**My Bird Phobia is Interfering with my Business Plan**

I heard Anne (not her real name) telling her boyfriend that a bird phobia was interfering with her business plan. I was curious, so I asked how a bird phobia could interfere with someone’s business plan. Anne is beautiful, mid-twenties, college educated, working several post graduate jobs to generate the launch money for her business plan. Living / working in Key West, Anne was waiting tables with indoor / outdoor dining. Key West is known for its Gypsy Roosters.

The poultry of Key West are a wide variety of shapes, colors, sizes and sounds. Some are descendents of the original fowl brought by European settlers, some are descended from the Cuban fighting cocks, some are rarities imported more recently by chicken lovers to satisfy their curiosity about different birds. We are not talking about domesticated chicken kept in coops in someone’s back yard, we are talking about Key West gypsy chickens, free ranging poultry with roosters that crow all night. There is no middle ground among Key West residents; there is a running verbal gun battle in the local chicken wars which position people for or against the “feathered rats”. They are bold creatures.

Anne was slowing down her table service because of the presence of birds at one of her outdoor dining worksites. The birds running around the outdoor seating creeped her out, she had difficulty running food to the table, or even paying attention to the orders the customers were giving her because the birds were too close, and moving around freely. This was reducing her ability to provide the excellent service she expects of herself through reducing her speed and accuracy. She was distracted by the birds, and it was costing her money in lost time, sales, and tips. This bird phobia had been present for as long as she could remember. Her boyfriend confirmed that she had been bird phobic their entire relationship.

I asked if she would be willing to let me film a rapid resolution of her bird phobia, and she said, “Sure.” Her boyfriend sat in to observe. None of my recording equipment would work. So we proceeded with a session that lasted no more than five minutes. This is based on the NLP strategies of anchoring and collapsing anchors.

We sat in straight back chairs, facing each other. I told her that I was going to touch her in two places, and apply varying degrees of slight pressure to set and release that stuck message of inappropriate fear interfering with her business plan, then I placed my hands palms down on her legs just above the knees.

Depending on our physical position in regard to each other, we can do the same thing with my fingers on the back of her hand (between different knuckles) or standing behind her with my hands on her shoulders, or if she was relaxed back in the recliner with her feet up, I could use her feet as the anchor site. Those are my primary sites when I use a quick release of phobia by setting and collapsing anchors. I prefer to face the person and use the knees for the anchor site because I get a close look at the face and the activity that clues me in as to when I will release the negative anchor.

What am I looking for? **Non-Verbal Cues[[1]](#footnote-1)** which are external clues to internal state, including: physical movement, shifts in breathing pattern, color and texture of skin, movement or change in nose, lips, eyes, pupils, hands, feet, head, body, pace and pitch of voice. These things may be very subtle, quick, and you need to know what to look for:

**Skin color / tones** Dark / Light Not shiny / Shiny

**Eyes**  Focused / Defocused Dilated / not Dilated / Contracted

**Eyelids**  Wide / Narrow Open / Closed

**Lips**  Lined / Unlined Full / Thin Open / Closed

**Nose** Relaxed / Tense / Flared

**Breathing** High / Low Slow / Fast

Deep / Shallow Steady / Intermittant

**Face** Mobile / Flat Open / Hidden Relaxed / Contorted

**Body**  Moving / Still Open / Closed

 Relaxed / Tense / Contorted Leaning To / Leaning Away

I asked Anne to tell me about her bird phobia. I watched. She described her experiences, and when I observed her to become emotionally aroused by her fear, I pressed on one of her knees slightly until she was done with her narrative. Then I released the pressure on the negative anchor and allowed my hand to remain on the same place on her leg, and said, “Good, now think of something pleasant like watermelons, or going to the beach.”

I asked her to think of something she had done that she felt happy about, “Don’t tell me what it is, just tell me when you think of something that makes you happy. When you’ve got it, just say, ‘I’ve got it’.”

She said, “I’ve got it.”

“Good. NOW BE THERE, AGAIN. Notice what you see, hear, feel, smell, taste, and think in that happy place.” I watched. When I observed her to become emotionally aroused by happiness, I pressed the other leg to set the first of three positive anchors, and held the happy anchor until the face looked to me like a peak of happiness. Then I released the slight pressure, leaving my hand on the same place on her leg, and said, “Good, now think of something pleasant like watermelons, or going to the beach.”

“Now remember a time when you worked and achieved something, something you feel successful about. Don’t tell me what it is, just tell me when you’ve got it.”

She said, “I’ve got it.”

“Ok, BE THERE, AGAIN. Notice what you see, hear, feel, smell, taste, and think in that successful place.” I pressed the same spot on the leg used to anchor the happy experience, and held the increased slight pressure for the anchor of success until I observed the face look confident, successful. Then I released the slight pressure, keeping the hand on the same place on the leg, and said, “Good, now think of something pleasant like watermelons, or going to the beach.”

“Now remember a time when you laughed hard, a time when someone, or something provoked your sense of humor and you laughed with joy and humor. Don’t tell me what it is, just tell me when you’ve got it.”

She said, “I’ve got it.”

“Ok, BE THERE NOW!. Notice what you see, hear, feel, smell, taste, and think in that place of laughter, whatever it is that made you laugh hard.” I pressed the same spot on the leg used to anchor the two previous positive experiences, and held the increased slight pressure for a funny / laughter anchor until I observed her chuckle, maybe ten seconds. Then I released the pressure, and said, “Good, now think of something pleasant like watermelons, or going to the beach.”

“Now notice what happens.” I slightly pressed the negative anchor, and asked, “How does that feel?” She said it was not so great, and I released the pressure, leaving my hand on the same place on her leg. Then I slightly pressed the positive anchor on the other leg, “How does that feel?” Oh it felt so much better.

We went back and forth between the positive and negative anchors three times, and then I asked, “Would you like to get rid of that bird phobia now?” She said, “Yes.”

I slightly pressed both anchors simultaneously. She got that look that I recognize as being a “jello moment”. I asked, “Are you experiencing something?” There were so many changes flitting across her face, she nodded. “Is it wiggly inside? Things moving quickly, like shaking jello?” She nodded. “Tell me when the shaking stops.”

It was perhaps a minute when her face visibly relaxed, and I released the pressure on the negative anchor, leaving the hand in place, and leaving the slight pressure on the positive anchor. She said, “It’s done.” I left a slight pressure on the positive anchor for another sixty seconds.

A week later, I asked Anne about her bird phobia. She said, “Oh, I didn’t notice.”

I asked, “You didn’t notice any changes?”

Anne, “No, I didn’t notice the birds.”

Her boyfriend said, “She hasn’t been freaking out about birds since last week, and I didn’t notice until you asked.”

I asked if I could film her post hypnosis response, and again none of my recording equipment would work.

A week later, Anne approached me to say, “I’m different. I talked to my mom and she said I’ve been afraid of birds my whole life. I’m not afraid of birds anymore. I didn’t really notice it at first, because I stopped noticing birds. Then you asked about it, and that was weird. I realized I wasn’t noticing birds at all, until you asked about it. This week, I saw a dog attack a pelican at work. It was the first time in my life I was consciously aware that wasn’t afraid of the bird in front of me. I was worried for the bird, afraid that the dog had hurt it.”

The speed with which a phobia can be entrained into the human nervous system can be erased quickly as well, given that the phobia is based on an inappropriate fear. An appropriate fear is based on the level of danger posed at the moment of contact. An inappropriate fear is based on an exaggerated or non-existent level of danger at the moment of contact.

Using this speed technique, I have witnessed clients relieve themselves of dog, spider and bird phobias.

For those who find this method ineffective, there may be secondary gain, or genuine danger at the core of the phobia. For secondary gain, a more content oriented method can be used to unpack the human distress and ideally restore a relaxed state of health, well being, happiness, and success in life. For genuine danger, hypnosis does not remove a person’s innate capacities for self preservation.

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1. (Dahl, M.G. [formerly Geers, M., 1994] modified from chapter 305, p.46, Hypnotherapy Vol. 3, 2012) [↑](#footnote-ref-1)