HYPNODONTICS
Ethical Influence: Language for Dental Professionals

Juan P. Acosta, CHP
Praise for Hypnodontics

“I am looking forward to applying the techniques in this book to help my patients. I believe “Hypnodontics” will add great value to my practice, where we strive to give optimal dental care with comfort and in a friendly environment. We’ll do anything we can to make our patients more comfortable.” Isabel C. David, DDS. APC. Encinitas, CA

“Without a doubt, this book can help every single dental office. Read it. Study it. Then reread it. It works.” Marvin Pantangco, DDS

“It has been my experience that Juan Acosta is able to blend the art of clear communication with patient leadership to influence the patient’s desire for dental excellence and willingness to pay for it. People do not “need” a smart phone, they want a smart phone. Juan transforms patients’ “low level need” for dentistry into a “want” for it.” Evan Harris, Patterson Dental

“As a clinical dental hygienist and hypnotherapist I am so thrilled Juan Acosta has written this book. His knowledge and use of “hypnotic language” in dentistry provides dental professionals the right practical tools to be more successful in all arenas of their work. Read it, apply it and watch your success unfold.” Jackie Foskett, RDH, C.Ht.
“The tools Mr. Acosta has offered are valuable in the dental office and any area of life. Dental professionals who choose to master these skills will enhance their financial success, facilitate clear client communication and help patients get what they want while maximizing their bottom line, and making the art of managing patients much easier for the front office.” Dr. Richard Nongard

“Juan Acosta has fine-tuned the art of hypnodontics with this comprehensive, compelling and clear manual for dental professionals. Not only does he make a sound case for the integration of hypnosis into dentistry, he provides a multitude of practical and easy to apply approaches which will immediately enhance a patient’s experience.” Kelley T. Woods, co-author of HOPE is Realistic; A Physician’s Guide to Helping Patients Take the Suffering out of Pain

“HYPNODONTICS is highly recommended. Acosta’s book is a comprehensive introduction to the theory and practice of dental hypnosis. I think it is a must read for dental and hypnosis professionals that want to improve their practices.” Michael Ellner, Diplomat, The International Medical and Dental Hypnotherapy Association

“This book belongs in the hands of dental professionals everywhere. It will revolutionize the way you work with clients. In an easy to read and follow format you’ll learn some of the secrets of professional hypnotherapists and how to apply them effortlessly and effectively in your practice.” Michael Watson, C.Ht.
HYPNODONTICS
Ethical Influence: Language for Dental Professionals

Juan P. Acosta, CHP

www.Hypnodontist.com
This book carries a distribution license that allows professional hypnotists seeking to expand into the Hypnodontics market to have a great tool in their hands to help their local dental practices.

DISCLAIMER: The content of this book can help you make your dental patients more comfortable and your practice more profitable. However, we Juan P. Acosta/Hypnodontist/Its associates and affiliates, cannot guarantee the performance of your team. We do not make any income claims and we bring this volume to you with the intent to educate and enhance the quality of all the lives you touch, including yours. Your success with the skills taught in this book is directly proportional to the amount of time and effort you devote to practicing and growing, as you learn the language of ethical influence.
To all who continuously stand behind me and push me forward, especially my Mother.

I’m so happy and grateful to have you.
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Foreword

In 2003 I began working as a hypnotist on staff in a dental practice. In the years since I have been fortunate enough to see for myself the variety of ways hypnosis and its principles can be employed in a dental office. I have met and worked alongside many dental professionals who have shared a positive outlook on dental hypnosis but don't have the resources to develop personal competency in the subject.

A few years ago I met Juan Acosta, a colleague passionate about helping connect hypnosis practitioners and dental professionals to improve patient outcomes as well as practice operations. His plan to educate and introduce both sides immediately made sense to me, as it allows all parties to share a common goal and language. His passion and skill-set will show themselves early in this book and readers will quickly see the excitement and logic he brings to this endeavor.

This book represents one of the initial major steps towards Juan's goal of facilitating a better relationship between dental and hypnosis professionals. I trust you'll take away from this book practical pieces you can incorporate with your patients immediately, and to see the potential for more with additional training and practice.

Scott Sandland, C.Ht.

Founder of the Hypnosis Practitioner Training Institute and Hypnothoughts.com (the largest hypnosis network on earth with over 16,000 members as of 2014)
Introduction

Dental anxiety and other unconscious behaviors are major contributors to poor oral health. Over the last two years I dedicated my time to bringing comfort to the dental practice in an effort to change that.

Having gone through specialized training for common mind/body dental issues like teeth grinding and TMJD, overactive gag reflex and insomnia, etc, I knew the dental field could use me, but at first I was shortsighted… I saw opportunities for patients to benefit from this approach and it gave me a great sense of satisfaction to help them, but I didn’t realize the greater impact I could have on the rest of the dental practice’s day to day operations.

In 2012 I had the opportunity to manage a dental clinic, and while working there my direct interaction with almost a thousand patients, several dozen doctors and other dental professionals helped me broaden how I view the scope of my work.

Suddenly I began to notice my skills were helping the practice grow due to reduced no shows, more and better online reviews and referrals, and increased patient satisfaction and retention. All that in addition to the already improved patient outcomes, faster healing
times, and associated benefits of reducing chemical anesthesia and prescription drugs.

With a new outlook I began to work with other dental practices, and the scope of the trainings offered at Hypnodontist grew to include the language of ethical influence for dental professionals, which helps practices: increase case acceptance, revive old lists of patients who haven’t scheduled, and generally finding ways for patients to elect to do the dentistry work their mouths need.

Within these pages then, dear dental professional, you will find effective communication techniques to help you become even more efficient and influential with your patients and other team members.

To put it simply, this book will help you offer your patients the type of complementary care that shows them how much you care, and it will teach you and your team how to keep them as patients and friends for life.

I applaud your dedication to your patients’ experience, and trust we’ll get to work together some time in the future.

Let’s get moving!
Hypnodontics

Unwanted unconscious behaviors show up in all fields of health care. In dentistry, they present themselves in the form of fears and phobias, dental anxiety, overactive gag reflex, teeth grinding/clenching, insomnia, or undesired habits like smoking and nail biting, to name a few.

Hypnodontics deals with eliminating the symptoms of these conditions and in many cases the conditions themselves. Although “formal” hypnosis isn’t used in any of the techniques in this book, you’ll soon understand how “hypnosis” in a broader sense is the perfect addition to the excellent care you already provide.

Understanding the profound effect our words and actions can have on treatment outcomes makes the art of effective patient communications a skill worth learning. As a bonus when you apply them, the concepts and techniques you’re about to learn will enhance every other area of your life.

Unlike other dental specialties, Hypnodontics deals only with the mental portion of your patients’ oral health, not with the teeth themselves.
This Book

This book is about your developing a useful, practical skill-set which helps you make your patients comfortable and your practice more profitable. What you’ll learn here will dramatically improve your patients’ experience with you and your services, and thereby their quality of life and the sustainability of your practice.

There are 5 key elements in the paragraph above:

**Development:** As it’s the case with any other skill worth learning, becoming proficient enough to be useful requires you understand the learning process.

Up until now you may have never thought of using hypnosis and the mind/body approach in your dental office. So up until now, it had been excusable for you to unknowingly miscommunicate with your patients, possibly asking them to experience more pain or anxiety than necessary... Yes, ignorance is bliss.

Now, after reading this volume with the intent to truly understand the subject, your new awareness will begin to turn the skills you will have learned here into unconscious competence, only as fast as you are able to practice and apply these skills with a live person. So practice practice practice. When the words flow easily and you catch yourself succeeding with these skills, then
they’ll have become second nature. Unconscious Competence.

**Practical:** What you’ll learn in this book about hypnosis in dentistry are effective communication skills. Since we communicate in every interaction we have with another human, the skills are practical in any area of life where you want to apply them.

**Useful:** What if by reading this book and making a conscious effort to practice these skills, you were able to calm down a patient that is hysterical about having treatment done? Or to help a patient who is allergic to chemical anesthesia enjoy the same quality of oral care as other patients? Or to easily motivate a patient to comply with your requests to brush and floss regularly...? The usability of the information in this book is endless, and the more you learn about it, the easier it seems to find more applications for it.

So I encourage you to delve in as deeply as you want to be effective, having fun with the skills as you learn so that practicing will be effortless. If this is a chore for you, stop now. If this is fun for you, the rewards will be endless. You have my word.

**Quality of life:** Chances are one of the main reasons you entered the dental field was your desire to help others enjoy their experience of living, through better dental hygiene and oral health. This book will help you help
more people, and you’ll be able to help them in the most meaningful way... by taking the suffering out of their visit to the dentist. It is the suffering that hurts, not the pain. More about that later.

As a Hypnodontics trained dental professional you’ll be much better prepared to help your patients improve the quality of their life. Think about it... There’s only a small percentage of the population who doesn’t mind going to the dentist, and nobody wants a toothache. When you’re able to help patients relieve their pain and anxiety by talking to a patient in new and different ways, you’ll be moving closer to your purpose.

**Sustainability:** Many practices struggle because they are missing pieces of the puzzle. Some are great at bringing new patients in for an inexpensive introductory appointment but they don’t have a proper protocol for converting them into lifetime patients. Others get good case acceptance but have a difficult time keeping their hygienist busy.

The techniques and attitudes in this book and any Hypnodontist training are designed to help maximize your chair and production time, while increasing patient satisfaction. A full chair + happy patients = Sustainability.
Practicing

Reading this book won’t make you an expert. Practicing the skills you’ve read about will.

In my years of hypnosis and NLP (Neuro-Linguistic Programing) training, I have concluded the best way to internalize these skills so they become second nature is as follows. Take these steps with a little discipline and you will surely enjoy seeing yourself progress very quickly.

1. Read this book in its entirety once to understand the concepts and have a grasp of the scope of what you’re learning. It’s a short read and I expect it will become a book you refer to often.
2. After reading once, pick one concept that caught your attention. Maybe one that gave you the feeling of being useful for your practice right away.
3. Re-read the section dealing with that particular concept or skill and whatever related info that can help you make its application easier and more natural.
4. Spend a few minutes coming up with some specific situations in your life in which you could apply that skill, and decide how you will use it when it’s time.
5. Practice that concept or skill EXCLUSIVELY for 3-5 days, and only move on to the new skill when you’ve had enough repetitions of “your lines” and they’ve
now become sort of automatic. No need to be perfect, just need to be teaching your unconscious mind the kind of responses you expect from now on.

When I started studying hypnosis I wanted to eat, drink, and sleep hypnosis. I was too fascinated to slow down and I wanted to get good at this now, not in a year or two... So in order to get exposure to enough people I could practice with, I went to work as a restaurant server. Where else can one have 2 to 6 or more captive people to “play with” in a setting where if a skill goes wrong the worst that can happen is they don’t buy wine or dessert?

Your advantage of course is you already have a captive audience in your dental office, so there’s no need to go get another job. There’s only a need for you to give yourself permission to “mess up”, understanding that learning is a process, and be willing to ease your skills into your daily life as you become more and more comfortable and proficient with them.

Every time they smile in amazement at what you’ve helped them discover or you catch yourself effortlessly using your new skills, your feelings of confidence and competence grow exponentially. Interestingly enough, as your confidence grows, so does your ability to influence your patients and listeners in a meaningful way.
Suggestibility & Belief

Humans are suggestible by nature. If I were to ask you to think about the process of going to your kitchen, looking through your silverware cabinet, taking a metal fork out of the drawer, and then biting it... chances are you’ve just had at least a minor physical reaction to a simple game of imagination.

What makes hypnosis work for millions of users worldwide is the fact that the human mind can create very real responses from imaginary events, if they are imagined vividly and with enough detail, as in the case of the metal fork example above where your body gets to experience a physical reaction from simply reading some words on a page and following a train of thought.

The good and the bad news... you’re not alone. The people who come to your office for treatment are as suggestible as the rest of your team, the vendors and reps who visit you, and your family and friends. So the power of this information is strictly in its application.

Hypnosis then becomes the art of directing a person’s suggestibility in the direction we want the person to want to act.

I’ll let you digest that for a moment...
Yes, the hypnotic techniques you’ll learn throughout this book will help you create change from the inside out.

In the coming chapters you will be trained and encouraged to speak as if your patients’ outcomes depend on your communication, because largely they do!

Having dealt with several hundred dental patients looking for a caring listener it became evident to me that even though we’re all people, we hold different beliefs and priorities and experience even the same experiences differently than the next person.

This has led me to believe... there’s that word again... that all beliefs, no matter how strongly held by one person, could and do mean absolutely nothing to the next. So the managing of these beliefs is the first step in effective and efficient communications.
Pre-framing, Framing and Re-framing

The management of beliefs and expectations is an essential key in delivering on those expectations, which is where confirmation of the change occurs.

If the patient expects the needle to hurt because you told her it will... just a little... then it will. The problem is you have no idea if “just a little” for you might mean a whole lot of pain for the other person.

As with any human interaction, it’s important to build rapport and be centered and empathetic. Being fully present will help position you as the authority and help patients relax, knowing they are in good hands.

In training, teaching and sales, it’s commonly said you tell your listeners what you’re about to tell them, then you tell them, and then you tell them what you’ve told them. This is similar.

Pre-framing is giving glimpses and clues of a successful outcome before the procedure takes place. I have been present in hundreds of surgeries and in almost every one of them (until they’ve trained with me) the team and doctors say things like:

- You’re going to feel some pressure... there should be no pain though...
- Your face is a little swollen so the anesthetic won’t work...
- Don’t worry, if it still doesn’t get numb, I will give you more...

If you read the section on suggestibility, you might understand why these are not Hypnodontist approved.

Whatever we focus our mind on, becomes our reality. As a quick example, if you just took a moment to notice that sensation on your feet...

you may begin to realize every breath you take... seems to make that sensation on your feet...

a little more noticeable.

See, a moment ago your mind was focused elsewhere. Then I asked you about your feet and you were able to produce a physical sensation out of nowhere. So here are some better ways to create a response.

When you’re about to give them a shot, say: “Most people feel pretty comfortable, but even if there’s any pressure momentarily, they feel comfortable almost immediately after.”

I know it seems like a simple phrase, but here’s the breakdown of all the strings we’re pulling with this phrase. It uses the principle of social proof, embedded
commands, pacing and future pacing. It essentially tells the patient they should expect to feel almost nothing, but it also accounts for the fact that they could, because they are human. It also manages their expectations about what would happen if they did. It uses escape clauses like “usually” and “almost”, and diminishes even the unlikely pressure to “if there’s any.”

You will learn some of these techniques and how to integrate them into your speech throughout this book.

When you know the anesthetic will need a little boost to create the same effect, you can say: “Since your face is swollen, we need to make sure the anesthetic will numb right here. Please concentrate on numbing that spot”

Since swollen faces can make it difficult for anesthesia to work, setting the patient’s attention and intention on helping it work better, improves the outcome. More on boosting anesthesia in the “WANTED - Less Chemicals” section.

The phrase above also uses embedded commands, confusion, and ambiguity via vague language, which you will learn about in detail later.

So pre-framing refers to the set up work you do in preparing another person for something. You are setting the context for the communication you’re about to send, to be received as planned.
Imagine a movie scene of a guy robbing a bank... pretty typical, right? Here are three of the endless possible pre-frames to illustrate my point:

1. Before the bank robbery scene, they show him preparing with a whole team of thieves for their final and biggest score ever. After the robbery they plan to retire on an exotic island and sip piña coladas from a coconut for the rest of their lives.

1. Before the bank robbery scene, they show him caring for his daughter as he kneels by her hospital bed and promises her that he will do anything to get the money for her operation.

1. Before the bank robbery scene, they show him as the terrorists wrap him up in explosives and force him to go into the bank and rob it.

How profound does the effect of pre-framing seem now?

If you only show the bank robbery itself... your viewer, listener, or patient, gets a version of your story that leaves a lot of room for interpretation. Pre-framing is the foundation of everything you will do (hypnotically) with your patients.

Once a frame of reference has been established (by you), it’s important to keep it consistent throughout the rest of the interaction. When you set the frame you set
an expectation that you must now deliver on. Sounds like a lot of work... but at least it’s an expectation you know and understand. Nothing worse than working hard to deliver a top notch offering (of anything) only to find out the expectation of the recipient called for something completely different.

Framing then becomes a game of staying congruent with your suggestions and instructions, and always delivering a consistent attitude and intent. Consistent input creates change. It’s simple conditioning.

Re-framing is a commonly used therapeutic tool. It shifts the focus of an interaction from its current less-than-ideal frame (expectation, context, belief or point of view) to a new frame that will be more useful going forward and more conducive to achieving the desired outcome.

To illustrate, let’s say the scene of the man robbing the bank was the opening scene of the movie so there was no pre-frame. You watch the cold hearted robber order people around at gun-point, punch an old lady, lock the bank employees in the vault, and walk away with a large bag of cash... and then on the next scene he’s freeing his family who was being held hostage and you learn that he was being forced to rob the bank to protect his family.

Maybe your perspective about what the guy is doing has shifted from where it started. Reframing is about finding
the best possible perspective and offering it to the listener.

If you’ve ever said something like “well look at it this way” and then proceeded to explain how something could be understood differently if shown in a different context, you have already used re-framing in your communication.

Here’s a dental example: A patient says “That implant is so expensive...” you can reframe it by saying “I realize that is a lot of money. I had a patient who was pretty concerned about that as well, but then he realized this is a fine custom made piece that will last him for the next 20 years and he said ‘Wow... I guess that's a pretty good deal after all’. So if you look at it that way, I suppose having a great smile and the ability to eat normally for the next 20 years for only $3000 is not that bad. Is it?”

Ok, now take the “salesy” feel off the above example, and just understand the concept of reframing as offering a new perspective on something. We’ve all done it through life, naturally.
Building Rapport

Rapport is the connection we create with another human at a level outside of our conscious awareness. Our body language, attitude, speech, attire, mannerisms, etc. all play a role in our ability to connect with others.

Building good rapport is essential to our ability to influence. Under normal circumstances of course... The bank robber can be very persuasive with a gun and have no rapport.

It’s commonly known that: people like people whom they perceive to be like themselves. It’s the reason sales people ask fact finding questions to a prospect, so they can find some common ground to talk about, to build a relationship in which the prospect feels comfortable enough to buy.

Building rapport is the foreplay of communicating and influencing effectively. Here are some ways to do it:

Pacing & Leading

They say in order to lead someone out of the forest you can’t just stay outside of it, calling their name... you must go in, find them, and show them the way out.
Pacing is the process of meeting a person wherever s/he is. So to pace, we can make a couple of comments about things we can observe which must be true for the patient. Then we can offer a leading suggestion.

Suggestions for patients to act upon are delivered precisely and deliberately, with your full intent on having the desired effect. That being said, they can be spoken as direct commands or blended into a story or metaphor to be interpreted by the patient via implied meaning. In the chapter on hypnotic communication you will learn more about delivering suggestions. For now, here’s an example of this pace, pace, lead process in the dental office.

Say you’re preparing a patient for treatment and you’ve given her an informed consent form to sign. While you prepare to anesthetize, the interaction could go something like this:

You: While you sit there, reading this consent, you can just relax for a moment. (pause) and now that you’ve signed, as I lean you back, you might imagine how great your smile will look in just a little while... (pause) leaning back now, looking up towards the light, allowing yourself to feel only comfort... and so on.
This pace, pace, lead pattern can be the basis for how you always deliver certain suggestions. What it can do for you is add predictability to your outcomes.

If you’re always communicating with your patients with the same intent, to influence them to have appropriate responses to your suggestions, then you might begin to notice your percentages get better steadily.

NOTE: Learning the skills on these pages is a process. If you practice intelligently AND diligently, soon you’ll be able to anticipate a reaction and come up with a response, with much less conscious involvement. And after that, it will easily become second nature.

Pacing allows you to seem to your patient as if you are in their world, having the same experience, and therefore someone who is able to lead the way.

Truisms and observable details and behaviors are great places to start pacing. If you’ve ever seen any material on sales techniques, you may be familiar with the concept of a “yes set” as a way to build “yes momentum” before asking the person for the sale. This is accomplished in a similar way when you pace, pace, lead.
Matching & Mirroring

An extension of pacing, matching and mirroring refers to the outside of conscious awareness mimicking of the person you’re talking to, in order to build rapport.

Sounds complicated but it isn’t. There are many things we can match about the person we’re talking to which will begin to create that sense of connection.

Keeping the matching and mirroring outside of conscious awareness is about timing and practice. Paying attention to subtleties and details will yield great results.

The following are the building blocks of your ability to truly connect with your patient at a deeper level. The more of them you can match, the easier it will be to begin to lead in a new direction:

**Posture:** Our minds and bodies are connected so one affects the other. Do this exercise really quickly. I can appreciate the fact you’re probably sitting down and relaxing as you read, but go ahead and stand up for just a moment.

Stand as straight as possible holding the book/tablet/phone in front of you so you can keep reading. Push your shoulders back and take a couple of nice, deep
breaths. Hold your weight up in a position where your body feels open and strong...

and now while holding that posture... try to feel weak, meek, and lacking confidence. What, you can’t!?!? Probably not without sizable effort and even if you could, it would likely only happen with a change in your physical posture.

So if our body can dictate how our mind feels and vice-versa, how can you begin to put what you’re learning here to good use?

An example of the dental application of pacing and leading by matching posture would be in talking to a very anxious person, who may be very closed in and protected, slouching and with their arms bent up as if guarding her heart.

One could approach that person with a similar posture and a subdued attitude, and slowly begin to open up to a more relaxed posture as rapport increases. Once the person’s physiology opens up more it will be easier for her to accept any suggestions of wellbeing and comfort.

**Sound:** There are many elements of a person’s voice that can be matched: Tone, Speed, Pauses, Intonation, Sounds they make...
If you think about a person’s voice as the outward representation of what they’re thinking, then exercising flexibility and easing yourself into the same patterns they use will help you communicate with their thoughts. Kind of creepy... but it’s true.

**Language:** The words, accents and sayings your patients use already hold an emotional meaning for them.

Listening to their language choices, you can learn what works for them and effectively influence them in a way that is already part of their natural process.

People will use words repeatedly or with a certain emphasis which gives us clues about their preference towards them. The key words you want to pace are the ones the patient uses to describe things. Those are words with an emotional component attached to them.

Here’s an example of a patient interaction in which the patient’s language preferences are paced and then the conversation is lead to begin to relieve pain.

Pt: I have a TERRIBLE toothache, I haven’t been able to sleep for 3 days because of it and it’s making me MISERABLE.
You: Ouch, I’m sorry. I know toothaches can make people really miserable. Let me ask you, is the pain always terrible or does it get better or worse when you chew or drink?
Pt: Well, it’s constantly there but it gets a lot worse when I drink anything cold or bite on that side.
You: Oh, I understand. So it’s terrible when you bite or drink, but lighter when you’re just sitting there... (patient nods in agreement) Ok. And are there some things that make it feel better?
Pt: Yeah, Oragel makes it feel AWESOME, but only for a little while.
You: Ok, awesome. Well let me put some of this topical anesthetic on it to get you nice and comfortable while I come back. It’s like doctors’ strength Oragel so you should feel awesome in just a moment.

And so on...

Essentially, you’re meeting the patient where they are feeling miserable with a terrible toothache, and gradually guiding them into a more awesome state of mind in which they are feeling comfortable and preparing for treatment.

The above example is simple and straightforward but you can make this process as fancy and intricate as you’d like. The amount of playfulness you apply to these techniques is directly proportional to how well they will work. The most important skill to learn here is listening.

**Movement:** Similar to the language we use, humans have movements and mannerisms that characterize us.
It takes a village...

This book as well as the content I’ve created for Hypnodontist does not happen by itself, and it would likely not happen if I were left to my own devices.

Many people have contributed to the building of this book and the skills I needed to work in the field to be able to write it.

I always like to show my appreciation for those choose to invest their time, their most valuable resource, to enjoy and use the content I produce and most importantly to help me with the essential tasks of proof-reading, editing and reviewing my materials before they go public.

Too many people deserve a mention here and I am grateful for their investment of time and resources to help me get this work in your hands.

For the purpose of brevity I will stick to sending a big thank you to the major players on this particular project: Kelley T. Woods, Kevin Cole, and the biggest thank you of all to my good friend and amazingly skilled business partner, Dave Berman, who has invested countless hours being over-worked and under-paid from this and other Hypnodontist projects. This book is yours as it is mine.

Thank you, sincerely.
More praise for Hypnodontics

“As clinical practitioners, understanding not just *what* to communicate to patients, but *how* to ethically influence them to experience greater comfort and satisfaction in your office, is key to building and sustaining a successful practice. What “Hypnodontics” offers is a great intro to the world of ethical influence in a clinical environment for dental professionals.” Kevin Cole C.Ht. Founder of Empowerment Quest International & The Las Vegas Hypnosis Center

“Even if you apply only one technique from Juan Acosta's book, you'll find dramatic improvements in your practice - but of course, you'll want to learn all the communication methods he teaches to truly transform your patients' experience of dentistry.” James Hazlerig, MA, CHP

“This is a practical book that belongs in every dental practice. In these pages you will find everyday language to produce extraordinary results. Hypnodontist has created the right words to use at the right time for each member of your team so you expand your practice in an elegant way.” Dan Paris, CHP

“Thanks Juan... Hypnodontics is very practical and to the point. I have many books and completed quite a few courses on hypnotism, however your book impressed me with its practicality.” Zahid Ansari, B.E , BAMS, C.Ht.
“Hypnodontics does a great job of illustrating how dentists can effectively apply the language of ethical influence to help produce more comfortable patients and more profitable treatment plans. From case presentation, to call handling, to helping anxious or fearful patients achieve optimal oral health, your entire team will be well-served by reading this book. Hypnodontics by Juan P. Acosta, CHP, is a must-read for any dentist looking to better serve their patients while simultaneously boosting their bottom line.”

Chris Barnard, Managing Partner, Social Dental Network

“Juan Acosta’s book is packed full of simple ways to dramatically improve your dental practice. You can get started today towards increasing your patients' comfort and compliance by utilizing these transformative techniques.”

Katie Sandlin, CCH, MS

“Coming from one of those freaked out dental patients, I think this book deserves to be at every dentist’s office and I wish it were! My dentist will be getting a copy... ;)”

Trish Pavlecich, Writer, Soon-to-be ex-dental phobic

Did you like this preview?
You should read the whole thing!

Hypnodontics is the dental specialty dealing with unconscious habits and behaviors, that in many cases keep dental patients from achieving the kind of oral health they deserve and desire. In this book you’ll find the ethical influence language that will help you make your patients more comfortable and your practice more profitable. Enjoy the process!

“I am looking forward to applying the techniques in this book to help my patients. I believe “Hypnodontics” will add great value to my practice, where we strive to give optimal dental care with comfort and in a friendly environment. We’ll do anything we can to make our patients more comfortable.” Isabel C. David, DDS. APC. Encinitas, CA

“Without a doubt, this book can help every single dental office. Read it. Study it. Then reread it. It works.” Marvin Pantangco, DDS

Juan P. Acosta, CHP is a Certified Hypnosis Practitioner and a pioneer in the field of Hypnodontics. After blending his language of ethical influence skills with his experience in dental practice flow and management, he now provides dental professionals everywhere with the right tools to offer care to their patients, and professional hypnotists the tools to effectively work in the dental field as advocates for good oral health. Visit www.Hypnodontist.com