

# Hypnotize Your Clients

for 3X Faster Results—  
Authentically



SEEMA SHENOY MANEK



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## MASTER NEURO COACH

Seema Shenoy Manek is a distinguished Master Neuro-Coach, bestselling author, speaker, and mentor to practicing change-makers across the globe. With over two decades of experience empowering individuals and organizations, Seema is renowned for her work in applied neuroscience for deep, lasting transformation.

But Seema's journey into this field wasn't born from books alone—it was born from personal struggle, deep pain, and an unwavering desire to break free.

# SEEMA SHENOY MANEK

## MASTER NEURO COACH

Seema has gone on to impact over 35,000 individuals through her workshops, keynotes, and immersive neuro-coaching programs, helping people break through limitations, reclaim their power, and live life on their terms.

As the creator of the Rapid Transformative NeuroCoaching (RTC) System, Seema now helps coaches, therapists, psychologists, and change-makers become subconscious influencers—so they can get their clients to act, transform, and thrive—effortlessly and authentically.

Through her work, Seema continues to carry forward a single, powerful mission:

To help coaches become the most impactful, authentic, and results-driven version of themselves—and to leave behind a legacy of transformation in every life they touch.

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# INTRODUCTION

## THE REAL TALK COACHES AREN'T GETTING

If you're holding this book, you're probably in a space where coaching feels a lot harder than it was supposed to be.

You entered this journey with passion. A vision. A fire.

You wanted to help people transform. You got certified. You invested in systems. You followed the gurus.

You even tried to do "everything right."  
And yet...

- You struggle to get consistent, quality leads
- Your ads feel like they're throwing money into a black hole
- Discovery calls leave you drained and rejected
- Your clients start excited but don't follow through
- You feel like you're working more on getting clients than actually helping them
- You've started questioning your decision to become a coach

And I get it. I really do.

Because I was where you are.

# INTRODUCTION

## THE REAL TALK COACHES AREN'T GETTING

And what I discovered—and what I'm about to share with you—is that you're not broken. Your clients aren't broken. But the system you were taught to use... is incomplete.

This eBook is about the missing piece no one talks about: Your client's Patterns.

We'll explore conversational hypnosis, a skill every authentic coach needs—but few even know exists.

Let's unlock the secret to effortless influence, client follow-through, and business growth that feels real and aligned.

# CHAPTER 1

## WHY TRADITIONAL COACHING FEELS SO DAMN HARD

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# WHY TRADITIONAL COACHING FEELS SO DAMN HARD

## AND WHY YOUR CLIENTS AREN'T TAKING ACTION (EVEN WHEN THEY SAY THEY WANT TO)

You're a smart coach.

You know your niche.

You've likely spent thousands of hours—and maybe even lakhs—learning to coach effectively.

But here's a hard truth:

Traditional coaching focuses too much on the conscious mind.

That's a problem because human behavior isn't logical—it's emotional. It's subconscious.

You can give your clients the best advice, the clearest plan, the most proven framework... and they'll still ghost you, procrastinate, or sabotage their own progress.

Let me give you a real-world example:

*Priya was a relationship coach who had a client stuck in toxic patterns. She created a beautiful step-by-step plan for boundary setting and self-worth. Her client nodded, agreed, cried, and said, "This changes everything." The next week? Same pattern. No progress.*

# WHY TRADITIONAL COACHING FEELS SO DAMN HARD

## AND WHY YOUR CLIENTS AREN'T TAKING ACTION (EVEN WHEN THEY SAY THEY WANT TO)

Sound familiar?

That's because you were never taught to coach the subconscious easily.

Most coaching addresses behavior, goals, and surface-level mindset. But the real root—the emotions, beliefs, identities, and stories holding your clients back—live in their subconscious mind.

“I know what to do... I just don't know why I'm not doing it.”

Ever heard that from a client? That's the subconscious at work.

You can't logic someone out of a problem they were emotionally programmed into.

And here's where conversational hypnosis comes in—not to control, but to unlock.

To bypass the surface-level resistance and go straight to the source.

# CHAPTER 2

WHAT IS HYPNOSIS  
REALLY—AND WHY  
YOU'RE ALREADY  
USING IT  
(UNKNOWINGLY)

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# WHAT IS HYPNOSIS REALLY— AND WHY YOU’RE ALREADY USING IT (UNKNOWINGLY)

Let’s bust the biggest myth first.

- ✗ Hypnosis is not sleep.
- ✗ It’s not woo-woo magic.
- ✗ It’s not mind control.

Here’s the truth:

Hypnosis is a natural state of focused attention, reduced resistance, and heightened receptivity.

You’ve experienced it. Your clients have too. Every day.

- When someone gets “lost” in a story
- When you drive home and don’t remember the last 10 minutes
- When you’re watching a movie and feel like it’s real

That’s trance—and it’s hypnosis. The difference? Now, we’ll learn to use it intentionally.

And the best part? You don’t need scripts, candles, or manipulate your client

This is conversational hypnosis—the art of slipping transformative suggestions into natural dialogue.

🔍 Why is this important for you as a coach?

Because resistance lives in the conscious mind. When you bypass that—transformation becomes effortless.

# 3

CHAPTER

## THE 3 GATEWAYS INTO HYPNOTIC INFLUENCE

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# THE 3 GATEWAYS INTO HYPNOTIC INFLUENCE

## HOW TO INDUCE TRANCE NATURALLY IN EVERY CONVERSATION

Let's break it down. There are three simple, conversational ways to induce trance and speak to the subconscious mind.

### **1. Shock: The Pattern Interrupt**

When you say something completely unexpected, it jolts the conscious mind. That moment of surprise makes the subconscious more open.

Example:

"What if you never needed more clients—just more subconscious influence?"

That disrupts their narrative.

In coaching:

"What if your procrastination is actually a form of perfectionism?"

Why it works:

Shock interrupts the mental pattern. It creates a gap—and in that gap, suggestions can slip through.

# THE 3 GATEWAYS INTO HYPNOTIC INFLUENCE

## HOW TO INDUCE TRANCE NATURALLY IN EVERY CONVERSATION

### 2. Confusion: Open Loops & Complexity

The conscious mind loves clarity. When we confuse it (gently), it stops trying to “figure it out,” and the subconscious becomes more receptive.

Example:

"Have you ever wondered why thinking about what you're not doing creates the feeling of needing to do it, even though you still don't?"

That sentence is hard to track—on purpose. The conscious mind pauses. And in that moment, a suggestion like “You're ready now” can land deeply.

### 3. Fixation: Focused Attention

When you guide someone's attention through rhythm, repetition, metaphor, or storytelling, they enter a trance state.

Example in content:

*"Imagine a time when taking action felt easy. You didn't question it—you just did it. Now imagine your clients experiencing that kind of certainty—because of you."*

You're creating mental imagery. You're engaging emotion. You're inducing trance.

This is where your influence truly begins.

# CHAPTER 4

## TYPES OF HYPNOSIS— AND WHY ONLY ONE WORKS FOR COACHES

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# TYPES OF HYPNOSIS—AND WHY ONLY ONE WORKS FOR COACHES

Let's look at the 3 forms of hypnosis so you're crystal clear on what actually serves you as a coach.

## 1. Traditional Hypnosis

This is the “close your eyes, go into deep relaxation” kind. Great for therapy rooms.

But not practical for real-time, dynamic coaching, webinars, or content creation. It's powerful—but limited.

## 2. Stage Hypnosis

You've seen this at shows: clucking chickens, mind tricks, entertainment.

Fun to watch, but it creates distrust and skepticism—the opposite of what we want in authentic coaching.

## 3. Conversational Hypnosis (*The Authentic Coach's Superpower*)

This is subtle, seamless, and transformative. You speak in metaphors, rhythms, and emotional patterns—so your client *feels* differently without knowing why. And the best part? It can be used along with any system that you are currently using.

# TYPES OF HYPNOSIS—AND WHY ONLY ONE WORKS FOR COACHES

Why it's perfect for coaches:

- ✓ It works in any setting
- ✓ It builds instant trust and rapport
- ✓ It helps clients move past resistance without force
- ✓ It's invisible, effortless, and powerful

“I now use conversational hypnosis in my content, calls, and coaching—and my clients say I ‘just get them.’ They don’t know why it feels easy now... but I do.”

—Sanjana, Confidence Coach

# 5

CHAPTER

## WHERE TO USE HYPNOSIS ACROSS YOUR COACHING BUSINESS

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# WHERE TO USE HYPNOSIS ACROSS YOUR COACHING BUSINESS

This is where it gets exciting—because conversational hypnosis isn't just a skill for coaching sessions. It impacts every area of your business: By using powerful confusing language patterns and language patterns, you can optimise the results in every stage of your coaching business.

## In Your Marketing

Use hypnotic copywriting in your ads and social posts. Language like:

- “You’re already curious, aren’t you?”
- “You’re probably wondering how it’s possible to triple your client results...”
- “Before you even know it, things begin to change.”

Result: Higher click-through rates, deeper engagement, and leads who already feel connected to you.

## In Discovery Calls

Stop convincing. Start guiding.

Use trance language to:

- Reveal subconscious objections
- Shift internal stories
- Reframe hesitation
- Create emotional certainty

Result: More yeses. No pressure.

# WHERE TO USE HYPNOSIS ACROSS YOUR COACHING BUSINESS

## In Coaching Sessions

Want clients to take action without pushing them? Use metaphor, future pacing, embedded suggestions, subconscious leading models and influencing their decision making.

Example:

"As you imagine what life feels like after solving this, you might already notice how much lighter it feels."  
That's change happening, right there.

Result: Clients act with ease, integrate faster, and rave about their transformation.

## In Referrals & Retention

You can embed suggestions for referrals or testimonials during your sessions.

Example:

"Most of my clients who've experienced breakthroughs like this feel inspired to share it—and that helps others transform too."

You're not asking. You're planting. Organically.

# 6

CHAPTER

“ISN'T HYPNOSIS  
MANIPULATIVE?” LET'S  
TALK ABOUT THAT.

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# “ISN'T HYPNOSIS MANIPULATIVE?” LET'S TALK ABOUT THAT.

Here's the mindset block many coaches carry:

“Isn't this... manipulative?”

Let's reframe that.

Manipulation is when you influence someone \*for your benefit, at their expense

Authentic influence is when you help someone get what they truly want—even if part of them resists it.

Your clients hire you to change. If you're not influencing them powerfully... who is?

The media? Their old patterns? Their limiting beliefs?

Hypnosis isn't taking control—it's giving it back. To the part of them that wants to grow.

# 7

CHAPTER

## NEUROCOACHING — THE MISSING PIECE

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# NEUROCOACHING —THE MISSING PIECE

This is why I created the Rapid Transformative NeuroCoaching System (RTNC)—a powerful blend of:

- Conversational Hypnosis
- Advanced NLP
- Metaphor Work
- Mental Space Psychology
- Emotional Intelligence

RTNC is not another coaching method. It's a neuroscience-based upgrade to any coaching model. Coaches trained in RTNC report:

- ✓ Clients taking action like never before
- ✓ 3X faster results
- ✓ More organic growth and referrals
- ✓ Greater ease and joy in coaching

“I've seen more results in my clients in 2 weeks than I used to in 3 months. And I'm not even working harder—just smarter.”

—Meghna, Fitness Coach


# YOUR NEXT STEPS...




Final Words: You Were Meant for More  
You didn't become a coach to chase clients.  
You became a coach to change lives.  
To leave a legacy.  
To feel proud of what you built.

It's time to let go of effortful, outdated models.  
The future of coaching is subconscious influence with  
heart and authenticity.

It's time to master that.

 Are you ready to 3X your client results using a  
combination of NeuroSciences? Don't stop here.

 Watch the free training and discover how to master  
Conversational Hypnosis and subconscious influence to  
finally:

-  Get your clients to act
-  Triple your client results
-  Grow organically and powerfully

 [Watch the Free Training Now](#)

This is your invitation to step into mastery.

Let's build the business—and the impact—you were  
born for.

 [Watch the Free Training Now](#)