



## WHEN CLIENTS ARE NOT VISUAL

This is one of those moments where the right response can make hypnosis go beautifully—or shut it down entirely.

### **The key truth first:**

People who “can’t visualize” are still imagining perfectly well—they’re just not doing it visually.

**Your job isn’t to teach visualization.**

**It’s to follow the channel their subconscious already uses.**

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### **First: remove the pressure (this matters more than technique)**

If someone thinks they’re “bad at hypnosis,” their conscious mind stays on guard.

Say something like (adapt to your voice):

*“That’s completely fine. You don’t need to see anything at all.*

*Some people notice sensations, some notice thoughts, some just know things are happening—and all of that works.”*

**This immediately shifts them from performance to experience.**

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### **Second: switch from visual to sensory language**

Visualization is only one doorway. The subconscious prefers whichever one is already open.

### **Try these, in this order:**

#### 1. **Kinesthetic** (most reliable)

Ask about:

- Pressure

- Weight
- Temperature
- Tension
- Movement

Examples:

“Where do you notice this in your body?”

“Does it feel tight, heavy, warm, cool, or neutral?”

“If it were to shift even slightly, how would you notice first?”

**They don’t need images—just felt sense.**

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## **2. Auditory**

Some people imagine through sound or rhythm.

Examples:

“If this sensation had a sound, would it be loud or quiet?”

“Is it steady, pulsing, or irregular?”

“Does it want more silence... or more space?”

**This bypasses visual demand entirely.**

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## **3. Conceptual / Knowing**

This is huge and often missed.

Examples:

“You don’t have to picture it—just notice what you know about it.”

“If it had a quality or intention, what would that be?”

“You might just get a sense, a word, or an idea—and that’s enough.”

**For many analytical or high-intelligence clients, this is their native language.**

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Let the metaphor emerge from their answers

**Don't force an image.** Assemble one gently from their descriptions.

Example progression:

- “It feels tight.”
- “More like pressure.”
- “Centered in the chest.”

You respond:

“So it's almost like a pressure system there—something holding steady.

And without seeing anything, you can just notice what happens if that pressure had permission to ease by 5%.”

Notice:

- No demand to see
- No insistence on imagery
- Still fully hypnotic

**Often, an image appears on its own later—effortlessly.**

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### **Use micro-imagery (less than a picture)**

Instead of “imagine a beach,” try:

- “the sense of more space”
- “a little less effort”
- “as if something had room to breathe”

**These are imaginal states, not pictures**—and they work just as well.

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### **Use external references instead of internal pictures**

Ask about remembered sensations, not visuals:

“You don't need to imagine anything—just recall how your body feels right before sleep.”

“Notice the difference between holding something heavy and setting it down.”

**Memory of sensation activates the same neural pathways as imagination.**

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## What NOT to do

 Don't say:

- “Just try harder”
- “Pretend you can see it”
- “Everyone can visualize”

 Don't overexplain

 Don't keep returning to visual language once they've said it doesn't work

That tells the subconscious it's failing.

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## How you know it's working (even without images)

Look for:

- Slower breathing
- Subtle swallowing or sighs
- Muscle softening
- Delayed responses
- Statements like “I don't know why, but...”

That's trance.

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## One sentence to remember

**Hypnosis doesn't require visualization — it requires attention, safety, and sensory engagement. Images are optional. Experience is not.**