

AVOID	WHY?
Go 'under'	Clients go 'into' hypnosis, not 'under'. Under connotes "under my spell, control or power".
Subject	The word 'client' is used instead of 'subject' which is demeaning to the individual.
Home	Use another word such as place, pad, house, apartment, residence. A client may never have had a 'home' or may have a negative memory associated with the word 'home'.
Try	Denotes failure, use 'can do' or 'do your best'.
Hope / Want	Is much like the word 'try'. It allows for a questionable outcome.
Relax	Many people will tense at 'relax'. Use 'calm', 'peaceful' etc. Telling someone to 'relax' can sound too instructional, commanding.
Have to	A client does not 'have to' do anything. Use 'you may want to' which is a less instructive and more empowering phrase.
Should	Is the same as 'have to'. Use 'could' or 'wouldn't it be nice?'
Can't	Use only positive suggestions with yourself and your clients.
Pain	Use 'discomfort' or 'pressure' instead of introducing the concept or reminder of pain.
Person's name	Some people don't like their own names, or are reminded of an authority figure using their name. You won't need names if you are the only two in the office.
Need / want	Denotes client being 'needy' and lacking options. Use words like 'you may choose to'.
Quit	If used for stopping smoking for example, client does not like to be thought of as a 'quitter' so we use the term 'non-smoker'. For other therapies use 'you will have no further use or reason for' or replace the old behaviour with a positive behaviour.
Lose	Many people have been taught that to 'lose' something is negative or irresponsible. Use the word 'release' or 'reduce' for example when referring to pounds or weight. Also, when something seems lost, the mind tries to find it.