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# Mesmerise your audience

With NLP

“think  
learn?  
succeed

“Smart training for clever people”

Storytelling is a classic hypnotic technique. Use these hypnotic techniques to draw everyone into your story.

## 1. Create a ritual to start all your stories

This signals to the audience that it is time to relax and absorb your message. The phrase ‘once upon a time’ is an example of storytelling ritual. Create your own phrase to open your stories. I use ‘that reminds me of a story...’.

## 2. Use a success strategy as your plot

Hypnotic storytelling provides solutions. Your plot should parallel real life strategies for success. For example, in conflict resolution training I tell a story about someone who learns to ‘let things go.’ This helps the group learn to separate their emotions from negotiation.

## 3. Trigger the senses

This brings the story to life. Describe the colours of objects, the qualities of sounds and the sensory experience of characters in your story.

## 4. Use space to create a relationship

Storytelling is an intimate experience. Get close to your audience when telling a story. Sit down if you can – this brings you to the same level as your listeners.

## 5. Invite participation

Ask the audience to fill in sensory details. For example, say ‘Imagine there is a really difficult person standing over there... What do they look like?’.

## 6. Draw on emotion

Use descriptions that trigger feelings. Let’s say you’re telling a story about overcoming fear. You could open it by saying ‘imagine what it feels like to go parachuting and have your chute fail to open... The sick feeling in your tummy, the sweat on your hands...’ This is guaranteed to get everyone listening.

### Learn more about it

If you’d like to be a better presenter, book a session of Advanced Presentation Skills. You’ll learn to connect instantly with an audience, code information to make it memorable and tell captivating stories.

**Book an NLP course for your team.**

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