

THE
BEGINNERS GUIDE
TO HYPNOSIS

VOLUME I

Memory and Suggestion

DEVIN BISANZ

First Edition

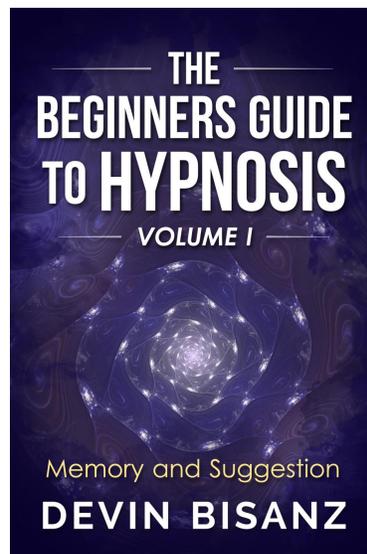
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A Note To Readers

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The stories in this book are all true, but the names have been changed in some circumstances to protect privacy.



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Introduction

I have to write about something that has been around for at least 173 years. It's been researched, tried, tested, and has miraculous, proven results. It's the master of influence, and EVERYONE you look up to is using it. The pros know about it, I know about it, and you want to know about it – trust me.

That thing is broadly labeled as hypnosis, and there are a thousand different kinds. You definitely know of two: stage hypnosis and clinical hypnosis. If you want to quit smoking then you've probably heard about hypnosis. It works for hundreds of thousands of people who want to quit smoking, but it doesn't work for everyone.

What does work for everyone is when the owner of your favorite restaurant knows you by name. You enter the restaurant, he lights up, you light up, the staff light up, everybody lights up. Not cigarettes either.

Do you know what else works for everyone? When people *like* you. I like it when people like me too!

Hypnosis is happening to you right now, while you read. While you're reading, sometimes your thoughts are here and sometimes your thoughts are elsewhere. Rarely do you think about your big toe, and if you have chronic pain, a good read will often distract you from it.

We forget about the hypnotic personalities of great characters like Mary Poppins, AC/DC, and Michael Jackson. Hitler made people believe it was acceptable to do the sickest deeds imaginable. Everybody thinks hypnosis is about mind control, so then Hitler must have been using hypnosis, no?

Presidents of the United States of America have showcased Neuro-Linguistic Programming techniques – a hybrid of hypnosis, and other therapy – in all of their election campaigns.

Salespeople famously use hypnosis to influence their clients to say yes. What I'm suggesting is that hypnosis means a lot of different things to a lot of different people, but it still affects us all. The umbrella is hypnosis, but the

single word scares so many people that clever hypnotists were forced to disguise the gift. The way I see it, witches used to scare people, but seriously, are you still scared of a witch?

I am actually. I'm a little scared of hypnosis, too. I'm scared that it's going to make me more awesome, and that's why I keep coming back. I'm addicted to it. The idea of hypnosis is so obscure that it gives me a rush. The idea that I can say and do covert things that positively influence people interests me, and I'm sure it interests you as well.

Chapter 1: Memory

When I was down on my luck, I was watching a famous faith healer on late night TV and thinking he was full of baloney. There is no such thing as a cripple who walks after 30 years of being confined to a wheelchair. I threw a french fry at the screen, but each new miracle filled me with hope... And an hour later I was calling the 1-800 number, ordering my bottle of holy water!

When I tell my friends that story, they can't believe I actually called the number. I can't believe I stuck that water packet in my pillow for months. You wouldn't believe how much mail they sent me. Wow, I was in their prayers, and all I had to do was repay their kindness with money.

I *wanted* to repay their kindness, but not with money. Instead, I'll just keep the memory alive.

This brings us to ***Lesson 1: Everyone has memories.***

Lesson 2: Memories can be misleading.

In a classic 1978 study led by psychologist Elizabeth Loftus, researchers showed college students a series of color photographs depicting an accident in which a red Datsun car knocks down a pedestrian on a crosswalk. The students answered various questions, some of which were intentionally misleading. For instance, even though the photographs had shown the Datsun at a stop sign, the researchers asked some of the students, “Did another car pass the red Datsun while it was stopped at the yield sign?”

Later, the researchers asked all of the students what they had seen – a stop sign or a yield sign. Students who’d been asked a misleading question were more likely to give an incorrect answer than the other students.

That was in 1978, and since then, the research has continued. I watched a TV program where they staged an experiment with a guy stealing a purse. An adult male stole someone’s purse on a busy street and eyewitnesses were asked to describe the guy. Almost all of the

eyewitnesses were convinced they knew what the man looked like. They described the man in detail, picked him out of a lineup, and accused him of stealing the purse, but guess what? They *all* had the WRONG man, yet these people were convinced that their memories were accurate.

Lesson 3: Memories can heal.

A young professor invited me for a walk to which I graciously accepted. We strolled around a small manmade lake just down the hill from our neighborhood. Some people were fishing from the shoreline, and ducks quacked for breadcrumbs.

Along the way, the professor said, “Researchers studied a group of decrepit seniors by building a community designed just like one in the 1960s. They had cars, houses, TVs, and actual newspapers from the 1960s. They recreated the year, put these old people back into the scene, and the seniors started acting more youthful. Their posture improved, their breathing improved, one got out of his wheelchair...”

We laughed.

“But seriously,” said the professor, “their health was improving.”

I started thinking. This is why, oftentimes, hypnosis involves people relaxing into a trance and remembering a pleasant childhood experience.

Lesson 4: Memories are an important part of hypnosis.

Since hypnosis deals with your unconscious, non-conscious, other than conscious, or subconscious mind, memories are all that we have to work with.

If you can think of a preferably good memory, then you can master hypnosis. If you can't think of one pleasant thing, then maybe you're not looking in the right places. Everyone should be able to come up with hundreds of memories filled with joy and happiness.

When we think of a memory, we go into a trance. When we ask others to recall a memory, we go into a trance. When we listen to music, work, or exercise, we fall into a

trance. Concerts put thousands of people into the same trance, but research shows that everyone experiences that trance a little bit differently. People are like snowflakes... no two snowflakes are exactly alike. When we are doing something we love, or when we are experiencing extreme hatred, we are in a trance. What I'm suggesting is that we are always going into new states of trance, and those trances become our memories.

Hypnosis is a tool used to access, explore, change, enhance, or create memories. Sometimes, you may want to relive a memory of your favorite getaway. Sometimes, you may want to reflect on a memory to gain a different perspective. Sometimes, you may want to help a friend.

Sometimes, you create memories. You might imagine your next vacation. I imagine making easy money. You imagine losing a few pounds. I imagine making easy money. We can both imagine the feeling of our success.

This brings me to the main point. I have made four suggestions so far. I suggested that understanding memories is an important part of hypnosis, memories can

heal people, memories can be misleading, and we all create memories.

Now, looking back through my memories, was the faith healer on TV hypnotizing me?

Why not? He captivated me, filled me with suggestions, tapped into my emotions and made me pick up the phone and call him, even though the faith healer would NEVER claim that he used hypnosis. And the thing I love about hypnosis is that it is a language everyone is using. Even *you* use hypnotic suggestion every single day.

I once watched a kid sprinting around a pool deck. When the lifeguard yelled, "STOP NOW," the kid froze.

That's mind control, is it not?

The lifeguard surely didn't know about hypnosis. In fact, hypnosis might be something she fears. Nonetheless, she is not scared to yell stop now.

When your friend is freaking out, you're not afraid to tell

them to take a deep breath in. Your next suggestion goes right to the unconscious, “Relax, it’s going to be OK.”

We encourage our youth with positive hypnotic suggestion. You tell a 10-year-old they did a great job at the right time, and they believe you. Kids are highly suggestible – when you tell toddlers something, they often repeat it like a parrot. As they get older, they don’t repeat things out loud, but they repeat them over, and over, and over in their brains, and this is how a child becomes YOU.

You know you are a product of your thoughts, and your thoughts are products of your *memories*. That means you don’t even have to go anywhere to practice hypnosis, you’re doing it right now!

Some benefits of what you are about to experience include feelings of love, peace, oneness, and being OK. It’s like my mom said, “Put that gift inside you, and use it to better the lives of those around you.” Now I’m going to show you how to become the greatest covert hypnotist on this planet, just like the faith healer.

Chapter 2: Suggestion

Psychologists have learned that your brain cannot interpret negation. For example, if I tell you don't look at the cute picture of the bunny, you will either look at the picture, or resist in vein.



It's not a trick. You don't have to look at the picture, but it feels good if you do.

In Psychology Today, there was a great article talking about Dan Wegner's White Bear experiment.

During one point of the experiment Dan told a group of participants NOT to think about white bears. Dan discovered the more people try NOT to think about something, the more they think about it. You're probably imagining a white bear, and a bunny as we speak.

I did a little digging and found out more. Roger Sperry was awarded a Nobel Prize for his work with "split-brain" patients. Sperry, along with David H. Hubel and Torsten N. Wiesel (also Nobel Prize winners), discovered that the

brain is divided into two hemispheres, the left and right hemispheres, connected in the middle by a part of the brain called the corpus callosum.

According to Sperry's Wiki page: in "split-brain" patients, the corpus callosum has been severed due to the fact that the patient is suffering from epilepsy – a disease that causes intense and persistent seizures. Seizures begin in one hemisphere and continue into the other hemisphere. Cutting the corpus callosum prevents the seizures from moving from one hemisphere to the other, which then prevents seizures from occurring, thus allowing the patient to function normally, instead of suffering from continuous seizures.

This observation rendered the question, *if the surgery had absolutely no effect on any part of the patient's normal functioning, then what is the purpose of the corpus callosum?* Was it simply there to keep the two sides of the brain from collapsing, as Karl Lashley jokingly put it? Sperry was asked to develop a series of tests to perform on the "split-brain" patients to determine if the surgery caused any changes in other functions. He discovered that it did. In Mr. Sperry's words, each hemisphere is:

Indeed a conscious system in its own right, perceiving, thinking, remembering, reasoning, willing, and emoting, all at a characteristically human level, and . . . both the left and the right hemisphere may be conscious simultaneously in different, even in mutually conflicting, mental experiences that run along in parallel.

—Roger Wolcott Sperry, *1974*

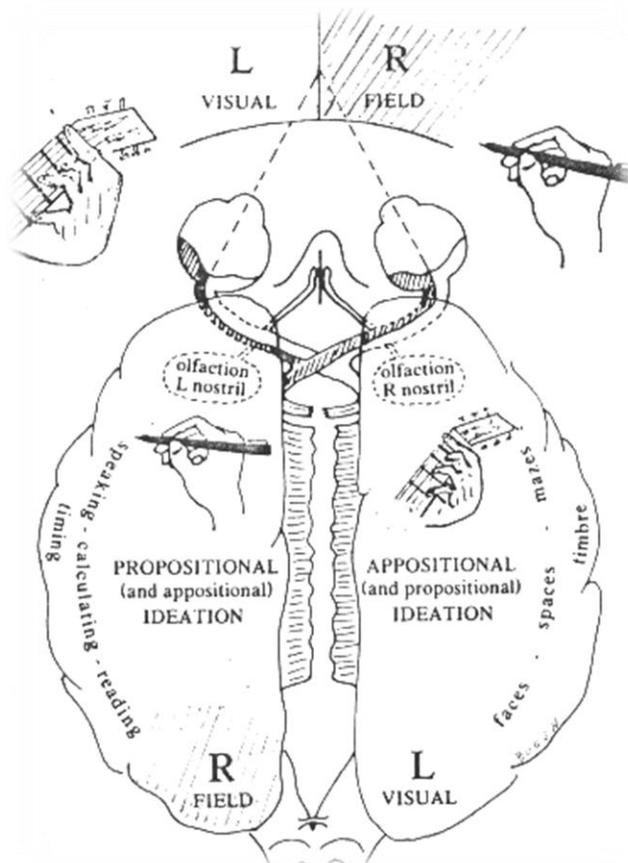
Scientists have since discovered that communication and coordination between the two hemispheres is essential because each hemisphere functions separately.

The right hemisphere is able to recognize objects and faces, recall knowledge the individual has already learned, or recall images already seen. The left hemisphere is more dominant in verbal tasks, such as speaking and writing. The left hemisphere is more susceptible to memory confusion than the right hemisphere. The right hemisphere controls the primary sensory functions of the left side of the body. In a cognitive sense, the right hemisphere is responsible for recognition of objects and timing. In an emotional sense,

it is responsible for empathy, humor, and depression.

The left hemisphere controls the primary sensory functions of the right side of the body and is responsible for scientific and math skills and logic.

I found this picture in a more recent report by Eran Zaidel, Dahlia W. Zaidel and Joseph E. Bogen called "Split Brain."



It's not the clearest picture, but if you look closely, you can see the left side of the brain is speaking, calculating,

and reading. The right side of the brain consists of faces, spaces, mazes, and creativity. In short, your left-brain is logical like a boring professor, and your right brain is wild like an animal.

This information is the reason why you think about a white bear when someone tells you not to. Vaguely speaking, your left-brain computes the logical words, “Don’t think about a white bear,” and what is your right brain doing?

That’s right, your right brain is seeing faces of white bears. It can probably recall all kinds of memories of polar bears, black bears, brown bears, even though your left-brain is yelling “NO BEARS!” Your right brain just can’t help but draw pictures of bears in your head.

Now I want you to think about how adults interact with children. You know that adults are smart enough to logically know what *don’t* means, but kids are still just learning. So, when kids *don’t* listen, parents often yell, “Johnny, what did I just tell you? I told you NOT to touch the flowers!”

Unbeknownst to most parents, poor Johnny’s little right

brain is drawing big pictures of Johnny touching the flowers and getting excited about it.

I challenge you to listen to parents dealing with kids. Many parents say, “Don’t do... don’t worry... don’t forget, this is NOT difficult.” Of course, over time, kids are trained to logically understand what don’t/won’t/can’t means, but in order for this to be logical, you literally have to numb your creative right brain. You want kids to be creative, right? You want your peers to solve their problems, don’t you? You want good things to happen to you, right?

Well, my neighbor is great with kids, and I hear her say things like, “Forget about that and let’s do this over here. You want to have more fun, right?”

Like the kids, I’m already thinking *YES, I do want more fun!* My right brain is seeing pictures of me having more fun, and my entire brain is activated. It’s go time!

When kids get over-excited, my neighbor plays a game similar to telephone. “And when you start whispering something to one kid,” my neighbor said, “they all want to

know what is going on.”

This stuff doesn't just work for kids. I remember my first horrible book review. The reviewer trashed my book, and it was really, really painful to read. I started saying out loud, “I do not accept this. I don't accept this, I don't want to accept this...” after about one minute, these words put a smile on my face, and the painful feeling changed instantly.

You'll also notice sales pitches brilliantly cater to both brains by saying things like; “We don't want you to BUY, unless you are completely satisfied.”

Think about it. The right brain is making pictures of you wanting the product and feeling satisfied, while the left brain is thinking, *Good, he hears me. My logical self is not going to buy unless I'm satisfied.* Got it?

Excellent, but in order to graduate hypnosis school, they not only wanted us to understand the “don't command,” they also wanted us to know – **and read this carefully please** – that you can use the word BUT to delete what you just said.

For example, have you ever heard somebody say, “This is

good, this is great, I love this, BUT!" You know that whatever comes next is what you are going to remember.

For good measure, carefully notice how you use "but" and "don't, can't, won't" commands, as everybody uses them often. Mastering the don't command is the first step of being great at using covert hypnosis.

- {Don't, won't, can't, aren't, not} mean to your right brain {do, will, can, are, am}.
- But = forget the last command.
- Knowing this stuff can greatly annoy people, but I love it. When my girl is angry I say, "I know you don't WANT to be in love with me... NOW!" Get creative.
- It's not the word, "don't/won't/can't," that matters. It's the command that follows. Is the command a positive suggestion, or a negative suggestion?

“There are two things in the emotional psychosomatic realm. Those thoughts that move you forward, and those thoughts that HOLD you back.” Author Unknown

Chapter 3: Memory and Suggestion Together

I occasionally tell people about the time I was driving with my girl Shannon, and she was pissing me off. She had been pissing me off for days, weeks, and everything she said pissed me off more and more. At the time, I had been reading a book on Gestalt therapy. The therapist would set up two chairs. The patient sat in one chair, and the other chair was left empty. The therapist would then have the patient visualize their mother, father, or some weirdo they met in high school sitting in the empty chair. Now the therapist – who “didn’t use hypnosis” – would suggest that the adult client have a conversation with this person that caused them dismay.

As I was reading that book, I was imagining adult patients sitting on chairs acting like children, talking to imaginary friends. I thought talking out loud to imaginary people seemed kind of normal. I learned from my mechanic dad that if you want to fix any motor by yourself, you have to talk your way through each step.

I always talk to myself; I'm talking to myself right now, while I write. When alone, I often talk loud enough to hear my voice. I know from several traumatic experiences that monitoring your moment by moment self-talk helps conquer things like posttraumatic stress disorder (PTSD).

Post Traumatic Stress Disorder is an interesting subject. I've been diagnosed with it by a number of doctors after a serious motorcycle accident. You see, I thought the doctor was the guy who helped people deal with emotions. Nobody wants to tell their friends how big of a loser they are. You tell that to your doctor. Except the doctors I kept finding did two things: they prescribed pills and suggested specialists. Specialists prescribed pills, personal trainers (good bonus), and counseling. Counseling involved me crying a lot.

In college my counselors were fantastic, one even did hypnosis on me, but after college, 'life coaches,' and over paid shrinks helped me identify with feeling sorry for myself. Then they helped me identify reasons for feeling that way, and then I started creating new reasons to keep feeling that way, and it was a vicious cycle. I almost had to

take those anti-depressants.

Then I found the cure to overcome PTSD, anger, and depression. It was really easy, all I had to do was what others couldn't- move on.

Now for me, moving on became a lot easier upon a deeper reflection into a very unique experience in which my soul had literally left my body. It was headed out to the most peaceful place ever described, and I was there, hearing my voice saying, "I'm not going to die. I'm not going to die. I'm not going..." my eyes opened on the stone cold pavement. I remember saying something, and then I passed out.

My street bike had been rear-ended by a pickup truck. The skid marks stretched across 88 meters of the asphalt. My helmet had broken off and ended up in the opposite ditch of my bike. When I woke up in the hospital, that peaceful experience had turned into a horrible nightmare. I had to talk myself through each step of the way. Wake up, open eyes, right eye won't open... left eye is blurry. Open right eye... nothing, have to pee, look for nurse

button, move right arm... move right arm. Extend thumb, concentrate, and push.

The point is that I died. I visited the end of it all, and it was the most peaceful and amazing feeling you can imagine. It was so peaceful and so amazing that it became hard to hold onto things in the physical realm. For example, if you knew the end result of everything was an amazing feeling of happiness and joy, then how could you stay angry with someone?

I have different fears than I used to. I enjoy thinking about death, and all the things I can accomplish. I believe I can live to be 100, maybe more, and I'll drink a beer with my father who is still alive at 136. If you don't believe that is possible, fair enough. Do you believe in something even better?

When I died, I went to the most peaceful place ever described. When I went to that place, the only thing that mattered was that I felt great about going there. I needed to achieve something. I didn't know what, and still don't

know when, but I do know the outcome of my existence, and it's a success.

Now according to the success bible, we need to find something we like doing, and do it to the best of our ability. The odds are against us. Each failure leads to a loss of hope, and the more hope you lose, the closer you are to having no hope at all. You'll be left thinking, "I was just born this way."

Yes you were! But who cares what way you were born? I was born in the perfect situation and I'm always failing at something. That's what makes people like me so damn awesome. We fail with a smile on our face, and give people HOPE.

My friend said, "If you're in the business of selling hope, then you'll never be out of business."

"You can't just live in dream land," people often tell me, "you can't just let things like daddy issues, go."

I know, and most people believe that you can't move

forward unless you fix the past. I like to believe that my mind is a vehicle filled with parts. When something isn't working right, you replace the part, and the problem goes away.

What I find challenging is that you can't replace the part if you don't know which part is broken. So there I am, driving along with my girl Shannon, and she was pissing me off. She had been pissing me for days, weeks, months, and everything she said pissed me off more and more.

Relationships are weird because you can love someone so much and hate them at the same time. You just wish they would go away, but you know that if they went away, you would wish they were there again. You can't be with them, you can't be without them, and you can't deal with them because you can't deal with you. So at this point in our relationship, I was creating and living in negative memories. I had to do something. I thought, *hmm, I sure don't want to keep feeling BAD. Wait, what is the last statement saying to my right brain?*

That's right, it's suggesting "feeling bad," and like now, my

poor right brain was bringing up negative memories and feeling down. It was doing what I was telling it to – it was experiencing a negative memory. On the other hand, knowing what you know about the “don’t command,” you might say to me, “Geez Devin, I sure hope you don’t FIND a solution to this problem.” My right brain is instantly curious. It’s like a dog – it knows it’s time to go for a walk. The left-brain is you, logically guiding the dog toward a common goal.

That’s exactly what I did in the car that day. I thought, *man, I don’t want to be angry anymore.* Then I thought *Geez Louise; I don’t want to be angry anymore. I want to be happy.* As I finished that sentence, my right brain got excited, and it started bringing up memories of me overcoming this problem.

Remember how I said that memories are an important part of hypnosis? That’s because the anger was INSIDE of me and I was far too sober to punch the dash. I had to use my imagination.

So I’m driving along, hoping that Shannon doesn’t open

her mouth because I'm ready to rip her a new one, but at the same time I want to overcome anger. My brain agrees and it filters through memories until it finds that memory of people talking to empty chairs. Suddenly, I remember one story where the guy was told to bring his headache out, and have it sit beside him on the chair. The odd thing is, once the headache was out of his head, he was cured! I thought *if that guy could get his headache out of his head, I COULD get this anger out of me.*

I start letting anger consume my heart, chest, legs, until I'm so full of energy it has to get out. It does and a huge flaming ball mutates in the intersection in front of me. I watch the energy morph into a giant Kool-Aid man. He starts raging into buildings like King Kong, and when the light turns green, I floor it and Kool-Aid man follows. I can feel the pavement exploding under his thunderous steps. I can see cars being flung around in the rearview. I can hear everything, and out of the corner of my eye, I notice Shannon is as pissed off as I was.

I start chuckling. My memories had been misleading, and I was bent out of shape. The Kool-Aid man made all the

negative feelings disappear. It's like I said in chapter one; memories can heal. I forgot that memories heal. I forgot to remember that memories could be misleading. I wasn't angry with my girl Shannon. I don't know what I was angry at, but I replaced the part, and the problem was gone.

Now the point of this story is that everything started by understanding that one command, "don't." Its like Astronaut Chris Hadfield said, "When you feel helpless, you're far more afraid than you would be if you knew the facts."

The fact is that I want you to test this. Simply listen to the suggestions in the world that surrounds you. Pay attention to sales letters, comedians, bosses, preachers, newspapers, and listen to parents with kids. Just listen for bad, and good commands.

A bad command is when somebody says, "Don't RUN in church! Don't worry, you won't BLOW your performance."

A good command is when somebody says, "Slow down, do

your best, and don't think about anything but SUCCESS." You can say it out loud like I just did, or you can repeat it over and over inside your mind like a parrot... both ways get the same result.

I'm going to leave you with one more story about my neighbor and her six-year-old son. This kid is a living version of Dennis the Menace so that's what I call him. I've never seen him stand still for a second. One day my girl Shannon and I were by the outdoor pool, enjoying a cup of Joe, when little Dennis and his mom entered. Dennis was fidgety as usual, and he wanted to smell the flowers. That's when his mom said, "Dennis, don't touch the flowers."

With that, the little menace started mushing flowers in his hands and on his face. Appalled, his mother grabbed him, put him at her feet, and said, "Stay here."

He stood, I counted, one, two... three, fo... he was already itching to go.

The menace looked at me, then he looked at his mom,

then he looked at the pool with a huge grin. He started putting his foot over the ledge in the deep end when his mom caught him. "Don't put your foot in the pool!" She yelled.

Dennis loved that. He started jumping with joy and running around the pool deck.

"You can't run around the pool!" His mom screeched, and to be honest I was enjoying the experience. That little guy is the most adorable shit disturber you can imagine, and he is an opposite. I know that, you know that, but his mother might not know that. Of course, I could have been the guy who gave her some "advice," but I want people to enjoy my company. I also know from experience that the guy who feels the need to give you advice at the gym isn't the guy you want to get advice from.

"Dennis," his mom yelled. "I said don't put your feet in the pool!" I looked over just in time to see the little menace walk down the stairs into the shallow end of the pool. He was so proud of himself, and I was feeling proud for him! Here is a little kid who is so smart and so creative that he

can manipulate the adults in his life.

Now if Dennis were my kid he wouldn't be the way he is... he'd probably be worse! Either way he is an opposite, his mother is an opposite, I'm an opposite, and you're an opposite. In fact, your opposite is probably confused whether to agree or disagree with me now.

Listen, I don't want you to agree or disagree. I want you to think about activating your entire brain, and the entire brains of others. Activate your left-brain, your right brain, and the freaking brains in your toes. Activate the brains in your thumbs, heart, stomach, and activate every single neuron as you go. I know you want to understand hypnosis like I do, and you will. We have a lot to cover. This is only volume I of the beginner's guide.

In volume II we'll take a look at how people describe things using Visual, Auditory, and Kinesthetic terminology, and how we can literally read their mind. By volume IV you'll be far more advanced than I am.

Excellent, and now its time for a few hypnotic suggestions you might enjoy reading out loud:

- ❖ “When you really begin to make these patterns an automatic part of your behavior, then you’ll become more influential than you ever thought possible.”

- ❖ “Your conscious mind can pay attention to a few things, but your *unconscious* can pay attention to everything.”

- ❖ “I don’t know whether you’ve decided just how deeply you’re going to embed these patterns into your language.”

- ❖ “I wonder whether you are aware of the awesome power of the human brain, and how the ability to learn rapidly is your birthright.”

In movie land they would say, “That’s all folks!” I think the same thing, and hopefully you enjoyed reading this book. I also hope you go out and see the world a little differently. Listen closely to how people talk, and watch

for the people who are opposites. Knowing what you know about opposites, see if you can't change their mind.

Have Great And Wonderful Day!

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