

DID OBAMA USE HYPNOSIS?

The Secret Hypnotic Communication Techniques of
the World's Most Powerful Man

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Title

“MA OBAMA HA USATO L’IPNOSI?”

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Introduction

The intriguing news that Barak Obama, the 44th president of the United States of America, used hypnosis to triumph in the presidential elections has been circulating for some time. Is it possible that he might have done so?

At first, I too was skeptical, but then I decided to research the assertion. Hypnosis is my specialism and I have spent years in the study, the application and the in-depth analysis of this science. After finishing my degree in clinical psychology, I decided to study hypnosis in a four-year postgraduate school, recognised by the Italian Ministry of Education. These four years gave me detailed knowledge of a fascinating subject so, after finishing the postgraduate specialisation, my interest in the technique of hypnosis led me to seek out the best hypnotists who had the skills I so ardently sought. From the most famous to the most outstanding but completely unknown expert, they all had

something to teach me.

Thus it is that every time hypnosis is mentioned, my brain hyper-activates in order to understand whether once again there is something new to learn or something interesting to discover.

IF THIS ASSERTION ABOUT THE USE OF HYPNOSIS IN THE PRESIDENTIAL SPEECHES PROVES TRUE, then the use of hypnosis can indeed change the future of the world.

Well then... **DID OBAMA USE HYPNOSIS?** And did he do so knowingly? Well...I know what I think about this but will let you be the judge. What I can say is that you will be absolutely amazed by what you are about to read.

Enjoy the discovery!

Charlie Fantechi

CHAPTER 1:

Did Obama use Hypnosis?

What does this mean exactly? Perhaps that Obama did what we can see on Sunday television. No, nothing like that! Because hypnosis is much, much more than that and when expertly practised it is more subtle, less visible and more powerful.

What specifically is Obama supposed to have done?

Very simply, he is said to have used some of the most powerful tools of modern hypnosis, such as:

- hypnotic truisms and Yes-Set;
- affirmative field creation and guiding;
- hypnotic anchoring;
- hidden meanings, flea suggestions and embedded commands;
- programming of non- dominant hemisphere;
- stimulation of unconscious response;

- subliminal emotive transposition;
- incongruent causal bridging and pseudo-explanatory affirmations;
- critical factor bypassing;
- stacking of hypnotic language patterns.

And Obama is supposed to have done all this *consciously*?

That I cannot say, but I can confirm that IT WORKED! No president in the history of the United States has ever had a plebiscite like Obama's.

Do you think this is by chance? I don't think so. That is why it has fascinated me, and why I wanted to examine in detail what Obama said and did in his speeches. What I heard and saw I could not believe my ears or my eyes!

I spent days with my research team analysing the videos and every day we made new discoveries which would take hundreds of pages to describe systematically. In this context, I will attempt to focus on some of the most evident techniques used by Obama in order to make them recognisable to someone who has less

experience in the subject of hypnosis. By quoting transcriptions of speeches and making available links where videos referred to can be viewed **YOU CAN**, by watching and listening, observe for yourself that **IT IS ALL TRUE!!**

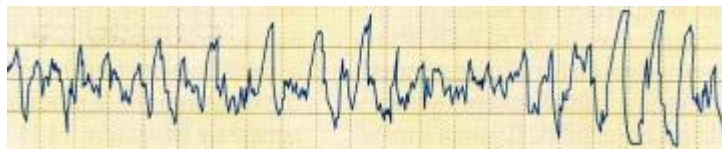
CHAPTER 2: A Few Basic Principles for the Understanding of Hypnosis

If you look for a definition of hypnosis you will find a hundred different descriptions that tell you everything and nothing. In reality it is much simpler and **hypnosis is an exact and clearly recognisable phenomenon.**

In order to comprehend exactly what it is we need first to understand how our brain works.

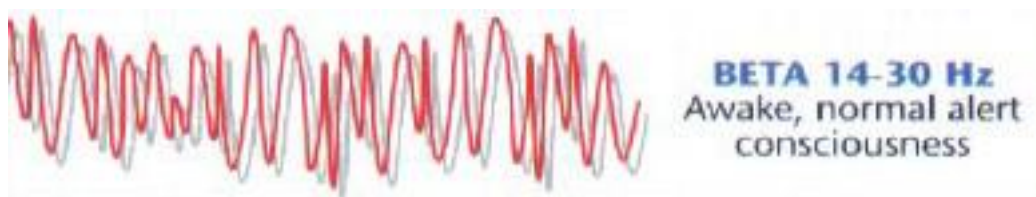
How does your brain work?

One of the ways we can use to understand the brain is by monitoring its electrical activity. We have all had the opportunity to see the waves of an electroencephalogram which change in relation to cerebral activity.



These waves are subdivided into four categories based on of their frequency:

Beta Waves



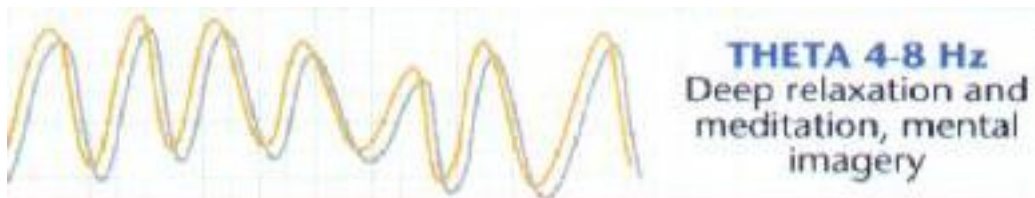
Associated with wakeful activity and with intense cognitive activity (waves that are in my brain now as I write, because I am employing several linguistic activities – associative and imaginative – at the same time).

Alpha Waves



Associated with the relaxed awake state (those your brain is producing now as you read; the brain is active but not hyperactive; these waves are directly connected to learning).

Theta Waves



Relevant to the phases of falling asleep and awakening, and to moments of profound imaginative absorption, that is the moments in which we daydream.

Delta Waves



Associated with deep sleep.

Why then are we taking such a close interest in brain waves in this context? Chiefly, because some of those states predispose our mind to learning, but also to being manipulated. To give you an idea of what I am talking about let's take a look, for example, at the brain of a person at various stages of growth and indicate the

type of brain waves prevalent at each stage.

The brain shows a prevalence of the following waves directly related to age:

0 – 2 years: prevalence of Delta waves; phase in which the brain is very plastic and flexible, the child learns the first basic behaviours which are required but is still barely “educable”.

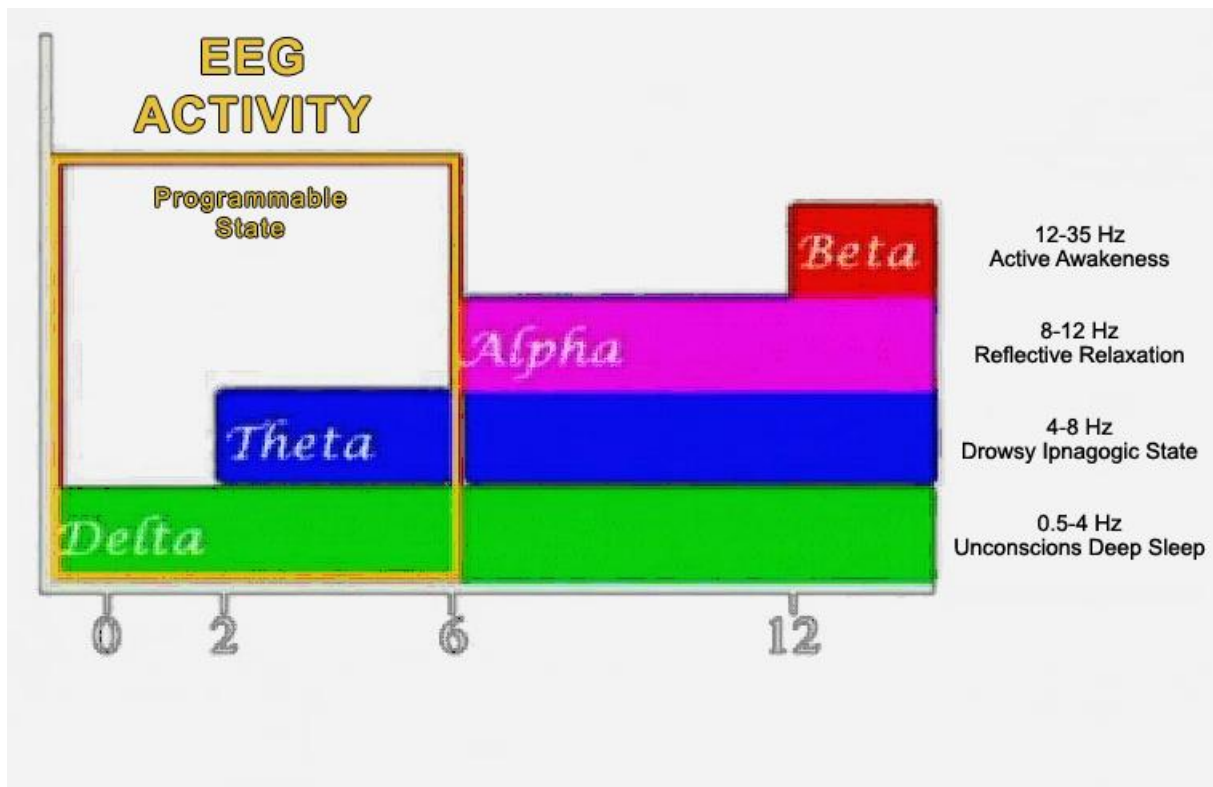
2 – 6 years: prevalence of Theta waves; the child learns the bases of social interaction, the use of language and logical reasoning; in this phase the experiences of the child are central to the evolution of his identity and personality; his capacity for learning is extraordinary. The mind of the child in this phase is educable and pliable.

6 – 12 years: prevalence of Alpha waves; the child is in a phase of more cognitive learning characterised by linguistic limitations; he is less creative and flexible than in the previous phase but his brain

is still easily influenced.

After 12 years: prevalence of Beta waves; in this phase the brain of a person is for most of the time in executory mode; this means that the person has a high level of cognitive performance but is less flexible and able to be influenced.

Evolutionary phases and brain waves



Why should all this be of interest to us?

I will tell you right away. Hypnosis concerns mainly a particular state of consciousness connected to a specific electrical activity of the brain.

When a person is under hypnosis in fact his brain emits mainly Theta waves and the sensation one has is exactly that of falling asleep even if you remain then in that borderline state between wakefulness and sleep for a prolonged space of time.

To understand better the way the brain works let us imagine a car with four gears. The first is Beta and like the first gear of a car it is for difficult tasks, for starting and for going up hills. The second is Alpha and allows the brain to proceed with carrying out its functions without too much effort. The third is Theta and is even more automatic, less wearing on the motor and saves petrol. The fourth is Delta and in this gear the brain is profoundly at rest, continuing to carry out vital functions perfectly well.

When is the brain most suggestible and easiest to programme?

You can think of the brain in another way too, that is according to its functional phases. Think of the Beta phase as the execution of a task, Alpha and Theta as those of programming and Delta as that of rest and standby.

This allows us to understand why hypnosis is a condition in which the mind of a person is more suggestible and programmable. The Theta phase makes the brain more sensitive to suggestion. Therefore, if you want to convince someone or guide them towards a particular course of action you will do it much more easily if your listener is in Theta phase, and thus in hypnosis.

How can you use Theta waves in effective communication?

What we can do in order to be more incisive in our communication is to learn to spot when someone goes into this state naturally and develops a light trance.

Alternatively we can directly use hypnotic instruments to produce

the same state. Thus it is enough to follow some simple rules for the formation of your suggestions to make them effective and utilise a set of verbal and nonverbal formulae to produce a light amnesia and the deed is done.

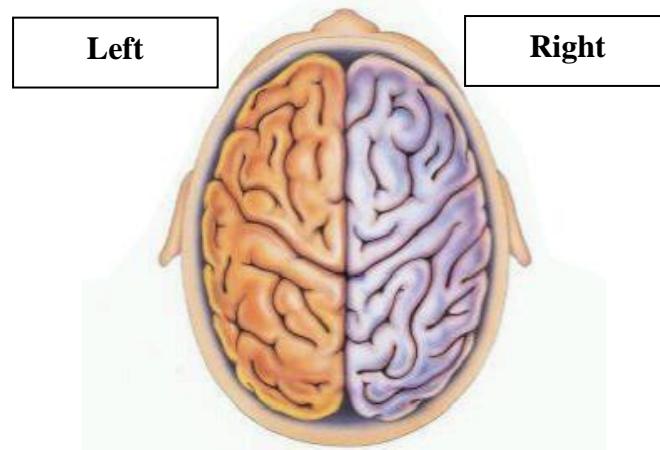
At this point, the software is already installed, often without the person realising and discovering what you are doing, unless of course he is au fait with hypnotic techniques.

And Obama you reckon played with people's brain waves?

Obama seems to have repeatedly produced that hypnotic state characterised by Theta waves to install his suggestions and his commands: soon you will see how he did it.

Which part of the brain is involved in hypnosis?

The human brain is divided into two hemispheres: right and left.



Hypnotic inductions are based on the de-activation of one hemisphere of the brain and at the same time the activation of the other hemisphere. Studies in the 60's on cerebral dominance , established that the organisation of the brain has a structural and functional lateralisation for the storage, processing and recovery of information.

The left hemisphere of our brain is usually dominant and engaged in the production and comprehension of verbal language. This is the hemisphere of the rational mind, of our consciousness, of criticism and reason.

The right hemisphere on the other hand is the one engaged in unconscious, metaphoric and less rational processes: our

unconscious that is.

So on which **hemisphere** does hypnosis operate? In fact on both using a simple process that, by means of verbal and nonverbal linguistic instruments, initially deactivates the dominant, rational hemisphere and the critical sense and then acts directly on our unconscious.

And Obama did all of this?

We'll see right away.

CHAPTER 3:

How Obama uses Hypnosis

All great communicators use hypnosis, whether it is a natural talent or an acquired one. In a careful analysis we see that Obama too uses dozens of strategies and techniques, practically all that an expert hypnotist would be able to put into practice. So let us concentrate on the most evident techniques.

Three phases that every hypnotist knows well, and that describe in a general but exhaustive way the hypnotic process, can be identified by the acronym ABS:

- A) Attract and focus attention;
- B) Bypass the critical factor;
- S) Stimulate an unconscious response.

Each hypnotic technique used by Obama belongs to one of these phases. Let us have a look at the techniques for each of the above ABS phases.

A - Attract and focus attention

To do this Obama uses:

- slow beginning;
- strategic separation of sentences;
- sentences composed of few words;
- systemic use of pauses and silences.

B - Bypassing the critical factor

To do this Obama uses:

- transfer of a positive emotion of relaxation;
- humble one-down position;
- generic language;
- chunking up²;
- cold reading³;
- tricks of the mind⁴;
- hypnotic triplet⁵;
- conversational stoppers⁶;
- construction of affirmative field by means of truisms and Yes-Set in succession;
- confusion techniques and overload⁷.

S – Stimulate an unconscious response

To do this Obama uses:

- repetition of key words with strong emotive impact;
- use of personal stories to provoke altered states of consciousness;
- use of nonverbal powered anchors;

Now let us look more specifically at what Obama uses, point by point giving examples.

Slowness at the beginning and unusual length of his speeches

The first thing that strikes you about Obama's speeches is the extreme slowness at the beginning. Why? Because in this way he creates expectation and attracts the attention of each and every single person. This is the necessary condition for the beginning of every good hypnosis.

What Obama usually tries to do at the beginning of his speeches is simply to transmit an emotion of calm, serenity and relaxation.

<http://www.youtube.com/watch?v=jiykBz00nzw>

Obama Speech Inizio Lento.avi

Often in the first phase, he just accepts the applause repeating over and over the words «*Thank you... »*

It is true that he is saying this to the public but at the same time, he is talking to himself. And he never says «You are too kind » he says just «*Thank you so much, thank you, thank you...thank you so much*», translating the applause of the public into a precise verbal expression directed towards him.

http://www.youtube.com/watch?v=e6rg4dCu5_o

Obama Speech Ringraziamenti Iniziali.avi

Another very interesting aspect is that the speeches of Obama are unusually **long**: from a minimum of 45 minutes to as much as an

hour or more, much longer than the traditional 25/30 minutes commonly used by the other candidates.

This could appear not to be so strange if we omit to take into consideration the fact that a longer speech gives greater possibility for the *deactivation of the conscious mind* and activates the right hemisphere, the hemisphere of the unconscious, and at the same time takes advantage of the fact that our brain goes spontaneously into hypnosis for at least 10 minutes every hour.

His adopts the position of humility of the good boy who blinks frequently the same way we do when someone pays us a compliment.

So let us move on to the second phase which is even more interesting.

CHAPTER 4:

Fixing Attention And Deactivating The Critical Filter Through Well-Chosen Language.

At this stage, Obama begins to **speak slowly in short sentences and with pauses between one phrase and the next**, raising expectations for every word he pronounces. The **use of silences** is a well-known theatrical technique, which here performs the function of grabbing the attention of every single person.

With his brief broken phrases, in fact, there is always the impression of being halfway through what is being said and this leaves a window open in our mental activity (Zeigarnik effect⁸) making the brain hungry for new information.

What is more, to make the whole thing even more attractive, Obama often begins by telling a story. This is the way every *Ericksonian hypnotist*⁸ begins a hypnotic induction. The hypnotic

story is even more powerful if you tell the story of someone who is in a hypnotic state of deep mental absorption. The listeners have time to identify themselves in the character of the story and to put into action the same mental processes. If I can get a group of people to identify with my emotions and my sentiments, I can easily *modify their emotional state by working on the story itself*.

This is what happens when we watch a film that affects our emotions: it is as if we lived it from the inside and not from the outside and what happens to the characters in the film is able to change our emotional state. We identify with the characters by means of special neural structures called *mirror neurons*¹⁰ that are activated when someone engages with us. You can see for yourself how ably Obama uses this technique.

<http://www.youtube.com/watch?v=Z57Dq3vRIF4>

Obama Speech Uso Temi Ipnotici.avi

Use of hypnotic language

Unlike informative language, hypnotic language does not transfer information but *evokes an interior state* made up of emotions, sensations, images, sounds, smells and tastes.

If for example I said to you:

«Can you imagine where you want to be... 2 years from now... and think of all the things you will have been able to achieve... and know that the way has perhaps been long... but it has brought you to exactly what you wanted... »,

it would be very different from saying:

«In two years' time you will have a steady job in an office with a computer in front of you and will be earning 1.500 euro a month».

What makes these two statements so different from each other? In which one is it easier for you to recognise yourself? Probably in the first which is sufficiently vague for you to be able to imagine any kind of scene at all, including the one described in the second

paragraph?

It is the same technique practised by card reading fortune tellers who turn over the first card and say:

«Mmmmm... I see a problem... (you don't say!)... and this problem concerns a person (really!!) and this person is someone close to you... (and so on)».

The above phrases are **truisms** – something which is by definition true... and for this reason the use of a truism creates an agreement between the person who pronounces the truism and the listener, an agreement which is however only emotional and not content based.

It may well be that what I imagined is very different from what the other person was thinking but I have the sensation of his having been able to read my mind. It is as if we felt understood by these persons but the sensation is based not on content but on the unconscious emotional response.

Truisms are even more powerful if they are in succession and

make up a **yes-set**, a series that is, of affirmations which you can't help but agree with.

This is what a hypnotist does in the construction of a yes-set: unasked he gives facts which are obviously true on various levels of the immediate reality of the subject; in this way he *lowers the level of alert* of the critical factor of the person, so that he considers the hypnotist a believable source of information for successive suggestions. All this comes about based on of affirmations both obvious and devoid of content.

The subject continues to receive information not from an external source but from the internal source of his own experience, associating images, sounds and emotions totally personal and substantially detached from what is happening outside of him. The perception he has however is that of receiving this information from the external source, from the source of the **hypnotic communication** he is receiving. In this way, the listener begins to trust the hypnotist and to accept some suggestions which may not be so immediately verifiable.

Moreover what does Obama do? Talks and talks, hardly ever giving information but stimulating an *unconscious emotional response*. With this we move into the second phase of the hypnotic process, that is: bypassing the critical sense. How?

Obama seems to prepare the public for his suggestions by means of an impressive series of “truisms” that lower the critical sense of the public.

Obama says obvious things that he repeats continually during his speeches, and what is more, things which are devoid of content, expressions like: «*now is the moment*», «*I stand before you tonight*». And Obama evidently repeats these two expressions because they are undeniably true: it is obvious that «now is the moment» in as much as it is happening right now, and if he is talking to you he is probably standing before you! Two absolutely true elements that have the power to lower the critical factor of those watching and listening.

Let us study an example of this in his **Speech at the Democratic National Convention in Denver 2008**. In this case three of the hypnotic expressions preferred by Obama are: *«that's why I stand here tonight, in this moment, now is the time»*. These three expressions alone are repeated for 14 times during his speech. In particular, in his speech he says: *«I stand here before you this evening»* three times: interestingly at the beginning, in the middle and at the end.

«That's why I stand here tonight (truism). Because for two hundred and thirty two years (truism), at each moment when that promise was in jeopardy (which promise? And jeopardized by whom?), ordinary men and women - students and soldiers, farmers and teachers, nurses and janitors (truism that covers every possibility) - found the courage to keep it alive (keep what alive? The promise? Which one? And how did they do that?).

The fundamentals we use to measure economic strength (who uses them? What are they?) are whether we are living up to that fundamental promise (which promise? He still hasn't said) that has made this country great (how? Maybe he'll explain it now) -

a promise that is the only reason I am standing here tonight (he didn't tell us which promise he's talking about, but still we should understand why he's standing here tonight from something he hasn't explained... funny isn't it? Not so funny for an audience in a state of mass-hypnosis!).

But (“but”, “however”, “instead” as all the adversative prepositions have the power to **make you forget** what was said before) *I stand before you tonight because* (maybe this time he'll explain...) *all across America something is stirring* (how could we tell and from what?). *What the nay-sayers* (who are they?) *don't understand is that this election has never been about me* (the election is not about the democratic candidate to the White House? Strange...). *It's been about you* (us who?). »

Now there are two explanations for all this: either he is a bit confused or he uses **hypnotic language**.

I choose the latter. He unceasingly uses sentences so vague and generic that they cannot be refuted. This way he builds an implicit dialogue with his listeners, preparing the ground for his

more direct suggestions

Another thing is that Obama six times, in the same discourse says «*Now is the time*». This repetition is quite evident and appears, at first glance, a key sentence of his speech while it is actually just the extension of his hypnotic induction.

Obama says:

«*Now is the time* to end this addiction (which addiction?), and to understand that drilling is a stop-gap measure, not a long-term solution. Not even close (meaning?).

Now is the time to finally meet our moral obligation to provide every child a world-class education (what is that?), because it will take nothing less to compete in the global economy (very vague).

Now is the time to finally keep the promise of affordable, accessible health care for every single American (whose promise?).

Now is the time to help families with paid sick days and better family leave, because nobody in America should have to choose between keeping their jobs and caring for a sick child or ailing parent.

Now is the time to change our bankruptcy laws, so that your pensions are protected ahead of CEO bonuses; and the time to protect Social Security for future generations.

And now is the time to keep the promise of equal pay for an equal day's work, because I want my daughters to have exactly the same opportunities as your sons.»

Here Obama uses not only hypnotic language but also strong emotional levers that speak of sickness, children, the elderly, suffering, jobs, daughters and sons. All elements capable of affecting everyone's emotions.

Besides employing these levers, he connects every **negative** emotion to a specific *nonverbal signal* he makes with both his

hands at the same time, a well-defined gesture. Whereas the **positive** and moving emotions are associated with another signal Obama uses also each time he's talking about «change», «trust», «himself», «JFK» or «Martin Luther King». These signals, that I will explain later, are called anchors.

Before talking about that, let us see another example of the hypnotic art of Obama, who repeats 5 times in the same discourse the expression «*this moment*».

«We meet at one of those defining moments - a moment when our nation is at war, our economy is in turmoil, and the American promise has been threatened once more (which promise? Are we going down the same road as before?).

This moment (truism) - this election (truism) - is our chance to keep, in the 21st century (truism), the American promise alive (what does it mean?).

You have shown what history teaches us (who has shown whom?) - that at defining moments like this one, the change we need doesn't come from Washington (what does it mean?).

America, this is one of those moments (is it?).

At this moment, in this election, we must pledge once more to march into the future (what must we pledge? And who must pledge? And is there any option?). »

Obama uses many other sentences, which you can't help but agree with, creating an hypnotic affirmative field. The easiest ones are «*we need a change*», «*we are the hope of the future*», «*yes we can*».

These affirmations logically have no meaning at all, but they have a direct impact on the unconscious, especially that of the younger and more impressionable people. Recent studies on the “hypnotizability” of subjects’ demonstrate that about 20% of people are somnambulists/sleepwalkers. This means that for 1 person in every five it is enough to receive a direct order in a state of light confusion to find themselves fulfilling a task without even knowing the reason why. The rest of the subjects just need to be inducted into a hypnotic state, and it is at this moment in this

state, that Obama seems to use his more direct commands.

One last example of how Obama prepares the ground for his suggestion:

«Tonight (truism), I say to the American people (truism), to Democrats and Republicans and Independents across this great land (truism), enough! (suggestion)

This moment (truism), this election (truism), is our chance to keep (anchor of the thumb and forefinger to hold the hypnotic message), in the 21st century (truism), the American promise alive (truism; which promise?). Because (illogical causal connection) next week (truism), in Minnesota (truism), the same party that brought you two terms of George Bush and Dick Cheney will ask this country for a third (truism).

And we are here (truism) because (illogical causal connection) we love this country too much (truism) to let the next four years look like the last eight (generic language: truism). On November 4th, we must (most powerful command) stand up and say: "Eight is enough" (hypnotic triplet: repeated by the audience). »

speech_Obama_truismi.avi

<http://potereipnotico.com/video/obama2.html>

Once Obama has prepared the audience with all this, he starts guiding them with a series of **direct commands**. With this in mind it's interesting to see what he says towards the end of a speech, after preparing his listeners with a series of truisms and confusing sentences.

Obama says:

«And when you are in the voting booth a light will shine down from somewhere (booth like those you can see in the picture on page. 41). It will light upon you. You will experience an epiphany (really?). And you will say to yourself, “I have to vote for Barack” (clear hypnotic command).»

This sounds impossible to believe. Many have talked about that around the web. Well, if you do not believe it, watch the video that shows those exact expressions:

Speech_Obama_The_One.avi

<http://potereipnotico.com/video/obama1.html>

That is right, those are the exact words, which may be normal for a preacher, certainly not for the President of the United States. Unless he was talking directly to the unconscious of all the people listening to him while in a hypnotic state he had himself created.

CHAPTER 5: Construction Of A Reality

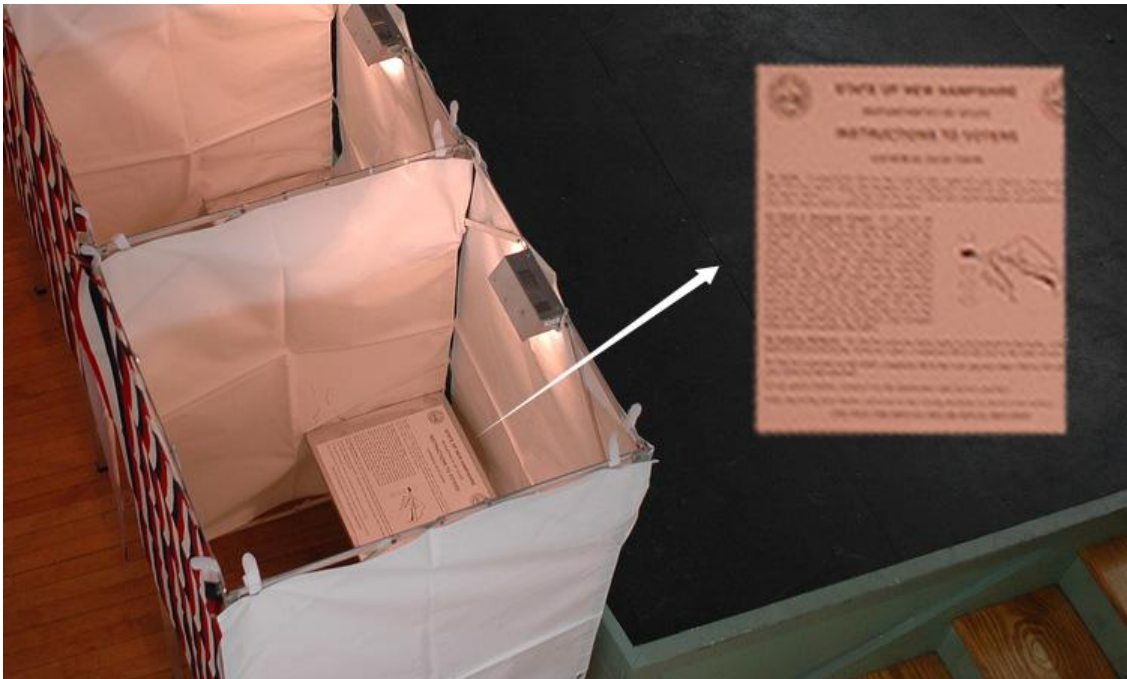
The use of hypnotic anchors

Watching the videos of Barack Obama I would like you to observe his use of gestures, especially those he makes with his hands, and to notice in particular the sign he makes by closing his thumb and forefinger, whenever he is talking about something exciting, or himself, America, the future, change. He uses that gesture *hundreds of times* making it the trigger for a strong emotive experience.



It is also quite fascinating that the same gesture was used by the

Americans to choose their present President: the thumb and forefinger pressed together, with the others fingers closed, it is the position of the hand when you want to tick, write something or someone's name, or colour in a box.



Compare Obama's gesture with the one shown by the illustration that explains to the electors how to vote. Do you think it is accidental?

Also note how Obama uses the index finger of his right or left hand every time he is giving a suggestion, transforming it this way into a command.



Pointing your forefinger is, indeed, the most popular and well-recognized nonverbal sign to express an order or a command in most cultures.

CHAPTER 6: Advanced Nonverbal Communication

Before coming to the end of this brief discussion on the hypnotic techniques found in the communications of Obama, I would like to point out to you 3 more interesting particulars of his communication, more specifically in his “nonverbal” communication.

- 1) Obama inclines his head only at interviews;
- 2) Obama shakes hands in a very special way;
- 3) The symbol used by Obama in his electoral campaign is almost identical to the presidential symbol.

Proceeding in order:

- 1) I would like you to notice how straight and upright Obama stands when he speaks from a stage. His head is always high and straight up. However when he is being

interviewed (and videoed), he tends to incline his head to the right.

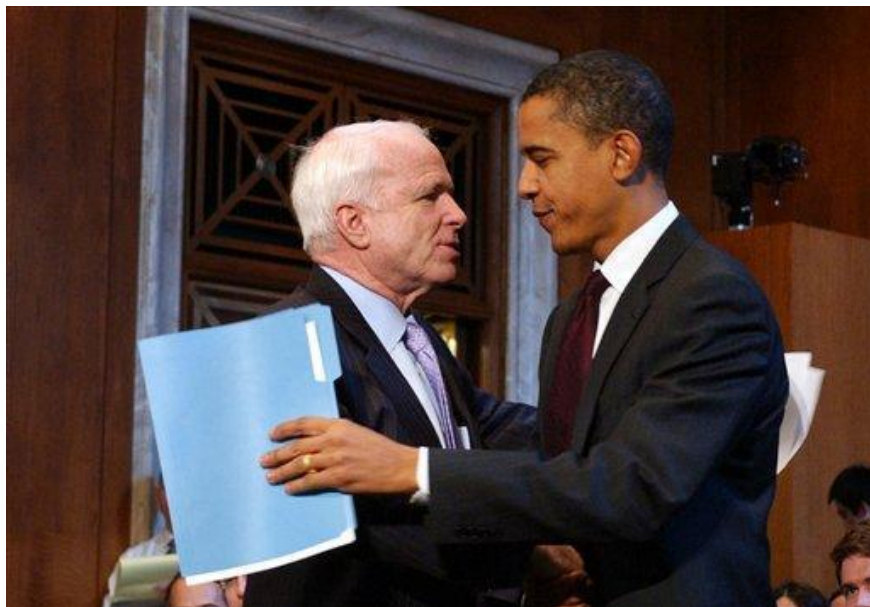


Position of Obama during television interviews.

There would be nothing particularly strange about this if this were not a gesture well known to the experts in communication as a *declaration of submission*. In animal language this gesture means «to show the throat», particularly the jugular vein, a very vulnerable part of our body. It is like saying «Have mercy, I accept your superiority so please, be gentle with me». This manner aims to *manipulate* the other person and orientate him

towards a non-aggressive stance. Obama can then easily win over the interviewer and avoid most of the tough questions (managing and anticipating the objections).

- 2) During television debates with his opponents, Obama uses other powerful nonverbal communication moves. He becomes the center of attention by being the first person to move at the end of a debate, then, while shaking his rival's hand, Obama clasps with his other hand the arm or shoulder in front of him, and even closes his opponent's hand between both of his.



This is a precise nonverbal sign of *supremacy* and power over the other person. It is as if he were showing that he is allowed to touch the other this way and therefore control and manipulate him.

Another interesting thing to note in his nonverbal communication is an even more obvious gesture, and an incredible one at that. By closely observing Obama's debates with his adversaries, you can often notice that Obama, at the end of his opponent's speech and before taking the floor, scratches his face with the middle finger of the hand on his rival's side, making an unmistakable sign in western culture.



As if vulgarly devaluing everything his opponent just said.

3) Lastly, another important thing that stands out is the fact that not even the **symbol** used by Obama in his electoral campaign was chosen by chance. The symbol that accompanied him in all of his public appearances is virtually *identical to the presidential one*, as you can see for yourself.



Images of Obama's symbol for the electoral campaign and of the US Presidential Seal.

Pay particularly close attention to how **Obama**'s name in his symbol is in exactly the same place as the word **President** in the US Presidential Seal. Quite suggestive indeed!

CONCLUSION

As I said at the beginning these are just some of the dozens of hypnotic techniques employed by Barack Obama in his electoral campaign that brought him to an overwhelming, unparalleled victory.

Obama is an American legend and a great communicator. People are convinced not just by his ideas but especially by the emotion he was able to convey. It would take hundreds of pages to describe in depth all the techniques he used. If you wish to deepen your knowledge in this subject you can download the video where I explain the other techniques Obama used. You can find it directly at www.charliefantechi.com

Even though I don't know whether you have ever used even one of the techniques described in this eBook, I am sure that from now on you will pay more attention to people's words and gestures, developing a greater consciousness of the hypnotic

communications we are constantly subjected to. The aim of teaching hypnotic skills in my courses is to make people aware of the tools you can use to be more convincing and create alternative reality. A more competent person is one who is free to choose and build the world to which he wants to belong to.

If you want to have an idea of the courses/lessons/seminar/workshop you can attend to learn these skills, you can visit our website www.charliefantechi.com

I hope we meet each other soon to continue exploring together the beauty of human communication!

Charlie Fantechi

APPENDIX

¹ Lateralization and Cerebral Dominance: the right hemisphere is dominant for mathematical and spatial functions, whereas the left hemisphere is dominant in verbal and analytical functions (Mountcastle 1962; Zangwill 1960).

² Chunking-up: the Chunking is the reorganization or the division of an experience into smaller or bigger portions. This process happens modifying our perception, going up or down the levels.

- *Chunking up* (Milton Model) goes up towards a wider and more abstract level of information.
- *Chunking down* goes down towards a more specific level of information.
- *Chunking lateral* implies a research at the same level of information..

³ Cold reading: the art of creating the illusion of knowing everything about the person in front of us.

⁴ *Tricks of the mind*, Derren Brown.

⁵ Hypnotic Triplet: when people repeatedly concentrate their attention on a certain idea or objective it tends to be accomplished. Thus the use of a hypnotic rule called hypnotic triplet: to increase its effect it is better to give a suggestion at least 3 times. Milton Erickson used this very powerful principle to root deeply an idea just with few metaphors hence give indirect suggestions useful to obtain the desired effect..

⁶ Conversation Stopper: an observation or a question that creates momentary confusion in the person you are speaking to.

⁷ Confusion and overload: confusion is a phenomenon that happens when the brain has to handle simultaneously too much information. This way the brain is overloaded and goes into Theta, phase of programmable consciousness.

⁸ Zeigarnik Effect: the Zeigarnik Effect is named after the Russian psychologist Bluma Zeigarnik who first researched this human

motivational drive. It is the human need to end a task before beginning to start another. The effect explains the reason why some people refuse the request to stop an assignment and why others need to finish a certain task even outside working time, or find it difficult to work simultaneously on more than one assignment.

⁹ *My voice will go with you*, M.H. Erickson, 1982

¹⁰ Mirror Neurons: are a specific class of neurons that is activated both when you do something and when you observe someone else doing the same thing (particularly between conspecific). The watcher's neurons "mirror" the watched action, as if he were performing it himself. These neurons were identified in primates, in some birds and in man. In the human brain they are located, other than in the motorial and pre-motorial areas, also in Broca's area and in the inferior parietal cortex. Some scientists deem the discovery of mirror neurons one of the most important in the last ten years in the field of neurosciences. For example Ramachandran wrote an essay on their potential importance linked to the study of imitation and language.

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