

Richard Cole Presents

The \$18K Skit

How To Turn An Ordinary Hypnosis Routine Into A HUGE Opportunity!



\$18K Update: The Good, The Great, The MIGHTY!!

I've been performing the 18k Skit for MANY years, and have shared it with a very fortunate few. Throughout the years we've created some unique applications for it. In this UPDATE I'll reveal some of the best:

The Good: A reasonable timeframe.

"How long should I leave the posthypnotic in for?" "Do you set a time limit? A week, a year?"

I used to say "For the rest of the week...anytime anyone says "Richard Cole".. but now I have a specific time frame. Why? Well, as we know a person will only act on a posthypnotic for as long as they want to. Once they decide.."Ok, I'm done saying this.", guess what..they will! So why not capitalize on this.

I now use "For the next 20 minutes..anytime anyone says "Richard Cole".. Magically after 20 minutes people stop responding..just like "I suggested!" In the audiences eyes, that's an EXTRA moment of amazement!

The Great: Make a tough name EASY to remember!

My friend, Clarke Tuitele (pronounced TOO-EE-TELL-EE) performs out of Hawaii. He is known as "The Hawaiian Hypnotist". During his show, he says his name many times "Clarke Tuitele"..so the audience gets to hear the proper pronunciation time and time again. That's a great way to teach them his name. He also uses suggests "Anytime you hear "The Hawaiian Hypnotist"..you'll shout.."

That's another great way to BRAND yourself, and your "title". Go ahead and Google "Hawaiian Hypnotist", that's my friend Clarke!

The MIGHTY: Corporate Customization

I often offer to customize a skit or two for a corporate client. Of course this "customization" often is offered at an additional cost. \$\$\$

With the 18K Skit formula, you now have an EASY to use, customizable corporate skit..here's an example:

"For the next 20 minutes, anytime anyone says "What do you think of UPS?" You'll respond with "I LOVE Logistics!"

Imagine the smile on a CEO's face when he hears ALL his staff chanting the corporate slogan!

That's just music to the ears!

Hopefully you'll come up with some more great ways to use the \$18K Skit to your advantage. I'd love to hear them, and perhaps share them with others as well. Please feel free to send your stories, ideas, or comments to me at Richard@18kskit.com .

Cheers,

Richard Cole

www.18kskit.com