jeweler's window. There were two women looking at all the jewelry and I walked up to one of the ladies and said, why don't we throw a brick through this glass? I'll cover for you and you can just put the stuff in your pocket and run. I can see how much you want that. She burst out laughing.

So, I just gave a little witty observation that I thought of to that person. Often, I'll build my wit by just looking for things that make me smile. Not them, but me. Hopefully, they'll laugh too and there's a good chance they will if I'm smiling as I chat. Wit and laughter are pretty much synonymous.

Igor: Let me just pause you there for a second because I think there's something very important that you said. You said, we're not doing these things to try to get approval or to please someone or to say please, please like me. That's needy and comes across very wrong.

You're doing these things purely because either they amuse you; that is, for your own self-interest, or because you think that they're the right thing to do so their reaction is not important. It just happens that most often, it's a very positive one.

Marcus: That's exactly the case. I know as I go to chat with somebody, I'll probably get a good reaction for two reasons. First, because I'm smiling, which is so important and secondly, as I chat with them, I'm falling back on a wealth of previous experiences where things have gone right.

If you haven't got a wealth of previous experiences where things have gone well, then we need to get you one. Just smiling as you chat to people will build that up slowly. Talking to people everywhere will build that up slowly as well. This is exactly what I do.

How we get into this self-fulfilling prophecy as it were, and I believe I've touched on this, is when we pay money to people – if we walk into a shop and I pay a couple of dollars for whatever, I think to myself, I'm going to get a couple of dollars free training here. I've paid \$2 for a Starbucks' coffee, I'm going to get \$2 worth of training and start a conversation with someone. What will happen is that will go well. That feeds into my memory banks so I've got all these experiences that have gone well. Why not this one?

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A very important thing with humor is that it's always a risk. Sometimes it's not going to go down as you intended. Because, my mind is geared and focused on either this is going to be funny or this is going to make a good story, I tend not to remember any bad experiences I have. It's quite significant.

So if I do something and it just doesn't go well, I just think, oh my goodness, that was funny. I'm already associating positive things with that experience. I'm not thinking, oh my gosh, that was awful and I can't do that again. I'm thinking, wow, this is going to make such a good story. That engineers my mind to only taking positive things.

If you asked me when the last time was that something bad happened to me, I honestly can't remember. Nothing significantly bad has happened ever, but a bad reaction where it was like oh you caught me by surprise, and I'm not really sure what's going on here, I honestly can't remember.

Igor: That's very a very empowering idea then, isn't it?

Marcus: Yes. It's really an attitude that allows you to be witty and not worry about the consequences because you're being witty for you, not them. Because you know that whatever you say is going to make you laugh, its win-win. You can't fail. You're either, going to make yourself laugh or you're going to make you and them laugh, so it's great.

Igor: Beautiful. I like that. So what's the ninth social gift you have for us?

Marcus: The ninth social gift is:

10. Time.

Give your time to somebody. I suppose all of the gifts involve the giving of time, but focusing your time where, let's say for example, you give your time up for a charity or say you give your time to help someone learn to read, or you give your time to help someone cross the road. Just giving your time to somebody is a beautiful gift. It's the most valuable asset you have. If you give your time to somebody, they'll be grateful forever.

Giving time is like you only have so many hours in a day. If you use those hours towards the happiness of others, you're going to fill that time up with making you happy as well. If you've ever tried to get a conversation with a very important person, let's say you've got Richard Bandler walking down the road and you ran up to him and said, could I buy you a coffee and have a chat? He might say yes. Then you have a chat with him.

After about an hour of talking to him – or maybe after five minutes of talking to him if he's doing his NLP magic – but you think, gosh what a great guy,

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because he gave you his time. It's a very humbling, charming thing to give somebody your time.

Lastly, number 10, the last social gift you can give somebody is:

11. Future opportunity.

Future opportunity is fulfilled promises of the future. For example, you could invite somebody to a party. That's a future opportunity. You can't really fulfill it right at that moment, but you have the promise of doing it.

A friend of mine promised me, he said, you know what I'm going to do? I'm going to give you my MacBook laptop. I was like, wow, I can't believe it. So in that instant, even though he hadn't given me a MacBook, in that moment he had given me the gift of the promise of a MacBook, which was lovely. Even better, he gave me the MacBook too.

What a great guy. I just can't wait to see him and give him a piggyback maybe or something like that. He has my undying love for that. It changed my life.

These are the gifts you can give people.

Igor: I like that. That's a very charming way of having a list inside your mind of how you can put some value, an interesting spin on the social vibe. Because you're doing this everywhere you go in everyday situations, it means that you're on a constant lookout for creating a social vibe. It's not something that you switch on. It's an engine that's constantly warmed and running.

Marcus: Exactly. It's an engine that, rather than trying to impress somebody, you're trying to express to somebody. So rather than trying to impress them and make them like you, you're just expressing yourself, throwing yourself of the chaotic symphony of life and allowing all those notes to just play as they are, but you're doing it with the best intentions.

Now any of these gifts will trigger reciprocation where somebody is nice back to you. If somebody does something nice for you, you kind of feel like you owe them a bit of debt, that you want to do something nice back to them.

Igor: I think that's very true. Of course, that's that self-fulfilling spiral where all the interactions start going really well. You give a little bit, they give a little bit, you give a little bit more back, and suddenly you have a genuine relationship. That's what relationships are about, aren't they? They're not about taking. They're about people give genuine value to each other because they're just charmed by it.

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Marcus: Exactly. One thing I say is on the receiving end – it's great to be a giver, but sometimes you're going to be a receiver. All of us have had experience with this. So when people give you cheerfulness, when people give you that trust, when people give you that help, receive it.

I always advise people to never push it away. Always take it in because that will build a connection with that person.

Igor: I've got to say that's actually a very important thing. A lot of people out there, and I've met them and sometimes I'm the same way myself, we're kind of embarrassed and say oh no, stop. No, it's not right. But you're really turning down not just the social gift, you're making it more awkward for them. Sometimes just being able to accept something is actually a gift in itself as well, isn't it?

Especially if you've done someone a favor and they want to show their gratitude somehow, it's almost rude to not give them a chance to get even or to level the playing field by allowing them to give you a gift in return or to thank you because they feel that they haven't been able to balance out their debt.

Marcus: Exactly. It would be like going to a party and giving a present to the host and the host goes, oh, I'll just open that later. It's like, oh man I wanted to see you open it. I wanted to see your eyes light up as you open it because that, for me, would have been my sort of fuzzy feeling.

Igor: Exactly. Now speaking of fuzzy feelings, when it comes to actual rapport, you have different levels. We've talked about the idea of trust being such an important part of bonding, but rapport has this other mystical quality that people never quite fully define.

You've actually gone and broken down the idea of rapport to some very specific different levels, haven't you?

Marcus: Yes. That's right.

Igor: Can you talk us through those a little bit?

Marcus: Yes, certainly. Before I begin talking about rapport, what I'm going to describe now are just the different levels of rapport. That doesn't mean you have to follow these levels rigidly. Like, I'm at level 3- rapport and I must obtain level 2 or level 4. It's just a rough guide to allow you to know where you are and where you can go.

So let me just jump in right away and talk about the first level of rapport. This is what I call:

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1. Light rapport

Light rapport is the first interaction you have with somebody. In that, if you want to sort of build up a nice light rapport with them, you got to do probably two or three things.

- You've got to follow social etiquette and exchange names.

Exchanging names is great. Suddenly, the person you're talking to is not a stranger. They are a person. So you've taken them out of the fuzz of life, and now they are somebody. If you think how many people can you call by name in your life? I know on my Facebook account at the time I'm speaking, I have like maybe 500 or 600 friends. Sometimes I meet those people, and I still forget their names. That's 600 people.

If I include all my cousins, family and everybody, even the people I work with who aren't on that social networking tool, the people I just happen to know at my gym, for example. Let's say I'm pushing 1,000 people that I can call by name. Now I'm sure there are some people out there that have got amazing skills at remember names. I am terrible.

However, if you exchange names with somebody, there are seven billion people in the world now, maybe six billion but there are quite a lot of people, nevertheless. When you give somebody your name, you take yourself from one of the six billion to one in a thousand so it's very important.

The next thing you do in light rapport is:

- You'll develop the offers that they say to you.

In spontaneity, we talked about people making offers for conversation. That means when they say something, like for example, a dog was playing a piano. The things you can talk about to develop that conversation further would be possibly the dog and the fact that it's playing the piano.

Those are two different conversational topics you could talk about, you could seize on that and say oh, I love dogs. They are very skilled creatures, so it's no surprise to me if they play piano. Or, you could talk about piano playing. Ah, that makes me feel terrible. I spent ages trying to play the piano, and a dog is now at Grade II.

What's the world coming to? Next thing, you'll have penguins playing saxophones and chimpanzees playing ukuleles. What's going on there? The main thing is you're developing content from their conversation and adding to it. The best way is to make statements about what they're saying.

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The last thing, you're going to sort of maybe as you chat with them, for example, you're telling them a story, you might request things from them in the story you're talking about, or you might be discussing something with somebody, for example, you're discussing the merits of Shakespeare's later works, and you ask somebody what their opinion is on that topic.

- You get other people's input as you're talking about a subject.

If you're talking about Hawaii, you might say have you ever been? You're just trying to draw them into the conversation a little bit as well.

That's what light rapport is.

Igor: That's beautiful.

Marcus: It's just light banter. You're buying a coffee at Starbucks. Oh hi. Your name's Liz. My name's Marcus. How's your day going? She might say it's going terrible. So you add to that and go, oh I know what it's like. I've been in situations like that and the clock seems to slow down. It's just not fair.

Then I might give a request from her and get her input into the conversation. So I'd say Liz, what are we going to do about it? How do we fix this? Are you going to drink loads of coffee during your lunch break? You do work at Starbucks, after all. You're going to drink loads of coffee, and the caffeine will have the effect of speeding up time so your day goes much quicker. There you go. That's light rapport.

The next level is:

2. Standard rapport

I should have thought about giving them cool sounding names, but I just gave them very dull functional names. I'm afraid they're all like, light and standard.

Standard rapport is something we've all done, and that's when you ask personal questions to somebody. You start exchanging information. The old classics like, where are you from? What do you do? How are you? Where are you going in three weeks' time that kind of thing? You're just asking questions based on genuine curiosity.

Now a lot of people who do this will actually make the mistake of asking question after question after question. For the poor person on the other side, that feels like they're in a job interview, and that interaction doesn't go very well at all.

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Again, the trick is make statements based on the answers you hear. For example, what's your name? John. Oh hi, John. I'm Marcus. What do you do? He might say I'm a computer scientist at Harvard. Now I make a statement based on that. I say computer science at Harvard.

You must be the most clever man in the world, unless you went to Berkeley as well or MIT because that's quite a cool place as well. How did you get into that? He might say I used to like mass and physics, and I just continued from there.

Then I'll make a statement about that. I don't know anything about mass and physics, only that I found them very hard and I was terrible with them. So I try to say that as positively as I can. Wow, I struggled so hard with mass and physics. I used to sit next to this guy named Andrew in my mass class and I would copy everything he wrote.

Then, one day he started writing quicker and quicker, so my handwriting started getting quicker and quicker. The only problem was, when I went to English class, my handwriting had been conditioned to be such rubbish from copying him so fast in mass that it brought my English skills down as well. My written literature skills went to pot.

So already, I'm having a standard conversation with him. It's going quite nicely because I'm adding to what he's saying. That's making him feel that I'm listening to him, so standard rapport is exchanging information. You're forming a logical conversation based on questions and answers, and you're relying on yourself to lead that conversation. That means that you are talking about the answers they give you.

That brings us to:

3. Genuine rapport

This is the third level. This is where you go from being somebody you meet at a party and chat with, they found you pleasant and you found them pleasant, and you exchanged a bit of information about each other, maybe up to standard rapport, you got their business card or something like that. Sort of like the conversation would end with, I'll see you around.

Genuine rapport is the jump from that maybe to friendships. You can get into genuine rapport by performing small actions or deeds for them as you chat with them. These are the social gifts we talked about. That's the sort of thing where you say I just went to the bar and I got you a drink as well. You're just giving them something nice.

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That's very nice for the person that you're giving that gift to. You're giving them that gift as, I should say not because you want something from them. You're just giving it. Here you go. Hope you enjoy it. You're not waiting for them to do something back.

I was explaining this yesterday to a client, and I said, it's a bit like you've got a key to a Ferrari. Imagine you've got a key to a Ferrari, and you've got to give that key to somebody. You spot somebody, and you think, I've got this key to this Ferrari, and I'm going to go and give it to them.

You walk up and say this key – and you look back at your Ferrari. It's sitting there all gleaming and polished. You say this key is for you. They smile wryly and they take the key. They look at the key and say thanks. You're there thinking, say something else. Say something else. The person just looks at you and goes okay see you around.

Now you've given away the key to your Ferrari and you feel very bad because they didn't jump up in the air. They didn't do anything. They just walked away. Doh!

What I say is it's nice that you were going to give somebody a Ferrari, but far better to have loads of keys to loads of Ferraris. Here's a key to a Ferrari. You'd like a key as well. Take this. Oh, you'd like a Ferrari. Well, have this. I know I haven't even asked you, here, seriously, take a key. Have a Ferrari. Drive it off. Have fun.

What will happen is as you do that, some people really will come back to you. Some people will be so grateful. You're doing that from the mindset of you're just giving. You're not giving to receive. You're just giving and you will receive.

I'd just like to point out that Ferraris are metaphors. That doesn't mean you have to go and buy a lot of Ferraris now and give them away. Ferrari was a metaphor for social gifts.

Igor: I was going to say it's going to be a very expensive way of getting friends otherwise.

Marcus: Yes. I listened to what you said, and went and got loads of Ferraris and gave them to people, and suddenly they're all my friends now. I suppose that would work as well.

Igor: Who said money can't buy you love?

Marcus: But we want genuine rapport here. We don't want fake rapport. The next thing you're going to be doing in genuine rapport – and this is a very nice test to

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know if you have genuine rapport with somebody. That means that the person you are talking to is really starting to value who you are.

The first thing you can do to test – and also to strengthen that rapport – is you can give them little instructions, and see if they will follow them. For example, could you just pass me that drink down there? Or, can I get the time from you? Or, you might ask something like, I'd really like to try your jacket on? Can I give that a go? It just looks like such a nice jacket so you try on the jacket and go, this is great.

What's going on in the background there is you're making little small compliance tests. They're either going to do them or they're not. If they do them, you'll start building up trust even more. You'll also bond.

Another thing you can do – this is not something I've done sometimes, but I like to just include it so that I've covered all bases here – you can lend somebody something. Neighbors do this all the time. Something of monetary value, like you might ask to borrow their lawnmower, someone makes a request of you and says, can I borrow those shoes you're wearing.

Obviously, not such a good request to have made to you if you're on a night out or, could I borrow a cup of sugar, now there's a classic.

If you grant them that request, you'll bond. I remember actually lending a very dear friend of mine some money. This is probably an icky topic, but I thought, you know what? I like this guy. I'll lend him the money. So I did and he gave it back, and our friendship really strengthened through that because we'd put our trust on the line, but also we fulfilled it. So make sure you give the sugar back. You return the lawnmower. Thank you. It's really a test of your trust in each other.

So when you lend and request, you're giving yourself the opportunity to build up trust, of course, it goes without saying, if you don't trust them, tread carefully. Do small requests with them first. Maybe lend them something tiny.

Igor: Like a paperclip.

Marcus: Yes. Can I just borrow that people, please? That would be great. Thank you so much.

Igor: See ya.

Marcus: Got his pen now, and then you get home and it won't work. You'll be like oh, no, so they're almost like small indications of obedience and it's reciprocal. You obey and they obey. It builds up this genuine connection with somebody.

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Let me just say this builds on level 2 and level 1. You're still going to be asking questions. You're still going to be smiling as you talk to them. Things like this. It's not like you're at level 3, genuine rapport, so you stop asking questions. No. Continue that on, but you'll find the questions get a bit deeper.

You'll be chatting with them and as you're asking questions and they're giving you answers, you're delighting in the answers that they give you. You're looking at them and thinking, wow, this is interesting. You're having longer conversations.

Genuine rapport really happens when you're both investing your time in each other, when the conversation goes from five to twenty minutes or longer, maybe 20 minutes to an hour. If you've sat next to somebody on a train and you chat with them on a long journey, or on a plane, you get into a genuine rapport with somebody quite effortlessly.

I was flying to Germany recently and started chatting with the person I was next to who was a rock climber. He was telling me all about what he was going to be up to, and he was very interesting. I said, I'm going to get a drink. Would you like one too? Now drinks are complimentary, but just the offering of a drink is giving something to somebody.

I said, as the flight attendant walks past, could you just grab her attention for me? He's like yeah, no worries. What's going on there is I'm getting him to comply with my instructions, but also I'm trying to give him gifts as well. It builds a genuine connection with somebody.

Igor: That's very genuine. I like that.

Marcus: The last thing about genuine rapport is you start making plans with somebody in the future. I was very lucky because this guy taught me about – I don't know if any of you listening have seen the film with Leonardo DiCaprio called, The Beach. It's about this guy who finds this amazing beach that's away from the rest of the world, like a Paradise.

The chap I was talking to had a similar beach of his own. The only problem is it's in Scotland, so it's probably not as glamorous and filled with golden sands as the one set in Thailand in the film.

He told me about this amazing beach and he was going to give me instructions on how to get to it. I'm so looking forward to it. I'm going to do this next month. Now because of that, it's like, let me get your name. I'll check you up on email. We'll have a chat. If I do any mountaineering, would you be a good guy to chat with? He said, yes, totally. Give me a call.

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This guy was one of the best climbers in England. He's worked for magazines, takes photographs all around the world and what a great guy to know, just from starting a conversation with somebody next to me, so I got into genuine rapport there.

Next is level 4.

4. Deep rapport.

This is the next stage. This is what you'll have maybe with 10 people in your social circle. It's the relationship that you share with your family you can build this kind of rapport with anyone. Deep rapport is triggered by sharing deep personal stories that tell who you are.

Imagine if you chat with someone, you are a blank canvas to them. You are empty. What deep rapport does is it paints a picture about your life. So this means you tell little stories about who you are. It's really the stage of storytelling. It's the stage of taking even mundane things and through your use of vivid language, as a hypnotist, adding pauses to build a bit of drama, you can really involve the listener in the story.

You're not talking to them. You're talking with them. You're telling a story where they're nodding and listening. They're getting invested in how you're talking to them. You're using your hypnotic skills to maybe suck them in to that reality of yours a bit more.

This is when you focus your attention on them. I believe it was you Igor, who told me about a technique, which I use to this day. Imagine a giant bubble enclosing the two of you so that everything else in the room is of no significance it's just you and that person. It's like you have an intensity as you talk and you are genuinely interested in everything they're saying as well.

What I find so interesting is this concept of imagining a giant bubble around the two of you. What it does is it changes your vibe as you're talking to them. It really changes how you're coming across in your tonality and your mannerisms and the other person's subconscious will pick up on this.

To make deep rapport even deeper, divulge a vulnerability about yourself to the person you're talking to. This is usually reserved for close friends, but by offering this, you allow the person you're talking to, to build up more trust with you.

So, you're really going to show somebody a chink in your armor. This could be a mistake you made, a failure you had or something a little embarrassing that you once did. You tell somebody about something you did wrong. You say I made this mistake back in the day and regret it every day. I hope one

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day I can do something about that. You just tell them a personal story, maybe even a hardship.

Everyone has vulnerabilities, and we get good at hiding them, so once you've established a bit of genuine rapport with somebody, now is the time you can share something like that. Like hey, I'm not perfect. It makes them realize that you're a real person.

The third thing, this is what you'll start to see with good friends you share in-jokes with people. In-jokes start to build the next level of rapport. They're the forerunner. In-jokes are where you both see something and you both laugh, but nobody really knows what you're laughing about. It's like a unique anecdote that the two of you share.

For example, I have a friend who, when I talk to him, I just talk in a Russian accent. A stereotypic Russian accent I should say. I'm sure Russian people don't talk this way. He would talk back in that sort of accent as well. It's our little in-joke.

Another in-joke could be say you're on a plane, there's turbulence and the plane rattles. You might say, there's a gremlin on the side of the wing- silly gremlin look, every time I look out the window it's gone. The plane goes on a bit, you get more turbulence, and you say there's that gremlin again.

You start building up this joke about this gremlin and you know you've hit the jackpot when the plane falters and they say to you, there's the gremlin. Now you've got that joke about a gremlin being on the side of the plane that only the two of you really get.

This leads to deep rapport, in-jokes. If you really want to get deep rapport, like this in-joke kind of thing, give them a nickname. Share nicknames with people or tell them your nickname. If you have a nickname, share it. My name's Richard, everyone calls me Red. Share that. No, call me Red, seriously. That allows them into your world.

The last thing that really builds deep rapport is meeting people at different times and locations- time fractionation. You can meet somebody at a party or in a business meeting, and that's great, but you'll really start to bond on a serious level when you meet them at a different place in a different time period.

A friend of mine named Mark I met in London. Then I flew over to Florida, and I met him over there as well. We got on even better because we suddenly met each other in a different location in a different time space. Then, on top of that, I met him in Amsterdam. I met him in all these different places around

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the world. Now you don't have to meet somebody around the world. That's quite an extreme case, but it will make you bond very deeply.

You can meet people in different locations in the same area. So you might meet somebody in a venue outside, then you might be them inside, then maybe a few hours later, you might meet them in a restaurant next door. That's fine, you're changing the location you meet somebody, and it compresses the time you bond.

Bonding will happen if you put two people in a room, then in enough time, you'll get bonding. Maybe you don't want to spend hours upon hours with that person, so you meet them at a different location.

The space you have between each other, like say you meet somebody and then you give them a few hours off and then you meet them again, that allows their subconscious to take in everything you've said, kind of work out who you are. It gives them a bit of breathing space.

Once they've had a chance to think about you, they're ready to meet you again. This is great because you're interaction compacts.

Now we're going to look at:

5. Intense rapport

Intense rapport is the level I have with a lot of people actually, but I didn't used to. Intense rapport is essentially you create a shared reality with someone. This is developing by embracing each other's imaginations to the point where you're role-playing out ideas, you're sharing jokes with people, you're sharing nicknames and you're almost creating a world with that person. This is incredibly powerful. This is the level where you're maybe playing make believe games.

Say, for example, when a very good friend of mine and I go down to the gym, we won't necessarily go to the gym as he and I, we'll go to the gym as alter-ego bodybuilders. My name is Max Creatine, the Beach Sniper, and his name is Juice Python. It's silly. I'll lift some weights, and I'll say Max is lifting the weight. Is he going to do it? I have no idea? I'll lift the weight, and my friend will say amazing.

We're role-playing in this little world together. This guy is one of my best friends. What we've done is we've developed this world, and we've done that by taking what he said, and adding to it. Agreeing with what he said, and adding to it. He's agreed with what I've said and added to it.

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So when he said, my name could be Juice Python, I didn't say nah that's a rubbish name. I said that's great, I'll be Max and he said, how about Max Creatine, the Beach Sniper. What does that mean? I have no idea, but I just said yeah, great. So we built a little world together. It's almost like, he's on one side and I'm on the other, and we've got this mutual meeting place in the middle.

Igor: Of course, by building a world together, it excludes everyone else and makes it much more intense. Us against the world type mentality, which does a strong amount of bonding. It's kind of like the Stockholm Syndrome and all these other things. It can create a close bond very quickly.

Marcus: Yes. It creates an amazing bond. The best way to start a bond off with somebody is – I could talk about this subject for hours– it's an area I've developed and I don't know anyone else that talks about this, especially to the levels I've taken it to.

For today, I'd just like to share with you the best way to start it off is to give somebody a nickname and just see what happens. Develop a nickname with them. Don't give them a nickname that is something like pit stop, for example, because they like to make pit stops as they're driving that's not a nickname you could really develop, but calling them smurf is nickname you can develop because now suddenly, they're a small little blue person.

If there is a cold baby in a car, don't call that a smurf, because that would just be wrong. That is a small blue person, but for different reasons entirely.

You experience a spectrum of emotions with somebody. You go through everything. You go through joy, fun, grief, fear, passion and courage. You experience the rainbow of emotions with somebody. A good way to experience a rainbow of emotions with somebody is to go to a theme park. Do something a little bit scary.

My friend, Mark again, I really bonded with him when we did a parachute jump together. Notice, you're not going to do a parachute jump with everybody, but say there's somebody you really want to bond with, say you have a business partner or a business associate that you really want to bond with.

Say listen, we're doing a parachute jump and wondered if you'd like to join us? They might say okay. You're giving them a gift even if they say no because you're offering them a future opportunity.

Let's say they say yes. That's great. When you're 13,000 feet in the air, they're about to jump out of the plane, you will share a moment together,

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when you land, you'll be hugging each other and you're going to get intense rapport.

Igor: For sure.

Marcus: Yes, definitely.

Igor: Now Marcus, I know you have almost limitless capacity to speak about, especially things like bonding and rapport. It's a real specialty to have, as well as, all the other things you've shared with us. Unfortunately, sadly, we're coming very much close to our time limit for today.

Before you tell us a little bit about your actual charisma coaching programs that you have available, is there something you can tell us to sort of wrap everything together on how to be practical now. How do we take all the ideas you've talked to us about and in a practical step-by-step way apply these things in our daily lives so that it really makes an impact?

➤ **Do you have some advice for people who want to do that now?**

Marcus: Yes. I think the best way – and I have touched on this – is in a nutshell to talk to everyone everywhere. If you're listening, you think, how do I do that? That's almost like the end goal to some people. Now everyone buys groceries. I'm sure you do or you put fuel in your car, you have to in order to survive so you're going to meet strangers.

If I walk into a new Starbucks, I've never met anyone there before. I think, okay, if I'm going to pay money, I've bought the right to talk to them. That's the first place to start. You are going to have to buy groceries. So talk to the person at the cash register. You are going to have to buy a bus ticket at some point. So talk to the person you buy the bus ticket from.

It's creating opportunities to chat with people. So every time you exchange money, you've bought the right to talk to somebody. Once you start doing that, and once you've done that for a while, you'll start getting better.

Now if you're thinking, what do I say? Start with hi, how are you today? It's a great line. I guarantee if you do that to everybody, even if your conversation is hi, how are you today and they say great, how are you? Eventually, you'll get so fed up with doing it you'll start adding new things to what you're talking about.

So you might say hi, how are you today? They say I'm great. You say well, I'm great too. You know what we should do? We should totally rescue you from this job. I'm going to go get a car and drive through the front of the

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building, and you can get in and we'll drive off or you could just go on lunch break, I suppose.

That interaction might go down well. It might not. It doesn't matter because you're starting to chat. To really sort of develop yourself, as long as you're chatting with people with the intention of leaving them better off than you found them, you're going to smile as you talk to them, you can't go wrong. You're golden.

Once you start getting used to chatting with people that you're having financial exchanges with – and I'm not saying go out and buy loads of things just to do it. Just in your everyday life. This isn't something you should do. It should be something you are, so just incorporate it into what you're already doing.

If you're going to the gym, chat with the receptionist. If you're going to work, chat with the secretary. In fact, if you work in a large company, make it your goal to chat with everyone in that company. You're going to have standard rapport or the essence of standard rapport, with everybody because you all work in the same building.

They're not going to tell you to go away. They're going to be warm and responsive to you, even if you don't know their name and they don't know yours.

So start by saying hi to everybody. After you've done that for a few weeks and you're saying hi to everybody, say every time I walk past you, I always say hi, but I don't know your name. What's your name? Exchange names. Build it up like that.

Whether you work in a company, whether you go to a sports center, whether you are part of a club, do it at whatever institution or whatever social group you have in your life.

If you don't have a social group, get one. It's very simple. Find a hobby and do it. Hang around with other people that do that hobby. Once you're doing this, it becomes a lot easier to start a conversation with the person next to you on the bus. As you do this, there are going to be times that you have to take that risk.

You're going to get that funny feeling in your stomach and go, oh, do I really want to talk to that person. Yes, I do but what if I say everything and it goes wrong? It won't go wrong. As long as you're happy, as long as you're smiling, it will go great.

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You're still going to get that feeling so look at it like, this is either going to go good and it's going to be fun, or it's going to make a good story. I assure you that 99% of the time will be fun. The 1% that will make a good story will make you feel even better anyway. The main thing is talk- talk- talk.

Review this CD as well. Review this interview because a lot of it will make more sense when you've gotten real world experience. Right now, it's just sound in your ears. You've got to take it out and apply it. The best way is to get into conversations. The best way to get into conversations is to talk when you pay money.

Igor: So, Marcus, you've given us a lot of insight and really it seems to be a bit of a no brainer. In order to be more charismatic, you need to engage with people. To do that basically, your basic tool is – surprise, surprise – talk to them. You have a thousand and one strategies on how to start conversations, build conversations, build rapport and develop a powerful relationship with people.

So if someone wants to take this further, in other words, they've got material here and they want to start playing with it, and they follow your advice and they're getting some progress – or even if they're not – what is it that you can offer them in terms of your charisma coaching stuff that can take them to the next level or, at the very least, kick-start them if they're maybe too shy or too self-conscious to start on their own?

Marcus: Well, if you visit YourCharismaCoach.com, you'll be able to download a free eBook, which will give you the basics of some exercises and what we've talked about today, so that's a really good starting point.

You'll also be able to view 12 free videos, which are me really sort of getting you in the right place to begin all this, to begin putting it into action, to be able to apply it. It's a 12-step program just to get you started. That's completely free, and I welcome everyone to come have a look at it, and let me know your thoughts.

If you'd like to go further, I offer phone coaching over Skype, just because it's a very global way of accessing everybody. I also offer one-on-one and seminars. That's where we go out and we start conversations with people. I give you feedback about what you're doing right and what could be improved.

I also offer a membership program. What that involves is it's a monthly program where you can join and I'll put new lessons, new experiences, up through video. We'll look at certain exercises. For example, we'll look at going into a business or a shop and starting a conversation with people, and building up rapport with them. We'll look at bonding with them, we'll look at making them laugh and we'll look at being spontaneous.

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Throughout that, I'll be telling you what I'm doing as I'm doing it. So that's a very useful tool for people to look at and say hey, I can try this out as well.

Feel free to email me. My address is on the website, YourCharismaCoach.com. I don't like to be static with the programs I offer. I like to be able to adapt myself to whatever anybody needs but my main focus is phone coaching, hanging out with people and getting them up to the level they want to be.

Also, this member's area includes all my new stuff and the things I haven't had time to include today will be in there, some good stuff about bonding with people.

I'm also going to be looking at some new techniques and ideas that I think are exciting.

Igor: Well, just to emphasize, folks, you've heard how much Marcus really does know about charisma and making people feel good in his presence. Believe me, this is just the tip of the iceberg. Marcus and I go way back. We're good friends. We've spoken a lot of times about these sort of things. Believe me, there is very little he does not know about how to really get people to shine and become your best friends.

I strongly recommend that you at least look him up for his free stuff, if not something else.

Marcus, I just want to take this opportunity now as we come to the end, to thank you for being so generous. You've really gone way above the bar and spent extra time with us. You've given us extra content and extra ideas. You've really shared generously, and I want to thank you for that.

Marcus: It's an absolute pleasure to be here.

Thank you, everybody, for listening as well. I really enjoyed it.

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End of Seminar

So this was Marcus Oakey from YourCharismaCoach.com. My name is Igor Ledochowski from StreetHypnosis.com, and I look forward to speaking with everyone again in one of the future interviews with a hypnosis master.

Meet Your Host

Each month's Interview with a Master will be hosted by Igor Ledochowski, a master hypnotist of international acclaim. He is regarded as one of the world's foremost experts and trainers in conversational or covert hypnosis.

Igor created the Private Hypnosis Club, the world's first community for master hypnotists.

He was the first ever hypnotist to release a full audio course on Conversational Hypnosis, the latest version of which is 'The Power Of Conversational Hypnosis' and is the No.1 best selling hypnosis course in the world.

Igor is also the creator of over 30 other advanced hypnosis programs. All his programs are available from:

www.StreetHypnosis.com