

The Well-Formed Pre-Talk

Presentation by Scott Duvall

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The science of a well formulated pre-talk has four simple steps:

1. Overview of what hypnosis is and how it works.
 - a. Minds influence over ideomotor responses (creating the buy in)
2. Client bill of rights
 - a. Blueprint for your business relationship with your client
3. Defined positive outcome, what do they do want?
 - a. The science of concentrated thought and imagined experience
4. Commitment
 - a. Activation of the subconscious response to
Commitment/Consistency

Scott Duvall CHt. NLP

2025 SE 50th Ave.

Portland, Oregon 97215

503 238-4428

pdxhypnotherapy@yahoo.com

www.pdxhypnosis.com