

Ericksonian Hypnotic Language Patterns

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Pattern 25. Switching the Referential Index (The I-you switch)

In a sentence or thought I could switch to whom I'm referring from me to you.

This is a great language pattern because it is a very common turn of phrase that many people do without thinking. Thus it is unlikely ever to be picked up by the listener's conscious awareness.

The following is an actual quote, guaranteed overheard:

"I was driving down the highway and feeling fine, making good time, but the constant repetition of the lines on the highway, the hum of the car and the flow of the traffic all work on **ya** and before **you** know it **you're** just kinda zoning out. I had to stop and get coffee."

The following is paraphrased from Dave Dobson's "Beach Trip:"

"I like to take a trip on a beach. I like the smell of the salt air, the sound of the waves as they come in and go out. I enjoy the feel of the warm sand as it pushes up between **my** toes, and **you** can actually feel the weight of **your** body shifting as **you** walk through that warm sand."

One can imagine a business context (for our friends in Manchester)...

"Speaking for myself, I particularly like the ease of use of this product. It just fits your hands so nicely and is so instinctive to use you never have to consult the owner's manual."

So, now then, I have always found that the best way to learn is by doing. You learn best when you **write your own examples**. So write them down and then practice saying them out loud with exquisite tonal awareness. Practice delivering them to a human being.

Have Fun.

See you next week.