

Hi there,

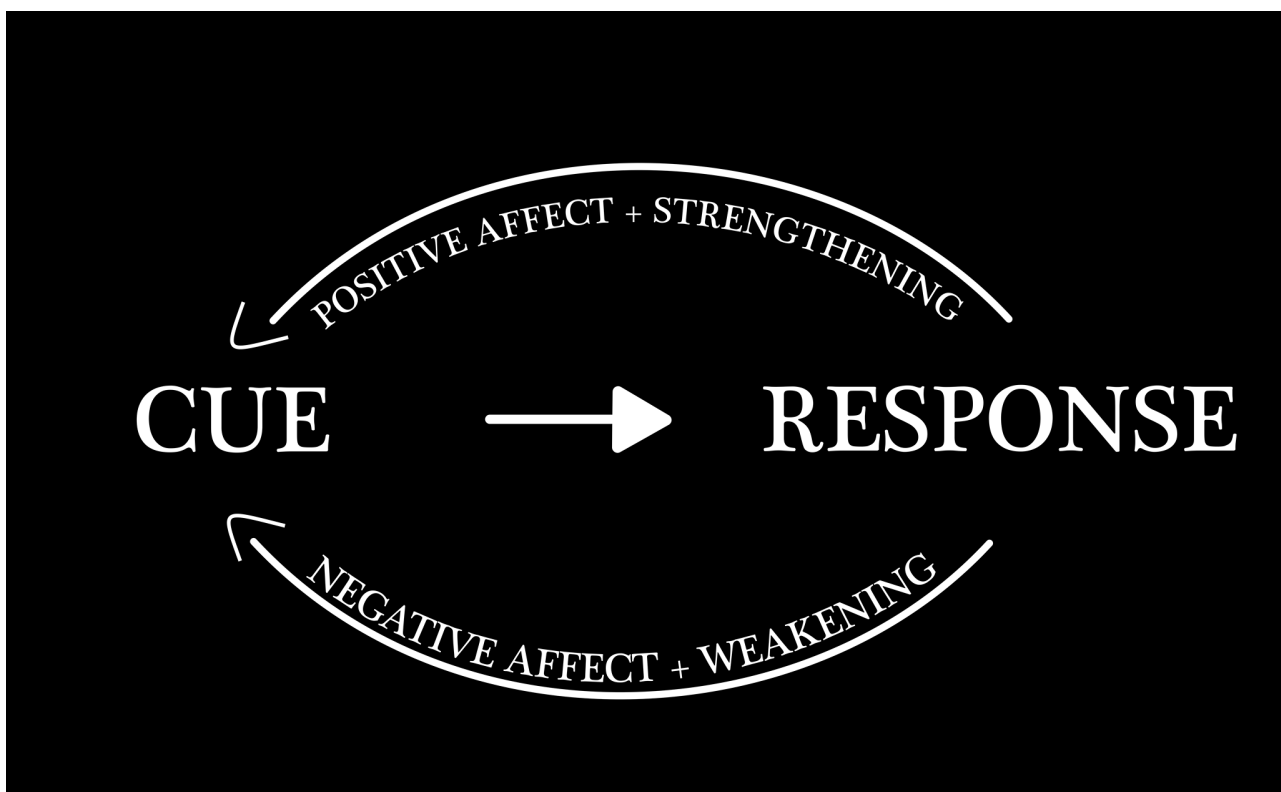
and congratulations on finding our Anchoring script! This basic script will help you set up your own stimulus-response-systems in no time.

This script is being provided as part of my talk “How to Manipulate Emotions” at TEDxFryslan 2017. For further insight into how conditioned responses work I kindly refer you to the video of my talk.

Anchoring, conditioning, learned behaviour or stimulus-response-systems can be defined as this: **“A specific cue that elicits a predictable response.”**

Examples of this process are when a certain smell (cue) evokes a specific memory (response), or when your favourite song (cue) makes you feel absolutely fantastic (response) every time it comes on.

To get you up to speed again on why anchoring works, let’s take a look at a slide from my talk together.



What you see above is the basic mechanism behind pattern recognition. When you enter any situation, certain elements from that situation (cues) will trigger a certain behaviour (response) in you.

Depending on if this situation played out positively or negatively, your response the next time around will be reinforced accordingly. This process effectively drives us away from negative situations and towards positive situations. How handy!

Next, let’s look at the **5 steps** we use for successful anchoring.

#### **Step 1: decide on a stimulus & a state**

Your stimulus or cue will be what elicits the response. During my talk, we anchored to pressing our thumbs and forefingers together, but you could choose any other movement. Alternatively, your stimulus could be a certain place or piece of clothing. With practice, just imagining the anchor will even be enough!

The state you anchor will be the response to the cue. Choose whichever state of mind you want to condition (during my talk, we anchored happiness). Good ones are focus, confidence, relaxation and joy - but you know best what will fit your situation!

### **Step 2: vividly imagine the state**

One of the easiest ways to do this is to find two or three memories featuring your chosen state. If you were anchoring confidence, this means you'll be looking for memories where you felt primarily confident.

### **Step 3: step inside this daydream**

Here you will use your brain's ability to imitate a real experience: by engaging most of your senses in the imagining-process, you will be able to pump up the state from your memories as much as possible!

### **Step 4: apply your stimulus**

Once are back in the state you want to anchor, it's time to apply your stimulus. Hold your anchor movement for three seconds, then release!

***Repeat Steps 2 - 4 up to 3x! You will use each memory subsequently, leading you through the process two or three times. This repetition will activate your ability for pattern recognition, resulting in a conditioned response to your anchor movement.***

### **Step 5: test, use and enjoy your anchor**

To test your anchor, let your mind go blank and give yourself a state-rating for your chosen state on a scale from 1 - 10 (how happy/relaxed/confident am I right now?). Then fire your anchor and do your very best to bring that state back up inside of you. Once you're there, compare it to before: how much more happy/relaxed/confident are you now?

With practice, your response will be stronger and come much more quickly. I personally practice new anchors twice a day (once in the morning, once at night) for a few weeks and they become so much stronger so much more quickly! The best thing is that they take literally seconds to practice. You could even do it on the train, while driving, while waiting for the bus...enjoy!

## **TO ACHIEVE OPTIMUM RESULTS WHILE IMAGINING YOUR STATE, TRY THIS PROCESS:**

To achieve the best results, build up your memories gradually. Ideally you'll be reconstructing your chosen memories in 5 steps.

First, focus on the visual aspects of your memory. Where are you? Is it outside or inside? Is it day or night? Summer or winter? Are there people with you? Concentrate on the little details. Make the colours and contrasts as intense as you can.

Next, focus on what you heard. Maybe environmental sounds, words being spoken, your own breath or heartbeat. There might be quiet noises, or annoying noises - become aware of those, too.

Once you've done that, shift your focus on what you smelled. Maybe there was a mix of smells in the air. There might have been nice smells, or bad smells.

And when you're aware of the smells, shift your focus and focus on what you could taste. Maybe there was a specific taste in your mouth - food or drink - or maybe there wasn't, and if that is the case, be aware of this, too.

From here, focus on what you could feel physically. Your body posture, energy, exhaustion, movement, clothing.

And when you've done that, focus on what you felt emotionally. Notice where in your body that emotion started and allow it to grow stronger with every breath you take. Give it a colour and make that colour go as bright as possible. Make it grow and let it's movement become quicker and quicker with every second, allowing it to grow through your whole body. Count down from three to zero, making it even stronger with each number and when you arrive at zero, do your anchor movement for three seconds!

When you're done, relax and move on to your next two memories.

### **Closing Remarks:**

Thank you for reading through this script. I sincerely hope that you will get lots of use out of this technique - I know that I certainly have!

The process outlined above is one that you can use on yourself, or that you could lead another person through to help them create an anchor.

Thanks to all the people who helped in the development of this talk and aided my understanding of stimulus-response-systems.

Special thanks must be given to:

**Arjan Banach**, for inviting me to talk at TEDxFryslan and for being my TEDx coach over the course of the last few months.

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**Rainer Mees**, one of the world's top mentalists, for reminding me that story counts.

If you have any questions about anything at any point, do feel free to contact me. You can find all my information at [www.timonkrause.com](http://www.timonkrause.com) , or you can send an email to [team@timonkrause.com](mailto:team@timonkrause.com) directly.

Being at TEDxFryslan 2017 was an absolute pleasure.

All the best,

thank you,

and give magic!

Timon Krause

