

**Priming: Using the Hidden Power
of Language for Superior
Client Outcomes and
Self-Improvement**

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Brain most complex organ in the universe

86,000,000,000 nerve cells (86 billion)

86 (billion) to **860,000,000,000** (billion) **glial cells**

Each cell has 1000 to 20,000 connections

100 (trillion) to **1,000,000,000,000** (quadrillion)

neural connections in brain

Processes 1 (trillion) to **100,000,000,000,000** (100 trillion)

bits of information per second

**You are only aware of about 2000 bits of info
being processed per second**

Typical neuron fires 5-50 times per second

**Ave. 20 yr. old has about 100,000 miles of nerve
fibers in brain**

**In a recent simulation experiment it took the 4th
fastest computer in the world with 82,944
processors 40 minutes to do what the human
brain can do in 1 second.**

The brain uses 20-30% of the calories we take in

The mind move you and your listener in the direction of the *dominant thought*, regardless of whether it is stated in the positive or the negative.

Instead of Saying... More Effective to Say...

"Don't fall." "Walk Carefully, hold the hand rail."

"Don't lie to me." "Tell me the truth, now."

"Don't hit your little sister." "Keep your hands to yourself"

Instead of Saying... More Effective to Say...

"You're not dumb." "You're smart and capable."

"You're gonna fall and break your neck." "Hold on tightly, maintain your balance."

Instead of Saying... More Effective to Say...

"Don't forget to." "Remember to....."
"Don't hesitate to call." "Call when you need me."
"You can't miss it." "You will see it on your right..."
"Don't give me a hard time." "Thanks for cooperating."

Instead of Saying... More Effective to Say...

"You will not fail." "You'll succeed!"
"Don't be nervous." "Remain calm and relaxed."
"I'm really poor at." "Inch by inch everything's a cinch!"

Instead of Saying... More Effective to Say...

"I hope I don't eat that chocolate cake." "I am healthy, I am thin."
"I gain weight just looking at food." "Everything I eat turns to health and beauty."

I shed pounds daily for no apparent reason.

1. Define what you are currently doing.
2. Define the positive opposite of what you are currently doing with much attention to a properly worded dominant thought.
3. Make a present-tense statement of you *doing* the desired behavior with the precisely worded dominant thought.
4. Repeat the present-tense statement to yourself 500-1000 times a day consistently across time. Give it 2-3 months, once formulated, consistency is the crucial!

Priming refers to an increased sensitivity to certain stimuli due to prior experience.

Priming occurs when an earlier stimulus influences response to a later stimulus.

Priming can occur at the unconscious level or at a conscious level.

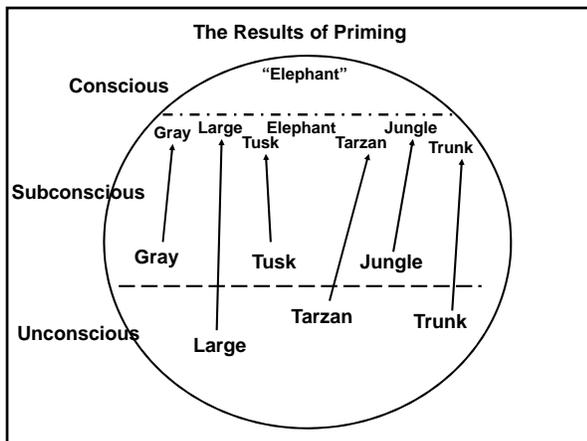
Subjects primed with words like “polite” “considerate” “respect”

were less likely to interrupt than subjects primed with words like

“rude” “obnoxious” “impolite”

Subjects primed with words like “old” “Florida” “wrinkles” “bingo” etc., all associated with elderly

- 1) walked slower after the priming, and, in similar study, if S had much contact w elderly
- 2) performed worse on a memory test than S primed with neutral words w little contact w elderly



We are controlled by an unconscious behavioral guidance system more than we think. And we are unaware of it.

Once covertly activated, unconscious goals are more powerful or just as powerful as conscious goals.

Goals do not require an act of will to be acquired.

What Does This Mean for the Therapeutic Dialogue?

1. Remember you are constantly priming your clients.
2. Consistently state the positive opposite of client's negative framing of problems.
3. Use high level empathic responses that include deficit statements.
4. Use embedded suggestions/commands in your dialogue.
5. Carefully observe client reactions when prime clients.
6. Remember that your job is to plant seeds. Talk to the subconscious.

"You do not have to want to stop your current behavior in order to change, you simply have to want something else *more*."

Aldo Pucci

**“Men must be taught as if
you taught them not,
And things unknown
proposed as things forgot.”**

Alexander Pope
English Poet
(1688-1744)
