

## ***Praise for Reverse Speech***

David Oates brought his genius, skill and determination, displayed in his pursuit and development of Reverse Speech, to his therapeutic work. With his unique investigative tool, David is able to engage the therapeutic patient very rapidly and intensely. This can introduce rapid change quickly, even in chronic situations.

**John Suess, Founder of *Myndslink***

David is at the point entirely satisfied that he has many, many examples to demonstrate the phenomena ... The notion that language can carry extra secondary and tertiary messages as well as the overt manifest content is well known to many of you who have studied the works of Dr Erickson, where double and triple messages are the standard practice in such a device.

**Dr John Grinder (*Sydney NLP convention June 1988*)**

I refer to your request for advice on legal implications of Reverse Speech. I have heard your recordings and am personally satisfied that it does clearly exist ... It would seem quite clear that it is open to the police to use recordings to search for reverse communication which may help them with their investigations ... It seems it would have significance to finding out information of a sensitive political, military or industrial nature ... I think it is such a can of worms that it will be dutifully ignored by all and sundry with a desire that you will just go away and hide the research.

**James Rossiter, LLB, GA, GDLP, Dip. Ed. (*South Australia*)**

Reverse Speech is the bright new star on the horizon of humanity's search for self. Man's imagination will be the fertile ground upon which Reverse Speech takes root and grows. The possibilities are endless. The revelations are pure. The results are enlightening. Reverse Speech is a journey back into the Garden of Eden, where truth and knowledge await those who seek it. If this is your quest, Reverse Speech is a doorway, and David Oates is holding the key.

Enjoy your trip. A rich reward awaits us all.

**Jeffrey S. McCombs, D.C., *The Lifeforce Center***

Reverse Speech is a new technology that reaches to the taproot of the psychic. Having experienced the process, I can attest to the power and profoundness of the changes in my own life. It untangles the neurotic structures of outdated belief systems and empowers the individual to make beneficial changes on all levels of living ... I highly recommend this paradigm for all those who want fast, lasting changes in their lives.

**Cassandra L. Cholaki, *Ms D***

My initial impression of Reverse Speech was one of intrigue. Many people within my medical practice had spoken to me before about their intuitive nature and how it had informed them on one level or another about events of daily life. For me, I was interested in the possibility of helping individuals through Reverse Speech uncover their deeply unconscious motives that may be guiding their particular patterns of behaviour and illness ... I am very excited as to what may lie ahead in Reverse Speech. Given the feedback and results I have seen thus far, I think great possibility lies within the realm of Reverse Speech.

**James F. Murphy Jr, DO, *Osteopathic Physician and Surgeon***

Freud gave the world the subconscious mind, active and dynamic. Jung added levels to the subconscious/unconscious including the collective unconscious, which connects all of us together at some level. Although generally accepted by most, Freud and Jung's work are hotly debated constructs between psychologists today. The genius of researcher David Oates will not only serve as the bellows to increase the tension involved in the heated exchange between psychologists over the operation and existence of a subconscious/unconscious in the Jungian or Freudian sense, but it will ultimately serve as the force that will weld opposing views. The observational characteristics Oates has discovered cannot be ignored or denied any more than gravity or electricity — even if it takes science several years to work out a satisfactory model of the why's and what for's. REVERSE SPEECH [the book] is a revolution, a whole new paradigm, and may have more impact on history than any single book ever written!

**Eldon Taylor, PhD, *Progressive Awareness Research***

In conjunction with David Oates I have conducted a preliminary experiment into the phenomenon known as ‘backward masking’. Preliminary analysis of information processing within the human brain has revealed two working hypotheses. 1. That brain activity alters significantly when backward masking (reverse speech) occurs. 2. That brain activity alters significantly in two different manners when different types of backward masking (reverse speech) are presented. I shall continue to explore the validity and implications of backward masking using brain wave analysis procedures in conjunction with David Oates in the near future.

**Marcus S. Tomlian, *Psychologist***

I believe that his work is of the highest importance — breaking entirely new ground and with significant implications for the way we understand and utilise our human capacities for communication. These are large and sweeping statements, however, I speak from personal experience. David has carried out reverse speech sessions with all members of my family. The results have been extremely illuminating and they brush aside any final vestiges of old-fashioned scepticism, which my engineering and commercial training caused me to carry.

**Dr Timothy Pascoe  
PhD (Cantab.), MBA (Harvard), BE, BEc (Adelaide)**

I recommend highly David’s work. His extreme dedication to his research and publication of his results is promising a bright future for the betterment of individuals and society.

**Yaro Starak, *Lecturer in Social Work*  
BA (Manitoba), BSocWk, MSW (Be. Col.), AdvDipSW (Tor.)**

While the gestation of Reverse Speech Therapy has been long, I urge patience and persistence in continuing the high road that you have selected to bring it into the mainstream of mental health and commercial applications. You have long recognised the important ethical issues inherent in its use. There will be a day when it will be broadly used and its importance recognised and appreciated for the degree of truthfulness that it ushered into society.

**CB Scott Jones, PhD  
*President, Human Potential Foundation***



**A NEW  
THEORY  
ABOUT  
LANGUAGE**

**DAVID JOHN OATES**

A NEW THEORY ABOUT LANGUAGE

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Reverse Speech™ is the term used to describe the phenomenon of Glossolantics: the analysis of an unconsciously acquired verbal language built into the sounds of human speech. Reverse Speech is a registered trademark owned by David John Oates.

*Dedicated to my parents,  
Marjorie and Trevor Oates—*

*Without their selfless love and support  
this book would not have been possible*

What is fascinating about reverse speech is that more often than not, the backward dialogue relates to what is being said forwards. If the backward dialogue was totally unconnected to the subject matter being discussed then one might say that it's just coincidence ... To get five or ten consecutive words to make sense, one after the next, is a very high linguistic improbability.

—STUART WILDE, *The Sixth Sense*



## Foreword

When David asked me if I would write the foreword to this extraordinary new book on Reverse Speech, I was surprised and quite honoured. I was also more than a little awestruck over the dynamics involved: how does one even begin to adequately quantify such an incredible achievement as David's world of Reverse Speech ... and the profound potential impact (threat?) it has on this species? Here is a man who has pioneered and developed a discovery of such enormity and importance that it could literally threaten the established powers on the planet and the way they continue to subjugate and extort wealth from the masses.

I am reminded of the scientist-inventor who discovered a simple, extremely inexpensive way of liberating hydrogen from tap water and using it to fuel his car engine. The invention produced upwards of 150 miles per gallon ... of tap water. Representatives from the Pentagon came to visit him and allegedly raved about how revolutionary and important his breakthrough was. A few days later, the inventor was gone ... literally collapsing and expiring in a restaurant parking lot after finishing a meal. Needless to say, there have been others who have achieved similar energy discoveries and produced devices which never made it to your neighbourhood big box store. The simple truth is the planet won't be changing anytime soon unless the ruthless power cartel that runs it so dictates.

David John Oates has discovered something that is, in some ways, even more profound than a virtually 'free' energy source. In the largest sense, David has discovered how to access TRUTH. How, you might ask, is such a discovery a 'threat' to the globalist elite and the way they do business?

That question can be partially answered by the fact that many years ago David was invited (an 'offer he couldn't refuse') to give a five-day briefing to an assemblage of representatives of US intelligence agencies in New York. The presentation was thorough

and was keenly listened to by those in attendance. To this day, David has little doubt Reverse Speech is being used routinely in intelligence gathering and analysis by the some of the most powerful governments around the world.

Ultimately, one can argue that Reverse Speech is not household knowledge because the mainstream – controlled – media does not want it to be. As many of you already know, with Reverse Speech the mask of the personality becomes transparent. If Reverse Speech were to become a staple of interpersonal and societal communications, most liars would no longer prosper, con artists could no longer fleece the vulnerable and ignorant with impunity, politicians could no longer lie on national television and would likely be removed from office, and hundreds of other examples of social ‘revolution’ would occur. TRUTH would rule the planet ... and the controllers would be out of business in short order.

That’s why the world hasn’t beaten a path to David’s front door. That’s why Reverse Speech is not now an intrinsic part of the legal criminal ‘justice’ system. That’s why the corrupt and destructive world of psychology and psychiatry and its deadly pharmaceuticals want no part of it.

David Oates’s discovery and devoted research have withstood the test of time ... for over a quarter of a century. Much of that amazing work is summarised in the pages ahead. His seven rigid criteria – mandatory protocols – for Reverse Speech are unbending and must be met in each example or the reversal is dismissed. For the record, there are ‘scientific’ disciplines (think FDA drug testing for one) which are not nearly as ethical and demanding as are the standards for Reverse Speech.

Another fascinating thing to consider is that David has never discovered one instance of someone being able to withhold the truth in reverse. The unconscious, subconscious, super conscious mind cannot be forced to lie. Reverse Speech has never been shown to have been wrong when properly used and analysed. Regrettably, as with any brilliant discovery, there are those who seek to profit from Reverse Speech, and abuse and misuse it for their own personal gain. This, of course, has made Reverse Speech an easier target for paid debunkers and false sceptics.

I have a friend who has one of David's handheld tape recorders and she often takes it out to use with her friends. The stories I hear are often hilarious. At first, there is the mockery and giggle factor ... and my friend is told that she is cuckoo. However, after a few demonstrations of reversing the doubters' own forward speech, there is a period of 'confusion' in which the mocking critics become somewhat embarrassed at hearing their backwards speech revealing their honest feelings.

The third stage of these small group demonstrations is the part that is, perhaps, at the bottom of why Reverse Speech is not practiced far and wide. When the doubters and sceptics have heard themselves revealed and exposed, as it were, with the truth of their feelings and their inner thoughts laid out for all to hear, they often will either become afraid because their cover has been removed, or they will become hostile. And therein lies the real problem. If people were forced to be truthful with no refuge, how many could continue to function in 'normal' social circles and settings? How many business people would conduct business the same way? How many marriages would suffer? And so on. In short, is the human species ready for the bald, unvarnished truth from all of its 6+ billion members? Not a chance.

Not only does Reverse Speech correct forward spoken lies, but it clearly and stunningly demonstrates the multiple levels of human consciousness in all of their wonder and profound wisdom. As you read through David's new book, prepare to come away with a radically revised vision of who we are ... of who YOU are ... and to see, clearly, how the mind and our different levels of consciousness work and the role each plays in our lives.

As you're about to learn, Reverse Speech also opens the door to the collective unconscious. It is often said the mind of our species is 'all one' – that we're all connected – and ongoing experiments in the field of collective consciousness are validating that theory. Reverse Speech is contributing to that research by archiving examples of the collective unconscious mind being unknowingly accessed by the person being recorded. These events are nothing less than amazing ... and are not uncommon.

The controversy about the world of spirits or 'ghosts' is also visited in David's sweeping new book. I will not give away the

research findings but suffice it to say the spirit world seems very much aware of the conscious human mind ... and can play a direct role in our lives.

Reverse Speech goes even deeper than that. In a significant number of recordings David has discovered clear evidence of the human soul itself speaking to the conscious and unconscious mind of the individual (current soul custodian) with words of wisdom and advice. Sound impossible? Is this proof that the soul carries on and is inextinguishable? Are we actually able to 'hear' that voice ... the everlasting consciousness ... of the soul itself?

From its uses in business and forensics to therapeutically aiding individuals and domestic relationships, to profoundly questioning the standard theories of linguistics ... and much more ... this remarkable book paints a clear picture of an astonishing tool for human growth and development.

In a very real way, David Oates may well have given us the keys to the kingdom ... to unlock the door of the hellish cycle of war and profit and greed and oppression clouding the planet and our history on it. That is why Reverse Speech still sits way up in the bleachers ... watching the madness below. Perhaps we, as an essentially failed species, are not yet ready (deserving?) of it and the monumental advancement it might lead us to. Time will tell ... unless the clock strikes midnight first.

In the meantime, for those who already know about Reverse Speech, this new book is an indispensable lantern, and for those who know nothing about it, David will leave you with a great deal to think about. There are some BIG answers in the pages ahead, answers to questions that have perplexed human kind from the beginning.

In the twenty years I have been doing my program I've never encountered a more consistently fascinating and compelling subject as that of Reverse Speech. Many years ago I suggested on the air that David John Oates deserved a Nobel nomination for his discoveries in human consciousness. My belief that he should be so honoured has only become stronger over time.

—JEFF RENSE, *The Jeff Rense Program*

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## Preface

All reversals quoted in this book are shown in **bold type**. They are all taken from my vast research library and a significant portion of them are also posted on the Reverse Speech website: <<http://www.reversespeech.com>>. Reversals are quoted exactly as they occurred and no manipulation or altering of the original recordings has taken place.

Where the forward dialogue is quoted, the portion of the forward dialogue where the reversals actually occurred is shown by brackets, i.e. [ ]. It is suggested the reader closely examine the precise forward words that created the reversal. They will give extra insight concerning the reversal's meaning. Also, on occasions, two or more reversals may be quoted together from the same section of forward dialogue. In this case they are separated by a forward slash, i.e. /.

Reversals are symbolic in nature. Some examples of reversals and their interpretations in this book may be considered open to alternate interpretations, in spite of every effort to be completely accurate. Speech reversals are a new discovery that involve one of the more complex of natural phenomena – the human mind – and much research remains to be done. The interpretations and theories that I set forth in this book must be taken in this light.

I will not be responsible, nor will the publisher of this book be responsible, for the consequences of any counselling using speech reversals, any publication of reversals that a reader may claim to find, or any other work done based on information contained herein. Training in the identification, analysis, and use of speech reversals is available through the classes and seminars offered by Reverse Speech Pty Ltd.

Regarding the transcripts of interviews, portions of interviews, and my analysis of them, please note:

1. I have taken all transcripts from the extensive library that I started to compile in 1984. I have not tampered with, or changed, the recordings in any way from the original recordings.

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2. I have analysed the recordings according to the criteria detailed in this book.

3. To protect the identity of people involved in the case studies, names and places, and some sections of the forward dialogue (but only the forward), have been changed.

Since I often worked alone while researching and gathering the information in this book, a second or third opinion was not always available that might have helped me to decipher very fast or muffled reversals. On most occasions, however, participants listened to their own reversals and validated them.

—DAVID JOHN OATES, 2015



# A NEW THEORY 1

**In** THIS BOOK I AM PROPOSING A RADICAL new theory about language. My claim is that embedded backwards into the sounds of human speech is another form of human communication. I call this form of communication Reverse Speech. I propose that as the human brain is constructing the sounds of speech it is forming those sounds in such a way that occasionally another message is said backwards. This second message can be heard if human speech is recorded and played backwards.

Mixed among the normal gibberish of backwards audio, quite clear and grammatically correct sentences can be heard at regular intervals. Furthermore, these backward sentences often have a unique relationship to what is being spoken forwards at the time. They can confirm the forward speech, or they can be contradictory to it. Sometimes they can expand upon the forward speech, giving extra information or clarifying details. They may even reveal the thoughts of the speaker at the time. Take, for example, the following sections of Reverse Speech and their relationship to the forward dialogue.

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1. Neil Armstrong walking on the moon: 'That's one [small step for man], one giant leap for mankind.' **Man will spacewalk.** As Neil Armstrong steps onto the lunar surface we see a backward sentence that is directly congruent with what is happening at the time. Man is walking in space and will continue to do so.

2. Live commentary of the President Kennedy assassination: 'Something has happened in the motorcade route. Stand by please. [Parkland hospital, there has been a shoot]ing. Parkland hospital has been advised to stand by for a severe gunshot wound.' **He's shot bad. Hold it. Try and look up.** As the commentator describes the shooting his backward sentence communicates what is on his mind at that precise moment. It is congruent with his forward speech and the situation. JFK has been shot and he is looking around, possibly in the direction of the gunshots.

3. Senator Bob Dole resigning from the Senate in 1996: 'You do not lay claim to the office you hold, it lays claim to you. Your obligation is to bring to it the gifts you can of labour [and honesty] and then to depart with grace.' **It's an honour.** As Bob Dole resigns from the Senate his backward message shows a man who is congruent with his feelings. It was an honour to serve in the Senate.

4. Former President Bill Clinton denying rumours of impropriety in 1996: 'There still has not been a single solitary shred of evidence of any[thing dishonest that I have done in] my public life, not only as Governor and as President.' **Denied the habits and I said dang ya.** The reversal is related to what he is saying forwards as he denies charges of impropriety. The reversal states he has denied these alleged habits. It stops short, however, of an outright denial of these habits, merely stating that he has denied them.

5. Senator John Edwards, 2004 Democratic Vice-Presidential nominee speaking at the Democratic National Convention: 'But what have we seen, relentless negative attacks against John. So in the weeks ahead, we know what's coming don't we? More

[negative attacks]. Aren't you sick of it?' **Ah'd do it again.** As he talks forward, condemning negative attacks, his backward message (spoken in a Southern American accent) seems to imply that he has made negative attacks himself and would do so in the future.

## THE THEORY OF REVERSE SPEECH

Note with the above five examples how the backward sentence, or speech reversal, has a direct relationship to both the forward dialogue and the situation at hand. This is typical of most backward messages found and is called the principle of Speech Complementarity, or the forwards and reverse relate to each other. In conjunction with my original research partner, Greg Albrecht, I have written a theory to describe both the principle of Reverse Speech and its Speech Complementarity<sup>1</sup>. It goes like this:

### **The Theory of Reverse Speech and Speech Complementarity**

1. Human speech has two separate, yet complementary, functions and modes. One mode occurs overtly, is spoken forwards, and is under conscious control. The other mode occurs covertly, is spoken backwards, and is not under conscious control. The backward mode of speech occurs simultaneously with the forward mode and is a reversal of the forward speech sounds.
2. These two modes of speech, forward and backward, complement and are dependent upon each other. One mode cannot be fully understood without the other mode. In the dynamics of interpersonal communication, both modes of speech combined communicate portions of the total psyche of the person, conscious and unconscious.

In addition to the direct relationship between the forward speech and backward speech, there are also other obvious trends in Reverse Speech. For example, the number of speech reversals that can occur in any given section of recording is directly dependent upon the type of conversation or speech that is happening in the forward dialogue.

In casual, relaxed conversations speech reversals will usually occur once every 15-30 seconds. This can increase if the rapport between the persons speaking is high, to as frequently as once every 3-5 seconds. On the other end of the scale, speech reversals are rare in public scripted speeches, occurring sometimes as little as once every ten minutes or so. This observation is consistent across the board, and has been noted after analysing literally thousands of hours of recordings, ranging from one on one session work, to private conversations, to telephone recordings and public speeches.

## **LEFT AND RIGHT BRAIN HEMISPHERES**

This consistent predictable nature of Reverse Speech only further adds to its credibility, and it also gives us a clue concerning what part of the mind is speaking in reverse.

It is noted that the majority of backward messages can be found in casual free-flowing conversation where there are constant fluctuations in the tonality of one's speech. It is also noted that it is the sounds of speech that are primarily responsible for the formulation of speech reversals, not the actual words themselves. In other words, it is HOW you say the sentence, not WHAT you say that primarily creates the reversals. This is typical of right brain hemispheric functions.

It is known that the physical construction of the human brain has two main lobes or hemispheres, separated in the middle by a thick tissue called the corpus callosum. It is commonly assumed that each hemisphere of the brain is responsible for different mental functions

The left hemisphere is primarily logical in nature and is responsible for logic, analysis and sequential tasks. It is also

thought to be responsible for conscious language formation processes or the actual words used in speech.

The right hemisphere, on the other hand, is emotional, imaginative and creative in nature. It is thought to be responsible for unconscious mental activity and the emotional emphasis placed in speech, or varying factors such as pitch, rate and tone.

It is proposed, therefore, that Reverse Speech, which occurs most frequently in emotional situations and in situations where voice tonality fluctuates rapidly, is coming from the right brain hemisphere. The actual words used in forward speech is coming from the left brain hemisphere and the actual words used in Reverse Speech is coming from the right brain hemisphere, a hemisphere previously thought by many to be dormant in active verbal communication.

## OBJECTIONS

Some people call the idea of Reverse Speech preposterous. They say the brain isn't capable of doing such a thing and that it is all the product of some overactive imagination, like seeing pictures in ink blots or clouds. However, this criticism can be easily addressed by the production of thousands of very easy to hear backward messages that are posted on the Reverse Speech website alone, also by pointing to some tests that have been carried out to gauge the comprehension ability of people to hear the backward messages.

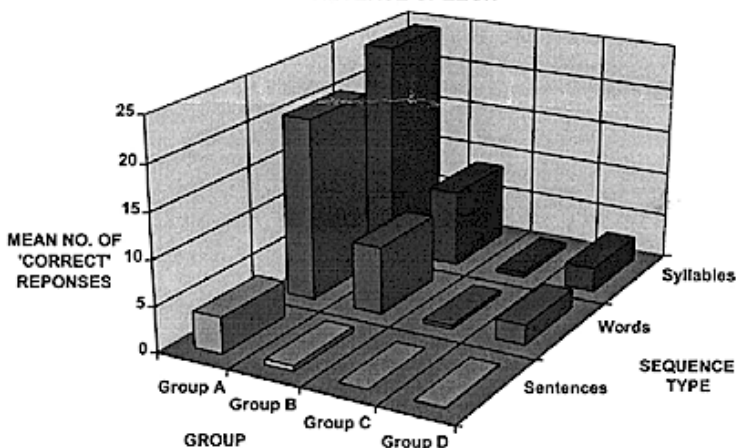
In one test, conducted in 1997 by sceptical linguists from Monash University<sup>2</sup> in Melbourne Australia, it was discovered that naïve subjects could easily recognise the backward phrase once it was pointed out, and could additionally hear several key words without prompting.

The graph below, published in the back of their report, shows detailed results of their tests. They divided their subjects into 4 groups. Group A was told what the backward message was and were asked if they could hear it. Group B was *not* told what the message said and were asked to write down what they heard. Group C was given a control phrase in the form of backward

message that did not exist and were asked if they heard the phrase, and Group D was told there may or may not be a backward message there and were asked to write down what they heard.

As can be seen from the graph, there was a high comprehension rate in groups A and B, indicating that the backward phrase could be heard, and a low comprehension rate on the group asked to hear the control phrase. This indicates that if the phrase is not there it cannot be heard and there is a lot more going on than mere autosuggestion.

**FIGURE 1: MEAN NO. OF 'CORRECT' RESPONSES OF SEQUENCES OF REVERSE SPEECH**



Although the linguists' report was sceptical about the linguistic claims of Reverse Speech, they could not deny that some backward messages did exist and had to admit that I had been successful in finding a few intelligent backward messages. They stated: *For any FS sequence, there will obviously be some alleged RS sequences which are more readily heard than others, and we do not deny that in some cases Oates has been adept at finding such sequences<sup>3</sup>.*

The above test was repeated by the 2002 Byron Bay Reverse Speech training class with similar results. (See Appendixes.)

A very informal test was conducted on the Reverse Speech website in 2001<sup>4</sup>. Participants were asked to listen to a series of backward messages. Each message had four possible answers, and

participants chose which answer they thought the message matched. Reversals were chosen that were not displayed on the Reverse Speech website so the chance of the participants having heard them beforehand was minimal. Of course there is no way to know who these people were or if any of them had prior exposure to Reverse Speech. So this test is only an interesting observation at this current time. Here are the results of four of the questions.

Question 1: Does reversal #1 say?

	VOTES	PERCENTAGE
1. Big truck, fix it	18	4%
2. Get back in it	284	62%
3. New taxes are wrong	17	4%
4. No opinion	139	30%

MESSAGE ONE: **Get back in it** – total votes 458, with 62% correct responses

Question 2: Does reversal #2 say?

	VOTES	PERCENTAGE
1. It broke Mummy	209	47%
2. More milk Nanny	19	4%
3. It hurts Annie	37	8%
4. None of the above	177	40%

MESSAGE TWO: **It broke Mummy** – total votes 442, with 47% correct responses

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Question 3: Does reversal #3 say?

	VOTES	PERCENTAGE
1. We cared more for the fatty	14	3%
2. I even hated my Mommy	25	6%
3. You were never my Daddy	263	60%
4. None of the above	134	31%

MESSAGE THREE: **You were never my Daddy** – total votes 436, with 60% correct

Question 4: Does reversal #4 say?

	VOTES	PERCENTAGE
1. One can in the office was there	24	6%
2. The crime of love now worsens	148	35%
3. Samson came on a thin thread	10	2%
4. None of the above	241	57%

MESSAGE FOUR: **None of the above** – total votes 423, with 57% correct

As can be seen from the above charts, people chose the correct answer approximately 50-60% of the time. Calculating the odds of this happening by pure chance alone we see an interesting story. If there was no difference in the answers, people would be guessing and probably getting the 'correct' answer about 25% of the time. Given a probability of 25% and a correct response of 284 out of 458 responses for question one alone, we can see quite stunning figures – on the order of ten to the 60th power to 1<sup>5</sup>. That's 1 followed by 60 zeros. If one were to be much more conservative and say that there are really only two answers, the correct one and all the others, then the chance of a correct answer



could be 50%. So doing the same thing again but with probability to 50% the odds of getting 284 correct out of 458 is only 6,436,000 to 1. This very clearly shows that there is something going on other than guessing.

What does this tell us? It tells us that there is definitely something about the sound of Reverse Speech that has some consistency and that untrained listeners at random can correctly hear the reversals. This fact alone takes it out of the category of seeing pictures in clouds.

Another criticism levelled at Reverse Speech is coincidence. The sceptics say that if you play enough recordings backwards you are bound to find the occasional word or phrase here and there just by random chance. However, as has been noted previously, speech reversals occur frequently and regularly in normal conversation, as often as once every ten seconds (sometimes more), with direct complementarity to the forward dialogue. The odds of such an occurrence happening by pure chance alone are astronomical.

## REVERSAL CHECKPOINTS

Other objections raised concern the accurate comprehension of the reversed phrase. Is it really saying what you say it is saying, or is it saying something else? This question requires a fine ear, checking for each sound and nuance. To this end, the seven reversal checkpoints have been devised. They have been carefully compiled using the years of experience I have had with Reverse Speech, as well training students of Reverse Speech. I check every reversal I find against the following seven checkpoints.

1. Is the syllable count of the entire phrase correct? E.g. If the reversal was 'This / is / an / ex/am/ple' there would be six syllables.
2. Are the vowel and consonant sounds in each syllable clear and precise?

3. Are the beginnings and endings of words clearly defined and distinguishable?
4. Are the spacings sufficient between each word, so that it is clearly distinguishable from other words in the reversal?
5. Is the reversed phrase distinct from the surrounding gibberish?
6. Does the entire phrase have a continuous, melodious tonal flow from beginning to end?
7. Does the phrase have a definite, constant beat or tempo from beginning to end?

If a reversal meets all the seven criteria it can be documented with confidence and the phrase will be clear to most people who listen. If it fails to meet the checkpoints above it can still be documented but with a reduced validity. The chart below is used as a guide.

### Validity Factor Chart

- VF 5:** All seven checkpoints are met – the reversal is very clear.
- VF 4:** One checkpoint ONLY may be imprecise.
- VF 3:** One checkpoint of 1, 2, 3, 4 and one of 5, 6, 7 may be imprecise.
- VF 2:** One checkpoint of 1, 2, 3, 4 and two of 5, 6, 7 are imprecise.
- VF 1:** Two checkpoints of 1, 2, 3, 4 and two of 5, 6, 7 are imprecise.

All reversals quoted in this book have been rated at a Validity Factor of 4 or higher. Some of them have even been analysed linguistically. (*See Appendixes.*)

## **OVERVIEW**

Language is bi-level, forwards and backwards. The reverse form of language happens at an unconscious level. While forward speech is under our conscious control – we can, for the most part, choose what we will say on a conscious level – we cannot choose what we will say in reverse. It is happening unconsciously, like other forms of unconscious expression, such as body language, micro muscular movements and changes in skin tone and colour. So the question remains, what is actually speaking in reverse? If our right brain hemisphere is creating it, which part of the mind is actually influencing it?

We will explore that question in the next chapter.

## THE MANY LAYERS OF CONSCIOUSNESS 2

**RE**VERSE SPEECH COMES FROM MANY DIFFERENT parts of the psyche. It is not just one part of the mind speaking. At times reversals can reflect conscious thoughts the speaker is aware of having at the time, or emotions they were feeling. At other times they can communicate deeper thoughts the speaker has no conscious awareness of. They can even give instructions concerning life, and decisions to be made, thoughts that are definitely beyond our conscious awareness. They can tell whether someone is telling the truth or if someone is lying. They can reveal unconscious thoughts that are either helping or harming us and, at other levels still, they will communicate in metaphors, using images and symbols that are not in conscious awareness, but rather stem from a deeper area of consciousness.

Following are some examples of reversals coming from different parts of the psyche. For the purpose of this exercise I have divided the human psyche into five distinct parts. Based on my years of experience with Reverse Speech I believe that the five-part model works best and encompasses the many parts of the psyche.

## PART ONE: THE CONSCIOUS MIND

This is the part of the mind that is in the area of consciousness. It contains thoughts and emotions that we are aware of having at the time of speaking.

**1.** Former Australian Prime Minister, John Howard, talking about the social security system: ‘It’s a system that says you help people who need help but if they’re able to it’s not unfair to ask them to put something back into the community. Now that’s the Australian way, I think, [you know, I’m not interested in] comparisons really. It’s an Australian way and I think we’ve got it about right.’ **Innocent, need our money.** This reversal is congruent with the forwards. Howard references Australians who are on social security as being innocent and needing the Australian government’s money.

**2.** Former US Defence Secretary, Donald Rumsfeld, talking about Afghanistan: ‘Certainly our interest is to strengthen those forces that are opposed to Al Qaeda and opposed to the Taliban leader[ship that is so intimately connected] to them.’ **They cannot kill in any force. See that pressure.** As he talks forwards about the forces he needs to strengthen, his thoughts are that they are weak and ‘cannot kill’.

**3.** Former US President, Bill Clinton, talking in Ireland a week after the Monica Lewinsky scandal broke. The press said he seemed bored and distracted during this meeting. ‘[Now come on you all voted] for the agreement now and everything’s, you basically, going in the right direction.’ **They’re all boring me, Monica.** This time the reversal has no obvious relationship to the forward but seems to communicate what was on Clinton’s mind during this meeting.

**4.** The late Martin Luther King giving a speech: ‘... to [speed up that day when all of] God’s children, black men and white men, Jews and gentiles, Protestants and Catholic will be able to join hands.’ **The Lord, he does believe.** As he gives his speech,

King's backward message is congruent with what he is saying forwards and shows that he believes God is in accordance with what he is saying.

**5.** Here is an amusing example from a private conversation. '[Oh, no, we're on the way to the bank].' **Fill the day with marijuana.** The reversal tells us why she was going to the bank and what was really on her mind.

## **PART TWO: THE SUBCONSCIOUS MIND**

This is the area of the mind that is just below the level of consciousness. It contains memories that were once conscious but have become repressed due to the passage of time or psychological factors. It also contains knowledge of physical disease that has not yet reached consciousness, and can give suggestions for solutions to psychological or physical issues. It can additionally reveal thoughts that are about to become conscious but have not yet done so, as well as show hidden deep-seated beliefs.

**1.** This example is taken from a therapy session with a client who was suffering from asthma<sup>6</sup>. The reversal comes from a part of the conversation where she was talking about unusual mould smells in the house. '... just left it in there [and had to stuff towels under the] door to keep the mould smells from coming out.' **Under the floor, pus in my head.** The reversal at first seemed to make no sense but, on a hunch, the client's husband checked under the floorboards of the house. He found 18 inches of mould growing there. This previously undiscovered mould had been creating the mould smells in the house and greatly contributed to the woman's asthma. He cleaned out the mould and within a few days the symptoms of the woman's asthma significantly diminished. So, why did it appear in her reversals when she had no conscious knowledge of the mould? Very simply, her deeper self knew.

**2.** This example is also taken from a therapy session with a

woman who was trying to address behavioural sabotage patterns in her life. ‘Trying to tell, it’s going its own way. It hasn’t got the message that [you don’t need it to keep doing this].’ **Send your dick within, Daddy.** The reversal taps into deeply repressed memories she had of being molested as a child. The woman was initially surprised to see this reversal but over the next few days it caused long forgotten memories of this molestation to flood to the surface. The issue was subsequently dealt with using the method of metaphor restructuring. (*See Chapter 11 Metaphor Restructuring.*)

**3.** Here is an example from a session with a woman who had money worries. ‘She and I need to work this issue out but it started to bring up all my money fears and stuff and the thing is I know if I start sourcing [fear again then I go] way downhill.’ **Work on my grief.** The reversal pinpointed emotions that she was unaware of consciously but she resonated with nonetheless. Additionally, it contained an instruction for change. The subconscious mind knew that if this issue was addressed she would find resolution for her other issues.

**4.** In this example a businessman discusses ways he can get his business making more money. ‘What do I need to [do to keep it moving? I need to stay on] top of my office work. You know, keeping up my quotes and getting them out on time.’ **My ass again. I am idiot.** The businessman was shocked to see that reversal. It revealed deep-seated feelings of low self-esteem that he was unaware of consciously. It made him realise, however, that he needed to stop beating himself up over past failures and take concrete steps to start to think and act with a positive, upbeat attitude. He knew that while that belief was in his subconscious mind his attempts to succeed would be fruitless.

**5.** Here is another example from a private session. My female client had a strong conscious desire to marry but at 35 years of age she felt as though time was running out for her. Here she talks about one of the disadvantages of being single. ‘And the other thing is that I’m, it’s hard work being on [your own because you

have to] create all your own fun, don't you.' **How silly to marry.** My client was as shocked to see this reversal as the businessman was in the previous example. Consciously she had a strong desire to marry but she had to admit that she had not been successful so far in her life. Her subconscious gave the reason why. It was sending messages that marriage was silly. She had another reversal in the same recording that said **I fear marriage.** In order for her to achieve her goal of getting married she had to change the influences in her subconscious mind that were contradictory to her desires.

### **PART THREE: THE DEEP UNCONSCIOUS MIND**

There is a level of the mind that is deeper than the surface subconscious mind. This level contains the codes and building blocks of behaviour and personality. It communicates these codes, or patterns, using metaphors. I propose that at the deeper levels of consciousness, the human mind thinks in pictures and images, or metaphor. These metaphors form the basic building blocks of the psyche and determine who we are as individuals.

Metaphors are prolific in Reverse Speech. In fact, the vast majority of reversed language contains metaphors. The meaning of these metaphors has slowly been determined over the years by using the principle of speech complementarity, and examining the forward context in which they occur. When a metaphor has been seen regularly appearing in similar contexts it is added to the Reverse Speech metaphor dictionary with suggestions for its possible meaning. Here are some examples of metaphors:

1. Donald Trump, answering a reporter's question as to whether he would marry again: 'Well I would, I mean, if I'm the right, if I'm with the right person and, and I will get it right too. I'm not talking about [gee whiz I'm going to have a nice] marriage for three or four years. I mean, I want to get it right. I'm at an age now where I better get it right.' **Sound of Adam was a wish.** *Adam* is a common metaphor in Reverse Speech. It refers to the perfect man, strong, mature and spiritually enlightened. *Sound* is



also a common metaphor. It refers to energy. Thus Donald Trump is saying the energy or essence of this ‘perfect’ man is what he desires. Maybe if he finds that, he might also find his perfect marriage.

**2.** Here is a reversal on me as I am talking confidently to one of my clients: ‘Well you were talking [forwards about], you know, you’re working late, you’re not doing any exercise so you’re very tired, and that was the context.’ **I was the wolf.** *Wolf* is another very common metaphor in Reverse Speech. It refers to confidence and strength. A person with a healthy *Wolf* metaphor is usually confident, determined and moving forwards in his/her life. It shows my confidence as I was conducting this session.

**3.** This example is taken from a therapy session with a woman who was trying to shake off the influence of a strong male figure in her life. I had just asked her the question, ‘Why don’t you like to give him that power?’ She replied by saying, ‘[Cos he’s scared to death] to take it, you know. I’m not responsible for you.’ **Fed the great Caesar.** *Caesar* is a metaphor in Reverse Speech meaning strong masculine energy. It is used in this instance as a direct response to my question. To ‘feed’ someone means that you are supporting or nourishing them. Thus the woman is saying she supported this strong figure in her life.

**4.** In this example a man talks about his life and regrets some decisions that he has made. ‘There are a lot of positives and [there are a lot of things especially as I grow older], realising that people make decisions, sometimes they are not the best decisions.’ **Your whore got a serpent with a flower.** This is a rather complex reversal using three Reverse Speech metaphors. They are: *Whore*, which means negative, draining energy; *Serpent*, meaning healing; and *Flower*, which is new life and new growth. The reversal essentially means that his negative energy is draining and overriding the part of him that is positive and can bring new growth to the damage caused by the bad decisions in his life.

**5.** Here we see a Reverse Speech Practitioner talking to a client:

‘[Maybe, er, do you feel that you’re meant to be] financially stable or that you should be walking a different path.’ **Eve is damaged, then I feed your Eden.** He recognises in reverse that his client has a damaged *Eve* metaphor. *Eve* is like the *Adam* metaphor except relating to the feminine. It is also interesting to see *Eden* mentioned in the same reversal. *Eden* is a common metaphor that can also appear in its full form of *Garden of Eden*, or simply *Garden*. It refers to our spiritual centre. It is also a place of nurturing and growth. In addition to recognising his client has a damaged *Eve* metaphor, the Practitioner is also, through his conversation, nurturing or re-energising the *Garden of Eden*, hence his client’s spirit.

## PART FOUR: THE COLLECTIVE UNCONSCIOUS

The existence of a common collective unconscious was widely postulated by renowned psychiatrist Carl Jung<sup>7</sup>, a contemporary of Freud. Jung proposed that at the deepest levels of consciousness there exists a common mind that has access to a huge storehouse of knowledge. This storehouse contains the entire heritage of humankind. He suggests that this knowledge is born anew with each individual. This collective unconscious can be seen on rare occasions in Reverse Speech when people show knowledge of events outside their conscious awareness, past, present, and even future in their speech reversals. Here are some examples:

1. In this example a client is talking about his spiritual beliefs with a rather strange speech reversal, seemingly unrelated. ‘That I think that, you know, [that, dum, I will be an opener of s]ouls and I had the most incredible feeling of my heart chakra just bursting wide open.’ **Soon plan evil on America.** The reversal seems to be totally out of context with the forward dialogue and we had no idea what it meant. However, four months later, in ‘9/11’, America was attacked. Could this reversal have been a prediction of this event coming from the Collective Unconscious?
2. The following example is similar, also occurring a few months before 9/11. ‘[Yes, so there was stuff going] on in my conscious,

and there was stuff going on in my subconscious all the time.’ **They’ll fuss with the USA.** Like the previous example this reversal also seems to be out of context with the forward. Is it also predicting that terrible day on 11 September 2001?

**3.** Here is former US Defence Secretary Bill Cohen from a press conference on the situation in the Middle East in the middle of the year 1998: ‘[And, er, that’s the message that we’re sending] and we will continue in that effort. To the extent that other activities have been planned or indeed are carried out. They will be met with a continuing response on the part of the United States.’ **Bring in NASA with December seven.** This somewhat cryptic reversal, like the previous two in this section, seemingly has no contextual relationship with the forward. Its meaning was unknown at the time. However, a few months later, on 7 December 1998, a crew of seven NASA astronauts joined the first two sections together of the International Space Station. Could this reversal have been collective unconscious knowledge that this event was going to occur?

**4.** Here is a live commentary of the *Hindenburg* disaster on 6 May 1937: ‘I’ve sort of recovered from that terrific explosion and the [terrific crash that occurred just as it was] being pulled down to the mooring mast. There’s still smoking and flaming and crackling down there.’ **There was a pipe burst with a gas heater.** There has been much speculation on the cause of the *Hindenburg* disaster when it suddenly went up in flames and crashed to the ground. Hydrogen gas, the aluminium powder coating, static electricity, and lighting have been the major favourites to be blamed thus far. But could this reversal point to another cause? Did his Collective Unconscious mind know the real reason? It would be nice to know what heating equipment was used on the *Hindenburg*.

**5.** This example shows a business man talking about his job. ‘... and developing relationships with customers and prospects is not [uncomfortable for me but, er].’ **There’ll be an awful fuckup.** This reversal seems to actually predict a future event. The man had no knowledge of what it could mean. However, a few weeks later

he made a major mistake with one of his clients and almost lost his job. As with the other examples, did his Collective Unconscious know in advance that this would happen?

## **PART FIVE: THE SPIRIT**

There are many reversals in Reverse Speech that seem to come from a deeper part of us that is guiding and helping, giving advice and instructions. It will sometimes seem to directly address us. At this level I believe that it is the Spirit communicating through Reverse Speech. Sometimes it is called the small still voice within. Many people attempt to access this inner voice through altered states of consciousness such as prayer, meditation or hypnosis. With Reverse Speech we are able to actually hear this voice speaking to us in an audible form thus allowing us to hear on a conscious level something that had previously only been 'felt'. In this category the reversals will also detail matters of the Soul and God.

**1.** On one occasion a Reverse Speech Practitioner was seeking guidance from his Reverse Speech by recording his voice as he discussed his current business and financial situation. 'Does it further for us to put more energy and money and effort] into this situation.' **You're frightened, lean on me.** In this case his Spirit speaks directly to him, essentially saying, 'I know you are frightened and concerned but all you have to do is to lean on and trust in me' (his Spirit).

**2.** Here is a woman talking about her husband as they try to resolve domestic disputes. 'If he, if he expresses his point of view quite [vividly or violently], then it actually comes back on him and I show unconditional love and he actually learns from his mistakes.' **Heal the love while you're living.** This reversal, also using third person, gives instructions from her Spirit, or inner guidance. It was a very prophetic reversal because two weeks later the couple had a huge fight and she stabbed herself in the chest,

causing severe damage. She lived, but in hindsight she could see what a powerful message and warning that reversal contained.

**3.** In this example a Reverse Speech Practitioner is talking to his client. '[We'll likely get reversals] that are pretty clearly from your unconscious mind, subconscious.' **Soul serve you, make you feel love.** The reversal, directly referencing the Soul, is designed to reassure and calm her.

**4.** This example is taken from a therapy session with a businessman who was anxiously awaiting a large sum of money from investments to come through. 'I get a very strong feeling from the positive that yes, they're ready to come through. They're just pushing to come through. Yes. That is very, very strong. [In fact, that's a lot stronger] than the uncertainty of the negative.' **And my Soul with the devil.** Although his forward speech was quite positive, the reversal revealed a dark side and seemingly contradicted what he was saying forward. As is always the case the reversal proved to be accurate and his expected funds never materialised.

**5.** Here we see a man talking about depression. 'I was sitting down the other day and, actually with the friend I mentioned who suffers from depression, I mean I probably suffer from [depression too, but he's been diagnosed] as suffering from depression. That's the distinction I make. And he was quite down and talking about it and that just brought me way down.' **And God lives. He's the wisdom shepherd.** The reversal is giving the man reassurance and hope, showing him that there is a deeper part of us guiding and protecting. With this positive reversal the man was able to successfully rise above his depression and build a successful business.

## REVERSE SPEECH AND THE SOUL

It seems appropriate at this time to delve into the Soul a little bit deeper. I don't categorise the Soul among the five parts of the

human psyche, but rather give it a category in its own right. This is for several reasons. Primarily because the Soul is nearly always referenced in the third person as a separate entity on its own and separate from the psyche. Also, it is a major theme in Reverse Speech, with the vast majority of session transcripts containing references to the Soul. Over the years I have been able to fit together some pieces of the puzzle concerning the nature of the Soul and these are detailed below.

For a start, Reverse Speech describes the Soul and Spirit as two separate entities. The spirit is the active part of our nature and intuition. It speaks in reverse, often in the first person, and gives us guidance and advice concerning our life. The Soul, on the other hand, has different and far wider functions.

On the surface level the Soul acts as a storage bank. It collects and stores all of our life experiences, recording them for all time. One time, when I was making a recording about the Soul, I found a reversal that said **Rome's secretary**. *Rome* is a common metaphor meaning our own personal kingdom and world. Thus the Soul, in this instance, describes itself as being the secretary or record keeper of our life events. These life events remain with the Soul forever beyond our current lifetime. This is evidenced by a reversal I found on a client that said **Soul, I'll live forever**. This reversal also confirms the endlessness of life.

It is very important to understand this function of the Soul because as it keeps records of our life it also takes on those life characteristics. Thus the Soul can be affected by our thoughts and actions. Reverse Speech describes the Soul as having many different states depending on our life events. It can be happy. It can be sad. It can be angry or upset. It can be diseased or healthy, all depending on how we live our life and the experiences we choose to have.

I found a reversal on a client once, as she talked about learning to help people, which said **The Soul, it's sharing the force on this**. Her Soul was being affected by her thoughts and desires, and sharing the energy and experiences she was having. Another client, who was talking about being secure and happy in the world, had a reversal that said **The Soul whirlwind**. *Whirlwind* is an equally common metaphor and means energy or life force.

My client was therefore saying he was feeling positive energy from his Soul.

At the other end of the spectrum, one of my clients, while describing a life of debauchery and excess, had a speech reversal that said **Angry Soul**. Another client who was talking about pain and depression in her life had a reversal that said **It's in my Soul**. Thus the pain she was feeling was also being experienced on the Soul level. Another reversal, found on myself while talking to a client, said **The lawless have wrath on the Soul**.

Clearly then, the Soul can be damaged and it is not the pure untainted entity that many of us have believed to be true. In fact, Reverse Speech goes even one step further than this, and says that the state of our Soul directly affects the life that we live and the experiences that we attract to us.

One client, who was discussing pain and depression in his life, had a speech reversal that said **My Soul give the pain**. And yet another client who lived her life from one crisis to the next had a reversal that said **Your Soul will feed the worries**. A similar reversal was also found on a man who was searching in vain for meaning in life. It said **Your Soul gives the hurt**.

These speech reversals suggest that not only is the Soul affected by our life circumstances, but it actually creates and attracts to us the experiences it has stored. This is a very important truth that Reverse Speech communicates. It explains why some people seem to have disasters follow them everywhere they go while other people seem to have success and happiness all the time.

The Soul is an active living force. It collects and stores our life experiences, then reflects these experiences back to us as it creates our life circumstances to allow these experiences to reoccur.

I found a reversal on a client that graphically illustrates this. She was talking forwards about the nature of the Soul and had a speech reversal that said **Beyond its mess, it seals the law solid**. This metaphoric statement reveals that at a deeper level of the Soul, beyond the junk and mess that we have fed it over the years, there is a force of creation that 'seals the law solid'. In Reverse Speech *Law* is a metaphor that represents our behavioural patterns and beliefs. *Seal* is to secure or make something happen. Thus to

‘seal the law solid’ means to manifest into physical reality the patterns and beliefs that we have carried with us and fed to our Soul.

The knowledge of this one simple fact, when taken and understood, can greatly change our lives. For a start we need to be very careful about the things we say, think and do, because each thought and action is being recorded by the Soul for future dissemination. To wallow in depression will only create more depression. To do bad deeds to others will only teach the Soul that it is bad deeds that we wish to receive and so it will be. If our life is dysfunctional it is because the Soul has recorded that that is what we want and so it faithfully creates more dysfunction in our lives.

The secret to a wholesome successful life, therefore, is to make a conscious decision to seek out those life experiences that will ‘program’ the Soul to enable this to happen.

## **OVERVIEW**

I have shown in this chapter the multi-facetted nature of the psyche according to my years of research with Reverse Speech. These many parts of us all work together in harmony to create that which we are. Reverse Speech comes from all levels of the human condition and can reveal the building blocks of the psyche as well as tap into hidden thoughts and emotions. This makes it a very powerful tool.



# THE DIFFERENT TYPES OF REVERSALS **3**

**In** CHAPTER 1 I NOTED THE HIGH PROPORTION of complementary reversals; i.e. Reversals that related to the forward dialogue in some way. By far the vast majority of reversals will have some relationship to the forward dialogue. One of the few exceptions to this seems to be when they are communicating Collective Unconscious information. In these cases the reversals seem to have no obvious relationship to the forwards. These complementary relationships can be categorised into several main types. I call these the ‘Categories of Reverse Speech’. Most speech reversals will fit at least one category with a few reversals fitting two or three different categories.

## **REVERSE SPEECH CATEGORIES**

The Reverse Speech Analyst must determine the exact category of each reversal as this will give them a greater understanding of its meaning in context. The following questions must be asked.

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- ◆ What is the precise forward dialogue responsible for the reversal?
- ◆ What is the sentence and paragraph in which the reversal appears?
- ◆ Is the reversal congruent with, or contradicting, the forwards?
- ◆ Are the emotions communicated the same as, or different, from the forwards?
- ◆ Is the reversal communicating extra information concerning the forwards?
- ◆ What extra insights do the reversals give you?

So far, I have determined nine main categories of complementary relationships in Reverse Speech. They are detailed below, together with examples.

**1. CONGRUENT REVERSALS:** These reversals are congruent with and confirm the content of the forward dialogue.

1. Steve Forbes, running for President in 1996: 'I want [abortions to disappear in America]. I feel they're a tragedy. I think we can get a consensus today on banning them in late pregnancy.' **Her crime will rape. The citizens showed them.** The reversal says the same thing using different words.
2. Angelina Jolie: 'I grew up in a, [very aware of my] own emotions.' **I'm very aware.** The reversal is obviously congruent, using the same words as the forward dialogue.

**2. INCONGRUENT REVERSALS:** These reversals will directly contradict what has been said forwards.

1. Here is a client embarking upon session work. I had some concerns working with her for various reasons and I had asked her the question, 'Do I need to be concerned?' She responded by saying, 'I was going to [say, you don't need to be concerned, or] maybe there is a ...' **I'll mess with you, you bloody ass.** The reversal contradicts her forward statement and shows that I clearly did have reasons for concern.
2. A man suspected of murder is being questioned by a reporter: 'No, I have never threatened [Alan Hall. I can never] remember threatening him, although he did on occasion tell the police I threatened him.' **Revenge, killing the lad.** The reversal contradicts the forward and also gives us extra information. He not only threatened the man but he was involved in his murder with revenge being the motive.

**3. EXPANSIVE REVERSALS:** These reversals add additional information to the forward dialogue.

1. Sandra Bernhardt talking about visiting a friend's house: 'I [saw her before I left the other] night. I'm like a drug addict, you know.' **They pulled out the grass.** The reversal gives us extra information about her visit to her friend's house, specifically telling us what she did when she was there.
2. Former Australian Prime Minister, John Howard, following the first terrorist bombing in Indonesia: 'I've been informed by the relevant intelligence agencies that the only possible relevant reference to Bali in recent intelligence reporting was its inclusions along with a number of other [tourist and cultural loc]ations across Indonesia for possible terrorist activities against United States tourists.' **They will fuck the tourists.** This reversal gives us extra information about the terrorist attack in Bali and shows that Howard believes more attacks will follow, which they indeed did.

**4. EXTERNAL DIALOGUE:** These reversals will directly speak to another person giving instructions or asking questions. It is believed that the unconscious hears these reversed messages, recognises it as intuition and responds accordingly. There are also incidents of entire conversations in reverse.

1. A wife talks to her husband, who is giving her advice concerning a situation. She does not want to hear this advice, as the reversal shows: 'I'm standing there saying, teleport through the wall, [don't bash your head], teleport.' **Will you shut up.** In reverse she communicates directly with her husband, letting him know quite clearly that she does not want to hear his advice.
2. In this example a man claims to have information concerning the Azaria Chamberlain case in Australia, where a young baby was taken by a dingo. He is talking about a possible location of the body. 'All this business of it being in someone's back yard, well I think that's [too blooming silly for words] because there's a million acres of land up there.' **So, would you listen a bit.** His reversal talks directly to the reporter. He wants people to listen to him.

**5. INTERNAL DIALOGUE:** These reversals will reflect internal thought processes, conscious and unconscious, as the psyche talks to itself, organising behaviour and self-analysis.

1. Former US President George Bush talks about the need to combat the terrorists. 'The danger is clear. Using chemical, biological or one day nuclear weapons, obtained with the help of Iraq, the terrorists could fulfil their stated ambitions and kill thousands or hundreds of [thousands of innocent people] in our country or any other.' **I will beat this silly business.** The reversal shows his internal thoughts as he determines to beat, or defeat, the terrorists.
2. This example is taken from a therapy session with a client as she was talking about her life goals. 'There's a [fear of doing it

on my own], although there's another part of me that likes to do it on my own.' **I am wanting new grief.** The reversal, coming from her subconscious mind, shows a sabotage pattern running. Part of her wants, and will attract, grief into her life unless this subconscious desire is dealt with.

**6. INTERNAL COMMAND:** These reversals will give a direct command concerning some action that must be taken by the conscious self. It is assumed these commands are coming from some deeper part of the psyche.

1. Here, a young man talks about a new relationship he is in. 'I spent five years on my own, travelling, bouncing around, recovering from one relationship and now I'm [in another relationship] now.' **This is shallow, abandon it.** As he talks about his new relationship a deeper part of himself gives instructions to move on. This relationship is not right for him.
2. In this example a woman whose husband has died talks about problems that are rising in the family. 'And now I have all these family issues with his son over this money. And, you know, I [mean so there's stuff like that too].' **Grief, hide your fuss. Serve within.** The reversal is a command for her to hide her outward feelings in the situation and look after herself on the inside.

**7. TRAIL AND LEAD REVERSALS:** These reversals will appear in a conversation either before or after a topic is discussed in forward speech. In other words, they either 'Lead' the discussion, or 'Trail' on after the topic has changed. They can appear a few seconds before or after, or be several minutes apart.

1. Here is a conversation between a reporter and an Australian aboriginal from the 'lost generation', discussing how he found out he had other brothers and sisters. 'I was about 30, 35 when I found out my father was alive. (*Reporter: How did you find out?*) [It was just through word of mouth], talking to

different ones. (*Reporter: Something was said to you was it?*) Yeah, I was talking to different ones about it because I was sort of trying to trace a sister. I knew all along I had one sister but in my search for her I found out that there were other brothers and sisters.' **I have an older sister.** Note how the reversal about his older sister appears in conversation before he discusses it forward. This is a 'Lead' reversal. It leads the conversation.

2. This example is taken from a radio interview on Coast to Coast AM. A man talks about living near the S4 military base. (*Interviewer: You worked at S4?*) '[No, that's the] area where I was living ...' After several minutes of conversation the man says, 'Yesterday was September the 11th, it is September the 11th on your time.' **It's September.** As with the previous example, the reversal is said first, followed by the same topic being covered in the forward speech shortly after.
3. The following example is taken from a therapy session with a woman who was looking for a man in her life. She starts off by talking about a previous relationship. 'When I met Michael I was immediately attracted to him and I wanted him and I still want him although not as strongly and I won't go there over his house or anything, I know how bad it is but there's this pull for the bad guy ...' After several minutes of conversation she says, 'Let's see, well it's excellent, it's right on, the part about having that part in me that's the high school [name and all that], that was pretty clear to me.' **I want a man.** This is an example of a 'Trail' reversal. It continues discussing the previous conversation, even though the forward topic has changed.

**8. FUTURE TENSE REVERSALS:** These reversals predict a future event or behavioural outcome in a person's life. In the many years that I have been doing Reverse Speech, I have always found them to be accurate.

1. 2008 Presidential candidate, Barack Obama, on the campaign trail promoting health care. ‘The antidote to that is making sure that the [American people] understand what is at stake. I am absolutely committed to making sure that anybody in America who needs health care is going to get it.’ **I’ll beat the drum.** The reversal shows that he will be determined on the campaign trail promoting his agenda.
2. Here we see a businessman talking about the success of his business: ‘All my deals have been stepping up and I’ve been doing really well in the [market place] and everything. My team is expanding.’ **Sales to come.** His reversal shows that he has more success in the future with more sales coming in.

**9. COMPARATIVE REVERSALS:** These reversals have no obvious connection with the subject matter of the forward dialogue, but will rather contain an emotional comparison; i.e. the reversal may discuss an event or subject that, although unrelated to the subject of the forward dialogue, has similar emotions attached to it.

1. In this example a person is talking with some anger about life in the church. ‘I’ve had it all my life. [Formalities and, and liturgies and chants and hymns] and prayer and amens, I’ve had it all my life.’ **Pete Marsh. He’s still the, the, the rival.** The reversal reveals another situation in his life he also has anger about, a falling out with a person named Pete Marsh. While the topics are different, the emotions are the same.
2. The following example shows a man experiencing grief over his marriage breakup. ‘I was devastated when she left me. It was like my whole world fell apart. I [still haven’t recovered to this very day].’ **My daddy has gone, broken heart.** The reversal shows a situation in this man’s childhood that has identical emotions attached to it – when his father left the family home while he was a young child.

## REVERSAL STRUCTURES

Reversals appear in many different styles and structures. The list below details some of the differing structural forms so far documented.

**1. NORMAL STRUCTURE:** Most reversals appear as a single sentence of a few words with direct and obvious complementarity to the forward dialogue.

**2. LONG SENTENCES:** Long reversals of more than eight to twelve words are extremely rare. Over the years I have been sent various examples by people claiming to have discovered long sentences, and even entire intelligible paragraphs in reverse but I have never yet heard one that was valid. They invariably don't meet the reversal checkpoints as detailed in the first chapter and they have proven to be either projection into the gibberish, or three or four separate reversals with gibberish in between them.

**3. SINGLE WORDS:** These reversals are fairly common but one must exercise caution when documenting them as they could also be coincidence. Make sure the validity factor is high and there is obvious complementarity with the forward dialogue before documenting them. Single words will often communicate emotional states such as happy, sad, angry etc.

**4. MIRROR IMAGE:** In these reversals the forward and the reverse statement will say exactly the same thing, or be a mirror image of each other. Sometimes partial mirror image reversals can occur, where certain words of the reversal will be the same as certain words of the forwards. I find them to be particularly fascinating and they show high congruency on the part of the speaker. A startling mirror image reversal that I frequently play on radio shows is the one of a house fire. I was in my office with a client and my secretary ran in screaming, 'The house is on fire!' When reversed, it says exactly the same thing: **The house is on fire.** Clearly she wasn't lying and the urgency was communicated with the Mirror Image reversal.



**5. SENTENCE BUILDING:** In these reversals, the forward and reverse dialogue will combine to form a complete sentence, with the reversal completing a sentence that has begun in the forward.

**6. CAUSE AND EFFECT:** These reversals will contain two separate statements, separated by punctuation, that are related to each. Punctuation can be in the form of a long space, or tonal shift between the two statements. The two statements will support and complement each other. For example: **Lesson, it makes me grow.**

**7. LINK REVERSALS:** These reversals are very rare. They occur in quick exchanges between people in high rapport where there is an immediate connection or common understanding of an idea being communicated. The forward dialogue responsible for the reversal comes from the last words of the first speaker's sentence and the first words of the second speaker's sentence. Sometimes the reversal will appear to be in one voice, even though two different speakers are responsible for the reversal:

*Person One:* 'Reverse Speech is the voice of the [inner mind ...]

*Person Two:* 'Oh, I finally] understand.'

*Link Reversal:* **Looking at the deep self.**

## INTERPRETING SPEECH REVERSALS

Once speech reversals have been found, and validity factors assigned, they must then be interpreted and understood. The first step is to prepare a transcript and isolate the precise forward dialogue responsible for the reversal. This is indicated in text by brackets: [ ]. The Reverse Speech Analyst must then assign a Category and Structure to each reversal. Using the principal of Speech Complementarity, a conclusion concerning the meaning of the reversal is then compiled. The following transcript shows how this is done.

**SAMPLE TRANSCRIPT**

The following transcript is from a man talking about a pending international custody battle for his son. He did the Reverse Speech analysis seeking extra guidance and advice from his unconscious mind.

- ◆ 'I'm trying to minimise [any further effects] that's going to happen to my son.' **Plan wisdom.** VF4 Internal Dialogue. The reversal shows the father seeking internal wisdom. He is genuine in his forward comments.
- ◆ 'She's disregarded the [courts in America] and hasn't shown up for any of her hearings.' **Her crime in this.** VF4 Expansive and Congruent. It reinforces the forward dialogue.
- ◆ 'We've met three times [officially to go over] options for custody and access arrangements.' **Avoid the deal shift.** VF5 Internal Command. This reversal is an internal instruction warning him to not change any deals. Unfortunately, the man didn't listen to the advice this reversal gave. He subsequently compromised and made a deal with his ex-wife. This resulted in him losing a substantial legal advantage and his ex-wife did not follow through with her part of the bargain.
- ◆ '[At the moment the plan] that I have drafted takes care of all the contingencies.' **Her mum will throw you off.** VF3 Future Tense. This reversal warns him of future interference from his ex's mother. She subsequently mortgaged her house to hire the best lawyers she could.
- ◆ '[She says she's not going] to let that happen until he's at least twelve.' **Seal the deals in the fact.** VF4 Internal Command. Instructions from his inner self to base any deals made on legal facts. He also did not follow this advice and that decision caused him to be severely disadvantaged in the case.

- ◆ ‘The agreement said that he would have the [benefit of both cultures] and parents in his life. She didn’t want to sign that.’ **She fought, fought with it.** VF4 Congruent. Confirms the forward.
- ◆ ‘And I wanted another agreement saying there was [no hidden or subversive] attempts.’ **You serve the son.** VF5 Internal Dialogue. The interests of his son are uppermost in his mind.
- ◆ ‘[They’re adversarial in] nature.’ **Those damn lawyers.** VF3 Expansive. States who is adversarial.
- ◆ ‘[Our affidavits to each other] are hundreds of pages long.’ **The debt was in the heart.** VF4 Comparative. Compares the tedious nature of the lawsuit to the trauma of the relationship breakup and subsequent bad feelings.
- ◆ ‘Now she’s brought it up as some kind of excuse why her son shouldn’t [be brought back to the United States].’ **Yes, and I need plan to get him.** VF3 Internal Dialogue. Making his decision to plan ways to get his son.

## CONCLUSION

The high proportion of Internal Dialogue reversals indicate this man is doing a lot of internal processing and thinking about this situation. Also, most reversals are congruent so it indicates a level of honesty in the dialogue. Speech reversals are giving him guidance concerning negotiations, advising him to avoid changing the deal (in other words stand firm), and make dealings based in fact. His ex-partner is likely to be uncooperative, and her mother is also in the background. The concern for his son is obvious in the reversals, and the last reversal indicates he needs to plan to get him (the son).

## CONSTANT REVERSALS

There are certain words and phrases in Reverse Speech that frequently reverse to say the same thing. For example, America will frequently reverse to say **the crime**. Relationship will often reverse to say **this is shallow**, and emotion will reverse to say **show me**. In my research so far, I have found approximately fifty words that will usually reverse to say the same thing. Some of these are listed in the Appendixes. At first these words were called Coincidental Sounds, but as my understanding of Reverse Speech has grown I now wonder if perhaps language has evolved in such a way as to allow a unique complementarity with these specific words. E.g. many of our relationships with others are 'shallow', and emotions are used to 'show' people how we feel at times.

Nevertheless, I am still cautious about documenting constant reversals and will usually only document them if they appear as part of larger reversed sentences.

There are three main types of constant reversals:

- 1. UNIVERSAL CONSTANTS:** These are words that will often reverse to say the same thing, no matter who is speaking at the time.
- 2. PERSONAL CONSTANTS:** These are words that will usually reverse to say the same thing for one particular person, but not another.
- 3. SITUATIONAL CONSTANTS:** These are words that are only constant for a short period of time on a particular speaker. They may reverse to say the same thing on one day, but not the next.

## LAYERED REVERSALS

There are a small number of reversals that seem to defy explanation. This is when two different things can be heard on the same section of recording depending on what you are listening for at the time. By shifting your listening perspective, one reversal can be heard, and then another. This is similar to some types of holograms, where two different pictures can be seen depending on

how you adjust your vision. Often Layered Reversals are not discovered unless two or more people are listening to the same recording. One person hears one phrase, and the other person hears another. Furthermore, both phrases will meet the Reverse Speech checkpoints. The interesting thing about Layered Reversals is that both phrases will be complementary to each other, and to the forward dialogue.

## **THE DIFFERING SOUNDS OF REVERSE SPEECH**

Speech reversals have many wide and varying sounds. Reversals from the media or a public speech may often sound robotic or mechanical in nature, whereas reversals from a private conversation with good rapport may have a melodic singsong tone. Some reversals have an ethereal quality to them.

The tone or pitch of Reverse Speech can also vary greatly from reversal to reversal. For this reason different people analysing the same type may all find different reversals. Some listeners will hear some tones while another will hear a different set of tones. Older listeners, for example, might find they cannot hear reversals that have high tones, whereas younger people will be able to hear them.

It is interesting to note, however, that Reverse Speech students who have analysed the same recording will frequently come up with the same overall conclusion, even though they may have documented different reversals to reach that conclusion. I have noted that when Reverse Speech students analyse the same recording they will find a small proportion of reversals in common (maybe 20%) and the rest will be different.

## **SUMMARY**

This chapter has shown the many different types of reversals, and their sounds. The amazing relationships between the forward and reverse dialogue only adds to the complexity and wonder of Reverse Speech. The skilled Reverse Speech Analyst uses these relationships to come to highly accurate conclusions concerning their meaning.

# REVERSE SPEECH METAPHORS 4

**In** CHAPTER 2 OF THIS BOOK WE NOTED that the deeper parts of the human psyche communicate in reverse with metaphors. We also noted that the language of Reverse Speech is rich with metaphoric language. In fact, in private session work, when using appropriate prompting techniques, more than 90% of all reversals can contain metaphors. Reverse Speech metaphors come from deeper areas of the mind than reversals using normal everyday English. They use pictorial and archetypal language to describe both behavioural patterns and emotional states. At times they seem to come from a common Collective Unconscious as they reveal information, and use language, not known to the conscious mind.

The *Contemporary Dictionary* describes a metaphor as *A figure of speech in which one object is likened to another object by speaking of it as if it were the other, as in, The sun was a chariot of fire.* The word comes from the Greek – ‘Meta’, beyond, over – and ‘Pherein’, to carry. In Reverse Speech, metaphors will ‘carry over or carry beyond’, giving a greater description of a concept. They will:

- ◆ Describe an emotion or thought that is difficult to portray.
- ◆ Use one word in place of many words.
- ◆ Discuss topics and emotional states that are below the level of consciousness.
- ◆ Describe the source and operations of human behaviour.

In order to understand Reverse Speech metaphors the Reverse Speech Analyst must use two main approaches. The first approach is as a simple straightforward interpretation or translation. E.g. **The wolf fallen in the lake** uses two main metaphors: *Wolf* and *Lake*. Consulting the Reverse Speech Metaphor Dictionary we find that *Wolf* is a common metaphor meaning motivation and personal strength. *Lake* refers to our emotions, or a sea of emotions. Thus the phrase can be translated to mean 'lack of motivation or strength due to falling into, or being overcome by, a sea of emotions.'

The second approach to understanding metaphors is more esoteric. It involves seeing the metaphors as separate parts of the mind (or 'entities') with their own unique functions. As the person uses metaphors in speech, they are actually accessing that specific part of the mind that creates the emotions or behavioural tendencies the metaphor represents. For example, as a person uses *Wolf* in reverse, they may actually feel a flash of motivation in their body, or the metaphor *Satan* may spark a rush of temper.

The metaphor is therefore seen as far more than merely a word to be translated, but rather an active, living, part of the mind with its own unique function and force. The metaphor appears in reverse as that specific part of the mind is activated. Understanding this concept is essential to a complete understanding of Reverse Speech metaphors and eventually working with them in Metawalks. (See Chapter 11 *Metaphor Restructuring*.)

## METAPHORS IN FORWARD SPEECH

Metaphoric language is also rich in forward speech. We use metaphors many times to describe feelings or behavioural patterns that are difficult to put into words. The metaphor many times will

access a common unconscious picture that will help with communication. For example, the phrase ‘Stabbed me in the back’ is a common metaphor that describes betrayal and the stinging emotional pain that goes along with that betrayal. We hear the phrase and access the emotions and images attached to that phrase. Thus the metaphor not only communicates facts but it also communicates emotions and behavioural concepts.

Some common forward speech metaphors:

- ◆ He hit me up for a loan.
- ◆ She was all shook up.
- ◆ He had fire in his eyes.
- ◆ He stabbed me in the back.
- ◆ That salesman is hungry.
- ◆ She spun me out.
- ◆ You could cut the tension with a knife.

## CATEGORIES OF METAPHORS

In order to understand Reverse Speech metaphors a little easier, they have been divided into several main types, or categories. It should be noted that some metaphors may appear in more than one category.

**1. OPERATIONAL METAPHORS:** The first category of metaphors is Operational Metaphors. These are metaphors that describe the operations of behaviour, or how we interact in the world. They are primarily verbs, e.g. *Rape, Sniff, Kiss, Run*.

**2. STRUCTURAL METAPHORS:** These metaphors come from a deeper level within the human mind than Operational Metaphors. They represent the core building blocks of the psyche. They are nouns that describe the causes or source of human behaviour. They have as their original source, the energies of legends and history. E.g. *Wolf, Whirlwind, Goddess, Lucifer*.



**3. PERSONAL METAPHORS:** Personal Metaphors draw upon a person's own life and experiences. They will use a word from their past that has strong emotions and/or experiences attached to it. The metaphor then describes current emotions and/or behaviour.

For example, a person once used the metaphor *Hilda* to describe his conscience or a sense of guilt. *Hilda* was the name of a woman who lived next to him when he was a young child. She used to watch him play and whenever he did anything wrong she would tell his parents. Thus *Hilda* had eventually become a metaphor in his mind for conscience. Another client used the name of a city, *Melbourne*, to describe his feelings of love. *Melbourne* was the name of the city where he had experienced severe heartbreak. This experience had become a metaphor and repeated itself continuously throughout his life.

**4. SPECIFIC BEHAVIOURAL METAPHORS:** Sometimes Structural Metaphors will be very specific to the person speaking and describe a specific behavioural or personality tendency by using an adjective before the metaphor. For example, the phrase *Sick Wolf* describes someone with low motivation. *Busted Whirlwind* can refer to someone with a broken spirit, and *Magnificent Eagle* can refer to someone with amazing insight and intuition. In all cases the metaphor will be preceded by an adjective or some specific phrase that describes the nature of the metaphor in greater detail.

**5. PEER GROUP METAPHORS:** A group of people, or even an entire culture, can often use similar metaphors that form the basis of their peer group, small or large. For example, many members of a family with strong Methodist roots were found to use the metaphor *Methodist* that described (or caused) the common behaviour and values that family members had. When the Reverse Speech offices were based in Bonsall, California, several clients and students were found to run the metaphor *Bonsall*, referring to healing.

**6. CULTURAL METAPHORS:** Just as metaphors can be unique to an individual, so too can metaphors be unique to a culture. Cultural traits can be monitored and seen by the metaphors used

by their leaders, musicians and a general cross section of its citizens. For example, American reversals will frequently use the words *Whirl* and *Wind* separately, whereas in Australia *Whirlwind* is generally used in its full version. It is proposed that this is due to the separation of church and state that America abides by.

## **THE ORAL TRADITION THEORY OF REVERSE SPEECH**

In Carl Jung's theory of the *Collective Unconscious*<sup>8</sup> he proposes that people have within them a storehouse of knowledge that contains the entire heritage of humankind. As was seen in Chapter Two, Reverse Speech seems at times to tap into this storehouse of knowledge. It also uses many words and images that cannot be explained by the person's sociological environment but rather seem to stem from humanity's deep and distant past. In order to explain this, 'The Oral Tradition Theory of Reverse Speech' has been devised<sup>9</sup>.

The theory states that the language of Reverse Speech is complex and unique. It uses images and metaphor that have been handed down from generation to generation. While people are constantly interacting with each other on an unconscious level they are transmitting and receiving information with those around them. This information is unconsciously stored and added to a person's overall collective unconscious knowledge and then handed on from family to family, peer group to peer group and generation to generation. Legends that were once stories told around campfires at night become a permanent part of the deep psyche as this handing down process, or Oral Tradition, continues.

Human behaviour and personality eventually evolves into a combination of all these metaphoric images that are constantly being added to the deep psyche. Thus the empire of Rome still lives within and effects our behaviour, as does the legend of Camelot and Eden. The images combine over time to create who we are today as the process of Oral Tradition continues.

## THE TRANSFER OF UNCONSCIOUS KNOWLEDGE

Information is often passed on in reverse. In one instance I was challenged during a television interview to prove Reverse Speech. The reporter then conducted a test where he lied about his age. Before he did this a Lead Reversal occurred that said, **37, it came up**. A reversal subsequently occurred on me, after he had done his test, which said **Now, you're 37**. The reporter later told me he had only recently celebrated his 37th birthday, yet I did not know this information. How then did it appear in my reversals? I had received it unconsciously from the reporter's previous reversal.

Note the process. The reporter delivers a reversal indicating he is thinking about his birthday. He then lies about his true age. I continue talking and, having already received this information in reverse, I deliver a speech reversal that confirms his real age.

This is the process of Oral Tradition in action!

On another occasion I had a woman come in for session work. As I analysed her recording I found numerous references to an affair that her husband was having. When I relayed the reversals to her she strongly denied that her husband was having an affair. However, she went home that night and confronted him on it. He broke down and confessed. So, how did this information appear in her reversals, even though she had no conscious knowledge of it? Simply because he had told her – in reverse. She had received this information through his reversals and it had become part of her overall collective unconscious knowledge, to be subsequently revealed by her reversals.

I use this fact in my practice very effectively. For example, let's suppose a businessman wants to hire a new employee. He has already interviewed all the applicants and now needs to choose which one is best for his firm. Because all the applicants have already told him all he needs to know through their own reversals, all this man needs to do is access his collective unconscious knowledge about the applicants through his Reverse Speech. A recording of him talking about the prospective employees will reveal reversals that tell him who is the right person for the job. He already knows, because they have told him in reverse.

## THE THREE LEVELS OF REVERSE SPEECH

In order to understand the different parts of the mind that reversals come from, the various Reverse Speech metaphors and the meanings of archetypal language, a model has been devised that categorises the different language patterns heard in reverse. It is called ‘The Three Levels of Reverse Speech.’

**1. FIRST LEVEL SPEECH REVERSALS:** These are reversals from the conscious area of the mind. They generally speak in everyday language and they can also use common colloquialisms. They can reveal thoughts and emotions in consciousness at the time of speaking. A summary of what can be heard in First Level speech reversals:

- a. Conscious thought and emotion.
- b. Truth and error.
- c. Hidden agenda.
- d. The outcomes of behaviour in the physical world.

**2. SECOND LEVEL SPEECH REVERSALS:** These are reversals from the Subconscious mind and also the Deep Unconscious mind. Reversals can speak in everyday language as well as use Operational Metaphors to describe the operations of behaviour. In summary:

- a. Hidden and repressed memories.
- b. Warnings of physical disease.
- c. Operational Metaphors that describe the workings of behaviour or how we act.

**3. THIRD LEVEL SPEECH REVERSALS:** These reversals come from the deepest areas of the mind, the Deep Unconscious, the Collective Unconscious and the Spirit. Reversals contain Structural Metaphors (nouns) that are the causes of behaviour. Reversals can contain spiritual references and use archaic language. They can also reveal information and knowledge not known to the conscious mind, as they tap into the Collective Unconscious. In summary:

- a. Structural Metaphors that describe the causes of behaviour.
- b. Reversals that use spiritual references.
- c. Knowledge and information that is outside conscious experience.

## METAPHORS AND HUMAN BEHAVIOUR

Structural Metaphors are the prime source and cause of human behaviour. They more than merely describe behaviour but they represent the active living forces that actually create it. Personality and behaviour is formed by the unique way different metaphors work together within each individual. How they work together depends on many varying factors such as upbringing, life experiences etc. In order to understand human behaviour, the Reverse Speech Analyst must understand how the metaphors work in unison with each person.

For example, someone with a healthy *Wolf* metaphor will be strong and motivated. If this *Wolf* is working together with the metaphor of *Goddess*, which means hope for the future, then one can expect a behavioural pattern of a person who is uplifted and motivated by hope. They would be a strong positive person who was supportive of others. Such a person might run an Operational Metaphor of possibly Love.

Now let us take a different scenario still using the *Wolf* metaphor but this time working in unison with the metaphor *Satan*, which is anger and aggression. This person would operate with a negative energy. They would be forceful and obtrusive, and may use the Operational Metaphor of *Rape*. Their interactions with others, therefore, would be aggressive and possibly damaging.

A person who is running a healthy *Eagle* metaphor is someone with vision and insight. Combine the *Eagle* metaphor with *Eve*, which is nurturing and encouraging, and you have a person who seeks and creates positive, nurturing situations with others. They may use an Operational metaphor of *Nurse*.

Take this same person and replace *Eve* with *Rocelin*, which is a destructive metaphor that drains others of energy, and you have an arrogant, selfish person who actively seeks situations in life that

will destroy and drain others of energy. Such a person may use the Operational metaphor of *Kill*.

It all depends how the metaphors interact with each other on the unconscious level that create the personality and behaviour of the person. In practice most people will have upwards of a dozen prime metaphors working together in various ways and upwards of several dozen minor metaphors that also affect their behaviour. Changing this behaviour requires working with and changing the unconscious metaphors. (*See Chapter 11 Metaphor Restructuring.*)

## DOCUMENTING METAPHORS IN TRANSCRIPT FORM

Following is a transcript with a woman who was suffering from constant severe migraines. She was also seeking to improve her career and relationship life.

- ◆ 'I want to find out more about these daily [headaches that I] have.' **I had it scared.** VF4, First Level, Expansive. She is afraid of these headaches.
- ◆ 'I want to be able to somehow [live my life the way I want to in] terms of my career.' **Don't want an Earl with foul anvil.** VF4, Third Level, Internal – *Earl*, 'The part that is successful, *Anvil*, to build – 'I don't want to build my success with dysfunctional methods'.
- ◆ 'My father wanted me to [become a programmer], he was into computers.' **My wolf might muck it within.** VF3, Third Level, Internal – *Wolf*, motivator – 'Internal motivation may be dysfunctional and cause internal damage'.
- ◆ '[A lot of times it's not challenging at all], a few times it is.' **Love's slayed. There mass grief with that.** VF4, Second Level, Congruent, Expansive – 'There's no challenge or enjoyment'.

- ◆ ‘IT people talk with business people and [that’s exciting].’ **Get seven.** VF5, Third Level, Internal, Congruent – *Seven*, Divine approval – ‘Seek spiritual fulfilment’.
- ◆ ‘I can tell that [I have a natural knack] for drawing people out and moving people.’ **Her flame will shine.** VF5, Third Level, Congruent, Expansive, Future tense – *Flame*, passion – ‘She will be passionate’.
- ◆ ‘I’d like clarity that maybe everything is OK the way it is and you don’t have [to push so hard].’ **The draw horse shoot.** VF4, Third Level, Personal Metaphor, Expansive – *Draw Horse*, to slowly move forward pulling a load – *Shoot*, intense emotions – ‘This load that I am moving forward with is causing intense emotions’.
- ◆ ‘Or removal of [some kind of block] that could be stopping me from making some kind of step.’ **Look, that’s cold.** VF4, Second Level, Congruent, Expansive – *Cold*, emotional shutdown – ‘the block shuts me down’.
- ◆ ‘My father had daily headaches [and my other] brothers had headaches.’ **They all feel this net.** VF4, Second Level, Expansive – *Net*, emotional trap – ‘They are all caught in this emotional trap’.
- ◆ ‘I’ve had lots of tough times, many tough times [in many ways] and I’ve done it all with a headache.’ **The soul warning.** VF5, Third Level, Expansive – ‘These headaches are some form of spiritual warning’.
- ◆ ‘I’m working [on it in several ways], I’ll have five days with no headache.’ **That Earl was rotten.** VF3, Third Level, Expansive – *Earl*, success – ‘My success was severely hindered’.
- ◆ ‘I’m having prolo therapy. It’s where [they inject glucose] in ten different spots.’ **There is the washing.** VF4, Second

Level, Expansive – *Wash*, to clean, alter – ‘This therapy is helpful in cleaning and altering’.

- ◆ ‘It causes bruising and injury and [pulls in the elements the body needs to rebuild tendons] and ligaments.’ **My Lord, you will see the love with it. Stimulate her.** VF3, Second Level, Expansive, Future Tense – ‘This therapy will be successful’.
- ◆ ‘I know in retrospect that this guy is going to mess with my head, and I go with it [anyway with the belief that you have to stick with it].’ **It’s ugly, I’ll feel with the whirlwind.** VF3, Third Level, Expansive – *Whirlwind*, personal energy force – ‘I’ll feel this ugly energy’.
- ◆ ‘And then about three months trying to get out of it, [untangle myself].’ **Aching in the force.** VF4, Second Level, Expansive – ‘Hurting inside’.
- ◆ ‘This guy [I knew from Italy], and when he came to live with me after bringing him back into the country.’ **You’re wanting respect.** VF5, First Level, Internal Dialogue. She wants respect from the man.
- ◆ ‘[He could be pretty cruel] and I know walking home from work crying so hard.’ **Earth feel the draw horse.** VF4, Third Level, Personal Metaphor, Expansive – ‘She is pulling a heavy load with her’.
- ◆ ‘I want to [become a better person at prayer], and hope that divine intelligence comes through in the beginning.’ **Wanting love with that fawn.** VF5, Third Level, Congruent – *Fawn*, gentle spirit – ‘I want love with my spirit’.
- ◆ ‘And we’re at the end here of the really tough times [and better things] are coming.’ **Sniff Aladdin.** VF4, Third Level, Expansive, Congruent – *Aladdin*, magical change – ‘I can sense wonderful changes coming’.



## Main Metaphors Running

Earl with foul anvil  
 Rotten Earl  
 Wolf  
 Mass grief  
 Flame will shine  
 Seven  
 Draw horse  
 Net  
 Cold  
 Washing  
 Whirlwind  
 Love  
 Fawn  
 Aladdin

## Conclusion

This is a woman with conflicting metaphors. On one hand she has very supportive metaphors, which show her natural spiritual nature and her desire to improve and better herself: **Flame will shine, Aladdin, Seven, Love, Fawn**. But on the other hand she has cumbersome metaphors that are keeping her trapped where she is: **Rotten Earl, Foul anvil, Mass grief, Net, Cold**. Her desire to free herself from these metaphors though are genuine: **Don't want an Earl with foul anvil, Wanting love with that fawn**, and session work with her is likely to be successful due to the very last reversal: **Sniff Aladdin**.

## METAPHOR GROUPS

Metaphors appear in common groupings or groups. Listed are some of the more common ones:

**Whirlwind, Wind, Whirl, Soul Wind**. Commons words of personal energy that describe the way we interact with the world and access our own energy systems.

**Wolf, Eagle, Lion, Hawk, Cat** etc. Part of a series of reversals that ascribe aspects of the psyche to the animal kingdom. Wolf is the hunter/protector, Eagle is the scout/vision/insight, Lion is the lone ruler of the clan etc.

**Ocean, Surf, Reef, Ship, Helm, Wharf.** Words that compare life's voyage as a journey on the ocean with the ocean being life and we are the ship. This group also describes the action of the collective unconscious and our impact on it with the ocean sometimes referring to the collective and ship referring to our unconscious messages.

**Eden, Garden, Adam, Eve, Snake, Leaf, River, Heart.** A common theme – the never-ending myth of Eden that still lives within.

**Camelot, Arthur, Lancelot, Merlin, Rocelin.** The legend of Camelot is still alive inside of us. The Camelot characters describe aspects of our personality that reflect the legend.

**Rome, Temple, Soldier, Caesar.** The Kingdom of Rome is also a common group in Reverse Speech, with Rome representing our personal kingdom.

**Zeus, Goddess, Shiva, Allah, God, Isis, Jesus** etc. Part of an extensive category that refer to Deities

**Sword, Spear, Shield, Helmet, Bayonet, Gun, Firearm.** Instruments of war that usually describe emotional functions and states.

**Beach, Dunes, Desert, Hill, Mountain.** The landscape of the unconscious, with each area representing a different aspect of consciousness.

**Heaven, Mist, Soul, Sun, Light.** The deepest area of the mind that powers all others.

**Odour, Sniff, Perfume, Smell, Fart, Rose** etc. Part of an extensive metaphor group that describe the sense of smell as a major sense of the psyche. Reverse Speech says that we are all transmitting and receiving odours constantly on an unconscious level, with each odour representing different communicative signals. In fact, in private session work, these metaphors can sometimes manifest as actual odours that can be smelt by others.

**Money, Cash, Buy, Sell, Refund.** This metaphor group describes our emotional interaction with others as the exchange of money.

## **SUMMARY**

The metaphors of Reverse Speech are wide and varied. They are handed down from generation to generation through the process of Oral Tradition. They have been adopted by the unconscious mind to represent our behavioural patterns and personality structure. With a detailed understanding of these metaphors, the Reverse Speech Analyst can draw extremely accurate conclusions concerning the personality makeup of the individual.

## **SPECIFIC AREAS OF RESEARCH** 5

**AS** THIS BOOK HAS SHOWN SO FAR, the study of Reverse Speech has yielded many amazing discoveries about the nature of the unconscious mind and who we are as people. I'll be detailing more of these discoveries as this book continues but in this section I want to look at the Reverse Speech of Children, Music, and some research I have done on Space and UFOs.

### **REVERSE SPEECH IN CHILDREN**

I first wrote my Theory of Reverse Speech in April 1987, in conjunction with Greg Albrecht. At that time I wondered when does Reverse Speech begin? Are we born with it or is it a learned function like forward speech? Then, as fate would have it, I became the proud father of twin girls in July 1987, and I had a brand new research project on my hands. From the moment the twins came home from hospital I began to record them for several hours a week. I analysed the recordings forwards and backwards, looking for discernible words. I found nothing at first, despite many hours

of tireless work. Then, when they were four months old, I found my very first speech reversal.

We were playing a game of Trivial Pursuit and the twins were crying in their bassinets. We ignored their cries for a few minutes but one cry in particular got our attention and their mother went to check on them. When I later analysed the recording a clear reversal was heard in that precise baby cry. It said, in reverse, **Mummy, mummy**. I found it ironic that it was that particular cry that prompted their mother to attend to them. Had she heard the reversal on an unconscious level?

A week or so later I heard another clear word backwards that said **Hello**. As the twins grew older backward words were heard more frequently. Words like **hungry, nappy** and **help**. Help was a very common word, found on numerous occasions not just on my children but on other children I have analysed as well.

At seven months of age I heard the first two-word sentence backwards on one of my twins. I was chasing her around the room with the recorder when she stopped and reached out for it. Forwards, she made sounds that sounded like 'Eee ar gaga'. When I later analysed this in reverse it said **What's that?** By the time they were one year of age they were saying three- and four-word sentences in reverse; all this before they could talk. On one occasion, at thirteen months of age, my daughter was trying to pick up a cup in the bathtub. She couldn't pick it up so she reached out to me for help, muttering baby sounds. When those precise sounds were played backwards they said **David, help me**. Thus, as she reached for me, her Reverse Speech reflected that action.

A month later, at fourteen months of age, we had just moved the twins from one room to another and a reversal was heard on one of my daughters that said **I now come here**.

By the time my daughters started talking forwards they were already saying complex sentences in reverse. One time my daughter said forwards 'David'. This reversed to say **Is my dad**, which is a simple Sentence Building reversal. An amusing example sent to me by a reverse speech student has his son saying 'Dirty diaper'. Backwards, he says **Help me out**. Another example sent to me has a three-year-old girl playing with ducks. Backwards she says, **Just love to be a friend**.

Here is a reversal on a young girl as she is talking about her schoolwork. As she is speaking she tells us the subjects she is good at. She is about to tell us the subjects she is not good at when she changes her mind, has a slip of the tongue, and continues talking: 'And I'm quite a good girl. And I'm quite good at maths and [English, but I'm not], and science. But I don't think, I don't know anything else.' **I'm not telling.** The reversal shows her true thoughts as she makes the decision to not tell us about the subjects she is not good at.

Reversals will often occur on slips of the tongue as we decide not to say something, or change our conversation in mid-sentence. Sometimes the reversals will reveal what we are going to say but decided not to.

Not all children's reversals are innocent in nature. In fact, some rather disturbing reversals show children speaking abusively. For example, a child playing rather aggressively, says in reverse **Hey fucking hell.** Another example where a child is refusing to share his toys with his sister has a reversal that says **Holy shit.** It is assumed they have learnt this language from their parents. Although not allowed to speak in such a fashion in forward speech, they communicate it in reverse.

The applications of these findings are exciting. It essentially means that we can get in contact with the young child's mind a lot earlier than previously thought. This has widespread applications in working with children of many ages.

I was introduced to another exciting application a few years ago when I was approached by the mother of a thirteen-year-old girl who was retarded and had been nonverbal since birth. She used to make sounds that were only groans and grunts. The mother sent me a 30-minute recording of her child's seemingly meaningless sounds to analyse. Amazingly, I found several clear reversed statements on that recording, including one that said **Mummy, love you.** The mother was moved to tears by this reversal. This was the first time she had heard her child communicate and the message was heart-moving.

As a result of these very significant findings I have added a new point to the Theory of Reverse Speech and Speech Complementarity. This new point essentially states that the process of spoken communication in children begins backwards before it

does forwards. From as early as four months of age children are pronouncing simple words backwards. Then, as they begin to learn forward speech, these two modes of speech, forwards and backwards, combine to form into one overall dual communication process<sup>10</sup>.

In addition to what I have already detailed in this section, I

### **The Theory of Reverse Speech and Speech Complementarity**

3. Covert speech develops before overt speech and children speak backwards before they do forwards. Then, as forward speech begins, the two modes of speech gradually combine into one forming an overall bi-level communication process.

have also discovered that many of our children's learned behaviours are coming directly from their parents' speech reversals. With the process of Oral Tradition, children are constantly hearing the speech reversals of their parents and taking on those characteristics. As the children hear the reversed metaphors of their parents the behaviour that metaphor represents also becomes a part of them. Thus children will appear to repeat parental patterns unless change is created in either the parents, and/or the children, at the unconscious level.

It is interesting to note that over the years I have been approached by many parents who are concerned about their children's behaviour. They want to see if there is anything I can do to change their child's behaviour. Invariably I have discovered that the child's behaviour has been adopted by the attitude and behaviour of the parents, either through example or Reverse Speech metaphors handed down through the process of Oral Tradition. In order to change the child, we have to change the parents. Session work usually then revolves around the parents and not necessarily the child itself. I have seen many children change dysfunctional behaviour over the years as their parents decide to work on themselves.

## REVERSE SPEECH IN MUSIC

Backward messages in music have been a controversy ever since the late 1960s, when hidden messages were first found backwards in some Beatles' records that hinted Paul McCartney had died. It has often been wondered if the entire affair was an orchestrated publicity gimmick on behalf of the Beatles. They deny it, but, no matter what the truth, it started a new trend – that of listening to records backwards to find hidden messages. Teenagers around the world began to find other messages in music and some of them were not so innocent, referencing sex, drugs and the devil.

Before too long fundamentalist Christians got on the band wagon, and in the 1970s and 80s they were preaching from the pulpits claiming that rock and roll was the devil's work. They claimed that Satan possessed the minds of singers, causing them to place hidden subliminal messages backwards in their songs. The purpose, they claimed, was to brainwash the youth of society and cause them to experiment with sex, drugs and the occult.

Some groups found all of this quite amusing and began to deliberately place backward messages on their soundtracks using a technique known as backward masking. This is where a soundtrack is intentionally placed backwards onto the record in a recording studio.

There are, therefore, two main types of backward messages in music. Those that have been deliberately placed there with the techniques of backward masking, and those that have not been placed deliberately but rather occur naturally, created by the unique way the song is sung at the time. These naturally occurring backward messages in music are actually examples of Reverse Speech.

The messages they communicate are varied, depending on the message of song, the lifestyle of the artist and the society for which they were written. Occult type messages are in the minority and are usually only found on songs by groups who profess some occult involvement. This is unsurprising given the Theory of Reverse Speech and Speech Complementarity. Naturally, their speech reversals would reflect that belief. The appearance of sex and drugs in songs from the 1970s and 80s is also not surprising



given the experimentation that took place back in that era.

As will be seen below, most backward messages in music are not about Satan, sex or drugs, but are rather about other matters. Sometimes they will be related to the song, other times they will discuss the artist, their lifestyle and beliefs.

Take for example the song, 'I'm Gonna File My Claim,' by Marilyn Monroe, released in the late 1950s. The song is about her search for the perfect man. Backwards, it says **He'll come out full of magic**. This is related to the message of the song. Her perfect man will come out full of magic. On another song by Marilyn Monroe, 'Bye Bye Baby,' we hear the backward message, **Ooo, all around me there**.

Another backward message from this era can be found in Roy Orbison's song 'Crying'. Backwards it says **Get out, get out, get out people**, which is a rather poignant backward message showing some people's reaction to grief – Get out!

There are some interesting backward messages to be found in Elvis Presley songs. In his song 'Silent Night,' which is a gospel song, we hear the phrase, **Hallelujah**. In 'It's Now or Never' we hear the phrase **They know I'm sick**. He was indeed sick as his early death showed. The song 'Unchained Melody' contains the backward message **I love you mother**. It is well documented how close Elvis Presley was to his mother.

The Beatle's song 'Help' contains a backward message that reflects their lifestyle. This song was recorded at around the same time the Beatles began to experiment with drugs. In fact it has been reported that they actually left the recording studio and smoked a joint before they recorded this song. The backward message says **Now he uses marijuana**.

John Lennon has a message in his song 'How do you Sleep?', which is a hate letter to Paul McCartney. The backward message says **Hey, poor Lindy. So mean, gets him nowhere**. The reversal is presumably a reference to Paul's wife, Linda McCartney, and it reflects the message of the song.

Paul McCartney has a message in his song 'Band on the Run' that is extremely ironic. Backwards it says **Marijuana, marijuana. The law, law will banish us**. Several years after this song was recorded Paul McCartney was banned from entering Japan after an

ounce of marijuana was found in his luggage. He was subsequently banished. Was this reversal a warning from his Collective Unconscious of future events?

Other songs by former Beatles also contain backward messages. Ringo Starr, in his song 'Honey Don't' has a message that says **My God is so stubborn**. George Harrison, in 'While my Guitar Gently Weeps', sings backwards **Pass the gun now. It kills the love, the love is cold**. Also, George Harrison in his song 'Here Comes the Sun', sings backwards **He needs this mystery gal**.

Here is a backward message on Creedence Clearwater Revival, in their song 'Cotton Fields'. It says **I believe in my cool woman**. Another song by Creedence Clearwater Revival, 'Up around the Bend', also talks about a woman. It says **Hear woman, hear woman, I will keep on the path**. Could the reversals be referencing a woman in the singer's life that he has sworn to be loyal to?

Eric Clapton, in his song 'Cocaine', sings in reverse **I'm so wicked**.

Santana, in the song 'Evil Ways', sing backwards, **And I'll remind you to say yes**. We hear a satanic message in his song, 'Lightning in the Sky'. It says, **I love Satan within**.

On the topic of satanic messages, Deep Purple in their song, 'Black Knight', sing backwards **Oh demon that's leading from hell, we believe**. Cheap Trick, in the song 'Gonna Raise Hell', sing in reverse **Satan holds the keys to the lock**. This piece was used extensively by the fundamentalist Christians in their argument that backward masking was the work of the devil. Also, a dubious message can be found in Iron Maiden's song 'Still life'. It says, **The man of evil is there**.

In the rock opera, *Jesus Christ Superstar*, we hear a different kind of backward message. In the song 'I Don't Know How to Love Him' the reversal says **He's the saviour, loves me, he's the one**.

Some years ago, in 1990, the rock group, Judas Priest, was sued because their album 'Stained Class' allegedly contained backward messages that promoted suicide. One of those reversals, from the song 'Beyond the Realms of Death' says **I took my life**.

Judas Priest prevailed in the case with judge ruling that even though the backward messages did exist, no evidence was put forward to show that they were subliminally suggestive.

There is a reversal on Britney Spears that has been played on several radio stations over the last few years and this is from one of her first songs, 'One more time'. It allegedly says backwards **Ah, sleep with me. I'm not too young**. However, a recent analysis of this song by the 2004 Adelaide Reverse Speech training class concluded that the phrase actually says **Slee me** with no 'p' and as such should not be documented. Only **I'm not too young**.

Frank Zappa, known for his rather cryptic and sometimes bizarre songs, has an equally bizarre reversal in his song 'Nanook Rubs It'. The reversal says **There's no one except the sheik that remembered we had the mumps**. This seemingly meaningless phrase, however, is congruent with the meaningless nature of some of Zappa's songs forwards.

Other assorted backward messages can be found in many songs, such as Shades of Chaos in their song 'Warthorn'. The backward message says, **And I give my soul for you and this is our result**. Sting, in his song 'We'll be Together', has a backward message that says, **He scared me hidden. Hear me please**. And Jeff Buckley in 'Witches Rave' sings backwards **Oh hear me well, this I fear**.

A rather disturbing reversal can be found in the cartoon Popeye. The theme song, 'I'm Popeye the Sailor Man', has a backward message that says **Give me a fuck. Give me a fuck now**.

The word fuck can also be heard in other songs, such as Captain & Tennille in their song, 'You Never Done it Like That'. The reversal says **Oh, I need some man to fuck back**. Maybe the Captain wasn't good enough for Tennille!

Toni Braxton in the song 'Man Enough' sings in reverse **Your man's a genius**, and Sammy Johns in his song 'Chevy Van' sings backwards, **High school was more than I really needed**. I'm sure some people can relate to that sentiment.

The above are just a small selection of songs that contain backward messages. There are thousands, if not a million more, to find for the budding Reverse Speech researcher.

## SPACE AND UFOs

During the late 1990s I was a popular guest on the American national syndicated talk show, Coast to Coast AM. The show dealt with esoteric topics and the field of ufology. During this time I was asked to analyse a variety of recordings that related to UFOs. Whilst I found some of the Coast to Coast guests to be lying I also found a few that were telling a true story. Some of these are detailed below.

### 1. Colonel Phillip Corso

The following analysis is of Colonel Phillip Corso, author of the book, *The Day After Roswell*. Corso appeared on Coast to Coast AM on 6 July 1997. Corso claims to have witnessed alien bodies from the Roswell crash incident in 1947 as well as to have worked extensively on alien technologies. He further claims that many of our modern technological advances came from these captured technologies, including fibre optics, integrated circuits, night vision, and energy weapons, to name a few. The reversal analysis confirms his story as well as giving additional information:

On talking about seeing the body of an alien: ‘[It wasn’t even] five feet tall, in fact I thought it was small child when I first saw it.’ **It was so real.** Confirms the forwards.

On talking about back engineering alien technologies: ‘At certain stages we did, but it had to progress. For exam[ple the General] told me one day, getting back to the integrated circuit.’ **Produced illegal patents.** This supports his claim that the US patented back engineered technologies.

On talking about a light cutting torch in the Roswell file: ‘My first handling was, I had another device that [was similar to this] one and of course like a human doesn’t know any better, I thought the batteries were dead.’ **It severs your muscles.** Giving us further information about this cutting torch.

### 2. The Man Known Only As Victor

The following transcript is taken from an interview on Coast to

Coast on 23 May 1997 with a man who claimed to have been an employee of Area 51, America's top secret military base. This base is rumoured to contain alien spacecraft. The man, who was known only as 'Victor' used a voice changer during this interview. Ironically the voice changer did not affect the reversals and many were found. Victor claimed to have smuggled a video out of this base that showed an alien being interrogated. The speech reversals confirm his tale and give extra information about the aliens as well as their effect on Victor.

***Q: Were aliens on the base before they filmed that segment?***

- ◆ 'Approximately [ten, no I'm sorry, twenty months], it (the alien) was brought in, in late 1989.' **Some we lost. There's no one left.** Confirms his later claims that the aliens have all died.
- ◆ 'That was not the intention, the maltreatment of the aliens [stems from our] essential helplessness.' **They laid with abuse.** Confirms the forward. The aliens were abused.
- ◆ 'The dog and pony show of a medical team handling the physical debilities of these beings] was one of the constant sources of paranoia and chaos within the administration.' **ET was here to live and walk.**
- ◆ '[The issue here is that] no one who has ever been in the presence of these beings has not felt that thoughts not his own has been entering his brain.' **That's a great machine.** Meaning unknown.

***Q: We have not effectively communicated with them?***

- ◆ '[The aliens do not speak.]' **It's from the Pleiades.** The Pleiades is a star system located 440 light years from Earth<sup>11</sup>.
- ◆ 'They have appeared in incomprehensible panoply of circumstances in front of private individuals who have been left

[metaphorically speaking wandering in the wilderness].’ **Send a whirlwind. You know ET’s your friend.** Still congruent with his tale.

- ◆ ‘What I mean by that is they, when they’re autopsied they have the organs of a biological entity, but there is a lack of the [chemical and physical] functions one would expect in a biological entity.’ **Listen. They walk erect.**
- ◆ On talking about the alien’s fingers: ‘One of which resembles a thumb but has a pivot point [that the human] thumb doesn’t have.’ **And we hurt them.**

### 3. UFOs over Phoenix

The following transcript was taken from a radio broadcast in Phoenix discussing the stunning UFO sighting that was witnessed by thousands of people on 13 March 1997.

- ◆ *Eyewitness:* ‘On March 13th at about [8:20 at night] my friend Willy and I were standing outside of my apartment and saw this strange formation of lights.’ **Beyond it. Lights surround.** Her reversal is Expansive, adding extra information.
- ◆ *Radio Announcer:* ‘No nonsense people reporting very accurately and that adds in my book a dimension of credibility [to the whole thing].’ **UFO hovered.**

### 4. Roswell Press Conference

The following are two reversals found on a press conference given by the United States Air Force on 24 June 1997. The conference was called to release a report that would explain the controversial ‘Roswell’ incident that occurred in 1947, where it was claimed that an alien spacecraft crashed and alien bodies were found. The reversals show faked information and secrets passed on to NASA.

- ◆ ‘Let me read my prepared statement and then we will roll a short video [that Captain] McAndrew will talk about.’ **We faked it.** An expansive reversal telling us that the video was faked.
- ◆ ‘All I know is what the Air Force did, and if you overlay much of their claims and you look at the Air Force [scientific research], you can see that it’s obvious that what we’re talking about at Roswell ...’ **Share a secret with NASA.** It’s interesting to see this reversal occur on the exact forward dialogue, ‘scientific research.’ What are the secrets the Air Force shared with NASA?

## SUMMARY

This chapter has explored the use of Reverse Speech in other fields. In the next few chapters we will look at some of the overall applications of Reverse Speech.

## FORENSIC APPLICATIONS 6

**THE** APPLICATIONS THAT REVERSE SPEECH has in the field of law enforcement and investigative work are quite profound. It will reveal the truth if a lie is told, and also reveal hidden facts about the crime such as motive and location of evidence. This gives more information than the polygraph, which can only give an indication of truth and error. Even then that is in dispute.

The accuracy of the polygraph has been contested almost since the introduction of the device. In 2003 the National Academy of Sciences (NAS) issued a report entitled *The Polygraph and Lie Detection*. The NAS found that the majority of polygraph research was ‘unreliable, unscientific and biased’, concluding that 57 of the approximately 80 research studies that the American Polygraph Association relies on to come to their conclusions were significantly flawed.

### **DNA TESTING**

Reverse Speech, on the other hand, is highly accurate. In the 32



years that I have been researching it, I have never yet found it to communicate a falsehood. In fact its results have been supported by DNA testing in one case. Reverse Speech Practitioner, Jack Johnston, who has been doing work with an attorney in the state of Oregon in criminal cases, reports the following<sup>12</sup>:

‘In a case of alleged rape, the plaintiff had told detectives that she had not been sexually active, even with her boyfriend, for at least 72 hours prior to the alleged rape. The Reverse Speech Analysis revealed, in her own voice, a person’s name and a statement of sexual activity embedded in her statement describing events on the night of the alleged incident.

‘The name that appeared in the covert speech channel did not match that of her boyfriend nor of any of the four defendants, suggesting that she had been active with someone other than her boyfriend and other than the defendants within 24 hours of the alleged incident. This finding, among a variety of other profile data provided by the analysis, contradicted her forward statements to the detectives. Three weeks subsequent to the Reverse Speech Analysis finding, DNA analysis results from the state police lab corroborated the Reverse Speech Analysis finding.’

The defendants were subsequently acquitted of the rape at their trial. The attorney for the defendants in the case reports the following:

‘To whom it may concern:

‘I recently had the pleasure of working with Jack Johnston when he was retained to analyse certain tape-recorded statements involving a multiple-defendant rape case I was working on. Mr Johnston employed his Reverse Speech Analysis on numerous tapes, and as a result, he was able to give me several insights into the hidden meanings behind some of the statements. I ended up using several of Mr Johnston’s suggestions in my summation at trial, which ended successfully.

‘One particular area of Mr Johnston’s analysis turned out to be remarkable. In his analysis of the alleged victim’s statement, Mr Johnston told me that the alleged victim had been having sexual relations with someone besides her boyfriend or the alleged rapists. Later, during the course of discovery, the State Police Lab deter-

mined that her clothing contained DNA evidence from two unidentified males, and the alleged rapists were excluded as donors. That DNA finding confirmed Mr Johnston's earlier conclusion.

'I would definitely recommend Mr Johnston's services to anyone who is looking for insight into a recorded statement.

'Douglas E. ... Esq., Attorney at Law.'

## DAVID KORESH

When I lived in Dallas Texas, I also did some consulting with the Dallas Police. In one case I was able to get several confessions in reverse and even found the exact location where the murder took place. Also in Dallas I consulted for the FBI in the David Koresh Waco siege. Reversals revealed that Koresh would have come out of the compound if his mother or grandmother was allowed to go and talk to him or if the authorities backed down. Of course, neither event happened, and the subsequent results were tragic, as the compound burned to the ground, killing all inside.

## OJ SIMPSON

The case of OJ Simpson was another famous case that I did Reversal Analysis on. His reversals were very graphic and revealing, with phrases such as **I killed them high, Slaughtered them, and I killed the wife**. In one reversal, taken from an interview he held with BET television a week after he was found not guilty in the criminal case, he almost seems to gloat as he says in reverse **I skinned them all**. Skinned in this case is assumed to be slang, meaning 'I conned or fooled them'. OJ Simpson was subsequently found liable for his wife's death in a civil suit.

## SCOTT PETERSON

In a recent case in California, a man by the name of Scott Peterson was suspected of murdering his eight-month pregnant wife, who had gone missing, so he could pursue a romantic relationship with a woman named Amber Frey. Reverse Speech analysis from

TV interviews he conducted before the trial gave confessions to the crime. Here are some of those reversals:

### Dianne Sawyer Interview

- ◆ *Reporter*: ‘Did you murder your wife?’
- ◆ *Scott*: ‘[No, no. I did not] and I had absolutely nothing to do with her disappearance.’ **Neck, I hit hard.** As he denies the crime forward, his unconscious appears to correct his forward statement and gives details in reverse about how the crime was carried out. Ironically, his wife’s decapitated body was later found washed up on the beach and an exact cause of death could not be established.
- ◆ *Reporter* (referring to his girlfriend, Amber Frey): ‘Were you in love with her?’
- ◆ *Scott*: ‘No. I’d have to say that I respect her as I imagine everyone does after seeing her [come out and do the press] conference.’ **I sucked in Amber** (speaks for itself).
- ◆ *Reporter*: ‘There’s no one else who can come forward?’
- ◆ *Scott*: ‘No, our romantic relationship, and that is, [it’s inappropriate], it was inappropriate and I owe a tremendous apology to everyone, obviously including Amber.’ **New boyfriend did it.** (He was at the time Amber’s new boyfriend. This appears to be another confession.)
- ◆ *Scott*: ‘You don’t know. No one knows our [relationship but us].’ **Silent. Fishing shield it.** (An interesting reversal. This interview was recorded before Laci’s body was found. After its discovery, the police claimed that Scott had taken a fishing trip as a cover to throw Laci’s body into the ocean. Does he think he has successfully covered his tracks?)

## NBC Interview

- ◆ *Scott*: ‘My silence previously was intended to keep the media [involved in this case].’ **The sex involvement.** (Police claim that his sexual relationship with Amber was a possible motive for the crime.)
- ◆ *Scott*: ‘I know that we’re doing what we can to bring her home and [please to everyone out there it’s more] important ...’ **Closed it. Her final red seal.** (This aggressive, rather cryptic, reversal seems to talk about sealing Laci’s fate. The meaning of red seal is unknown. Blood maybe?)
- ◆ *Scott*: ‘The newspaper article that was in the paper the next day had a photo of me in it with my niece [looking at the candles].’ **Saw neck, then he killed her.** (Is he flashing back to the crime scene in his mind? It is common in reverse to reference oneself in the third person. ‘He’ referring to the ‘part’ of him that committed the crime? Note the reference to neck in this reversal and a previous reversal that says **Neck, I hit hard.**)
- ◆ *Scott*: ‘I know what you’re referring to. I saw an interview this morning or last night with Lori in it, a friend of ours, and I saw Lori’s comments that she [didn’t know] that I told Laci, [and didn’t understand that], then she also said and I know Scott and there’s no way he had anything to do with this.’ **One midnight / My nature and I bled.** (Is he flashing back to the crime in his mind? Did it happen at midnight?)

These reversals show a guilty man. Scott was subsequently found guilty of the crime and now sits on death row in California.

## JORAN VAN DER SLOOT

Joran van der Sloot is a suspect in the disappearance of Natalie Holloway on the island of Aruba. Joran spent three months in an Aruban jail while being investigated, before being released. In early

2008 he was caught on camera in a sting operation by a news organisation in Holland, confessing to being present when Natalie died and also disposing of her body. He later claimed he was lying on that recording. The case is still open.

An analysis of Joran's speech reversals from TV interviews he has conducted show Joran to have knowledge of, and be involved in, the murder of Natalie.

### **Greta Van Susteren, Fox TV**

- ◆ 'That's the one thing that'll clear me and that's the one thing that'll clear anyone [else involved with it that doesn't] deserve to be.' **Dead near the water, slut.**
- ◆ '... Going to a blackjack table and sitting down and [I remember her and her friends] coming up to the table.' **I snuffed her, her murderer.**
- ◆ 'So I walked over to McDonalds where he [picked me up and took me home].' **We put in the blanket.**
- ◆ '[He was working at an internet café].' **Yes, I got rid of the clothes we had.**
- ◆ 'Some kids had driver's licenses [but, er not all] of them.' **What a murder.**
- ◆ 'Because we were driving towards her hotel [and it's just, er] and that was just the one place I wanted to get out.' **Had sex there.**

**Q: *What was your intention? To have sex with her?***

- ◆ '[That was my, er] that was my intention, yeah.' **I am so bad.**
- ◆ 'That's what [he told the police and I was] like, now if you look back at that, that's horrible. They got arrested and held for ten days.' **Wanna seal the body.**

- ◆ '[People don't know] what it was like in those interrogations where they interrogate you from eight in the morning till eight at night.' **Now I need lawyer.**
- ◆ '[Everyone wants] to find out what happened.' **I know that.**

These reversals paint a pretty damning picture for Joran van der Sloot. For a start they contain a confession to the crime (**I snuffed her, her murderer**), a location where she died (**Dead near the water, slut**) and getting rid of evidence (**Yes, I got rid of the clothes we had.**)

## JONBENÉT RAMSEY

Another very perplexing case I have worked on concerns the murder of the six-year-old beauty queen, JonBenét Ramsey, in Boulder Colorado. Reversals in this case are puzzling and it is difficult to draw a firm conclusion. There are no reversals of confession for the crime by the parents, who were prime suspects in the case, but there are reversals that seem to hint at their involvement.

On Patsy Ramsey, the girl's mother, we hear a reversal that says **I planned the note**, presumably referring to the ransom note found at the crime scene. On the father, John Ramsey, we find a reversal that says **Sealed the lock**, which I speculate refers to the locked room in the house basement where JonBenét's body was found. There are also reversals that hint at molestation, a charge that the Ramseys have strongly denied

Then I have a puzzling reversal on Patsy Ramsey when she is calling for information on the person who killed her child. The reversal says **I'm that person**, which seems to implicate the mother in her daughter's death. There is another reversal on the mother when she says forward, 'I don't think we know anyone who could be that vicious.' Backwards it says **I'm the only one**. However, on the father a reversal occurs that says **We didn't do it**. All this is rather frustrating and contradictory and the case still remains unsolved after twenty years.

## MICHAEL SCHAIVO

Here is a reversal analysis that, although not strictly a forensic case, shows nonetheless how Reverse Speech can reveal someone's true motives. It is an analysis of Michael Schaivo, the husband of Terri Schaivo, the brain-damaged woman from Florida who had her feeding tube removed after years of litigation. The recording is from an interview with him on the Larry King Show. There was much speculation at the time as to why Michael was pursuing this route (to have her feeding tube removed) when Terri's parents wanted to keep her alive. Reversal analysis shows a genuine man and, whether you agree with his decision or not, a man who was following his conscience in what he believed to be right.

- ◆ 'I rolled her over and she was lifeless, it was almost like she had this last breath. So [I held her in my arms] and I'm trying to shake her up and I ran over, I called 911.' **Now I am her lawyer.** (He was indeed Terry's legal guardian.)
- ◆ 'She'd go back to the primary doctor, back to the gynaecologist. [We did this for a month]. It comes to find out that nobody ever took a history of Terry.' **You met with the program.** (He followed the program of care laid out for Terri.)
- ◆ 'We can touch on the rehab [part but], her father and mother came into the room and they closed the door and he asked the big question, how much money am I going to get, and I told him he wasn't going to get any money.' **Your venom.** (This is most likely referencing his feelings towards Terry's parents who he was at odds with during the whole ordeal.)
- ◆ 'Do we force them to eat, no we don't. [That's their choice].' **Chose to accept.** (He has accepted Terry's fate.)
- ◆ 'Two years ago I offered what was left of Terry's money to charity three times [and the Shindlers refused to do that.]

**Grief with the mission.** (He is resolved in his course and has grief concerning it.)

- ◆ ‘When my mother died, that was the first time I came in contact with hospice, and I tell you what, what a wonderful organisation [those people are]. She died of cancer and she brought me to the realistic world.’ **Howl the victim.** (An expression understanding the emotions victims feel.)
- ◆ ‘(Talking about hearings in the US Senate about the case.) The House and [the Senate never looked at] any evidence. They didn’t take any time to look at any evidence in this case at all.’ **They kill with their medicine.** (An expression of disgust towards the Senate.)
- ◆ ‘(Talking about testimony of a nurse.) She also said that I shot her up with insulin. If I shot her up with insulin Terry would have been dead a long time ago.’ **Reveal their shit.** (Feelings towards this nurse.)
- ◆ ‘This is Terry’s wish. [Yes, it has been] decided for six years of litigation that this was Terry’s wish.’ **This little fate.** (Her fate.)

## **KOBE BRYANT**

In July 2003, well known sporting star, Kobe Bryant, was charged with sexual assault. In an emotionally charged press conference, with his wife by his side, he denied these charges. The following reversals on this conference are incongruent. He appears to be lying, selling his story, and thinking people are buying his story. He has a high sex drive and may, at some level, think he hurt the girl who has charged him.

- ◆ ‘[I’m disgusted with myself].’ **Morris, I’m made of sex.**
- ◆ ‘Yeah, [I love my wife].’ **Now one more lie.**



- ◆ ‘[It beats in my heart] ...’ **You’re buying it.**
- ◆ ‘... (cannot decipher, mumbles) ...’ **On with the sell job.**
- ◆ ‘... [Together my wife and I and my family].’ **You may have hurt, how to tell ’em.**

## CASEY ANTHONY

The following reversals were found by Reverse Speech Analyst, Shawn H. Smith. The reversals hint that Casey was involved in, or had knowledge of, the death of her daughter, Caylee, but was not the actual killer. This was a mysterious figure who she refers to as the ‘boy’ or ‘boys’. They warned her against going to the police and this is probably the reason she lied to them. There is also a reference to a porn dealer, which she may have held out on.

- ◆ *Casey*: ‘... Waste my [call sitting in oh, the the jail].’ **Boys did this. Warned me against the law.** This reversal shows knowledge of other people responsible for the crime who warned her against going to the police and probably explains why she lied to the police.
- ◆ *Investigator*: ‘I would have called the police immediately, and that’s the part that I just don’t understand ...’
- ◆ *Casey*: ‘I didn’t [know what to do].’ **Reason is the boy.** This reversal gives us the reason why she didn’t contact the police – the ‘boy’ – and is consistent with the first reversal (Crosstalk).
- ◆ *Investigator*: ‘...We could, we got so many resources.’
- ◆ *Casey*: ‘[Because I’m not sitting here] (expletive delete) crying every two seconds.’ **Bring in my father.** She wants her father.

- ◆ *Casey*: '[Because nobody's] (expletive delete) listening to anything I'm saying.' **He wouldn't take it.** Meaning unclear.
- ◆ *Casey*: 'Well I mean as far as I'm concerned here I don't [really know on that level].' **Hold out on that porn dealer.** This is a revealing reversal giving information that has not previously come out in this case. Who is the porn dealer that Casey held out on and what does he have to do with Caylee's murder?
- ◆ *Casey*: 'I can't think of any specifics. [I mean my days are all thrown together] at least to know what the day is today ...' **I did not foresee it happening.** She didn't know Caylee was going to be killed.
- ◆ *Casey*: '... because I got [arrested on a] ...' **In all the terror.** Speaks for itself.
- ◆ *Casey*: '(Expletive delete) ...ing [waste your time] coming up here.' **Not this guilty.** She expresses the fact that she is not guilty of the crime.
- ◆ *Casey*: 'I was with officers pretty much since 9 o'clock last night up until today. Up until this evening [when I came up here].' **They call me shadow.** Metaphor, her dark side – she is aware of what people are calling her.
- ◆ *Cindy Anthony*: '[What do you mean it's not your fault? What do you mean] it's not your fault?' **Will you open up to me?** This is straight forward.
- ◆ *Cindy Anthony*: 'I don't know what your [involvement is sweet] heart.' **You've been involved.** Meaning obvious.
- ◆ *Lee Anthony*: 'I [think it's kind of something] new everyday.' **Must not speak it.** He is being quiet about something.
- ◆ *Police*: '[What point did you stop trusting] her?' **It's a tragedy of hell.** Yes it was.

**SUMMARY**

Overall, Reverse Speech has incredible potential in the investigative arena and can provide the police with an invaluable investigative tool. It is far more efficient than the lie detector, which can only give a possible indication of truth or lies and is not accurate. Reverse Speech goes much further than this and will tell if the person committed the crime, what their motives were, and even where they have hidden evidence the police need for a conviction. Currently, Reverse Speech is rarely used by the police and that is a shame because its potentials are enormous. I wait for the day when its use becomes more widely accepted.

## **BUSINESS AND CORPORATE APPLICATIONS**

# 7

**RE**VERSE SPEECH IN THE BUSINESS ARENA has some very exciting potential. It can reveal whether a person's partners can be trusted. It can give us advice concerning key decisions as it taps into the infinite wisdom of the unconscious mind.

Imagine knowing beforehand whether a business merger would be successful or whether it is worthwhile pouring more money into a particular venture. Hindsight is a wonderful thing but it still doesn't help the pocket book currently. What if you could get advice before the fact? Would this be worth money? Most business people would say yes.

Reverse Speech consultation has helped many business people. Reverse Speech Practitioner, Jack Johnston, reports that, from his consultations, Reverse Speech has:

1. Been used successfully to warn a CEO, just prior to signing a multi-million dollar merger, of hidden traps in the contract proffered by his counterpart, and to alert him to apparent

duplicity and harmful motives by ‘said party of the second part’.

2. Warned another CEO of a possible hacker or other criminal presence in a high level of his company ... in the words of his own hidden voice channel, **an arch felon**.
3. Alerted a private investor preparing to commit his life savings to an oil drilling project that the company was likely encumbered by potentially fatal legal difficulties; and this warning was later corroborated independently by further review of SEC mandated corporate reports.
4. Confronted an individual in a personal and business crisis with his own denial of the signals a failed business partner had been sending all along. This same analysis also revealed strong inner resources, which could be tapped for overcoming the challenges and getting on with a productive life.

## BUSINESS EXAMPLES

Here are some further examples from my files:

**1. IN THIS EXAMPLE** a man is talking about buying a kitchen business. He had come to me for advice on which one to buy. He had looked at quite a few and it had come down to three businesses to choose from. He couldn’t decide which one he should purchase or indeed whether to go ahead with any of them. During our discussion he said forward that it was time for him to just jump in and do it instead of being so scared. The reversals confirmed this and further stated that if he just started, luck would fall across his path and he would be successful.

- ◆ ‘I think I certainly, the last couple of [years doing what I’m] doing.’ **You see the luck solid.** The reversal confirms that luck is on his side.
- ◆ ‘So I think it’s time for me to [jump in and work the rest out as I go].’ **Hark the way. I say with gold.** This is an instruc-

tion from his unconscious suggesting that if he looked ahead with confidence and take action, it will lead to success.

- ◆ 'I'd certainly like to have a business that was, um, maybe a kitchen business, a small kitchen company that was probably netting ten grand a week, something in that vicinity, [in that particular field um] looking at a net amount of that.' **My wife will keep spending it.** This rather amusing reversal is a good thing to know!
- ◆ 'I'd love to know what the feedback is on that. That'd be great cos I [have to let him know pretty] soon.' **Feel a friend. You deal with them.** This is a very positive reversal around this one particular business.

The businessman subsequently bought the business and was able to negotiate a very good deal because the owner liked him. The reversal was spot on. The business proved to be very successful and he sold it two years later for a very handsome profit.

**2. THIS EXAMPLE** is about a man who wanted to help me with the marketing of Reverse Speech. I recorded the conversation and found a reversal that warned me about going into business with him.

'That way if we contain sole rights to the books, [they're channelled through us].' **I'm so full of shit.** Needless to say I chose not to do business with the man.

**3. THIS IS AN EXAMPLE** of a couple who were seeking financial advice from someone. They weren't too sure whether the information the advisor was giving them was accurate or not, so they turned to Reverse Speech to find out. .

'We want to know what the expectations [are and what our level of risk is].' **I don't love the shark with error.** This indicates that the advisor was a shark and not to be trusted.

**4. IN THIS EXAMPLE** a man discusses a planned business expansion into the United States.

‘In Australia we’re charging \$1500 for three days, over there it’s \$1500US for three days. So, um, that is exciting to me. I’ve got some contacts over there and that’s really where I’d like to go. And that’s what I’d like to do. [Photography will be] the vehicle but education is going to [be the product].’ **Start off with it / It will be profit.** The reversal indicates this will be a successful venture for the man.

**5. IN THIS EXAMPLE** a businessman discusses the possibility of disagreements between his staff.

‘[Yes, there’s going to be] some serious clashes with some of the people I think between them because it’s not always going to be apparent who’s, we’re already agreed to put some agreements in place about treatment of other people’s clients.’ **Hear the nexus sing.** The reversal, using metaphors, indicates they will all come together and operate smoothly.

**6. HERE WE SEE** an angry woman who was laid off from her job.

‘I was laid off from my job and I’m very hurt by it [not because of the fact that] they have no money and they’re laying people off.’ **Get half of the fucking money.** The reversal seems to imply that, in her anger, she will take some form of action against the company. She subsequently sued them for wrongful dismissal.

**7. HERE IS A SECTION** of a recording I recorded seeking advice concerning the best way to get Reverse Speech known and heard.

‘Maybe what we, er, who was it, Jack Johnston did in that murder case. If we could get a few examples of that out there, things that you do that are beneficial. Like solving an insurance job or solving a murder or, you know, whatever. Maybe we should [er, start canvassing] the law enforcement agencies around Australia.’ **This will make us heard.** This reversal indicates that the course of action discussed in the forwards will indeed get Reverse Speech known.

**8. HERE IS A SESSION** transcript with a man who had recently been offered a new business opportunity. He was seeking advice

from his reversals as to whether it was going to be a good deal or not.

- ◆ ‘The guy who was going to do it has dillydallied [and last week he said I] wasn’t going to do it.’ **I command the city.** Shows he is in charge of the situation.
- ◆ ‘[In the end last week] he said I’m not going to do it.’ **Earn. That’s the law.** *Law* is a metaphor for our codes of conduct and the rules we live by. The reversal shows that the man is ‘hard-wired’ to make money.
- ◆ ‘I’m the person who’s ideally suited as far as the knowledge of the business.’ **You lead that. Seen the surf.** Congruent reversal. *Surf* is a metaphor for the flow of life. He is in the lead and will go with the flow.
- ◆ ‘I can develop those and out[source and all that] sort of stuff.’ **I want the source.** This is a Congruent reversal.
- ◆ ‘[He’s basically going to give me the business]. I don’t have to buy it.’ **Now God. I found this new love.** A positive reversal. He will be passionate in the business.
- ◆ ‘We just have 130 charts [coming out] this year.’ **That’s the deal.** He is confident about the deal.
- ◆ ‘[It’s the deal of a lifetime].’ **My soul will lead this.** This is the second reversal that references spiritual matters. This indicates the business will be a success.
- ◆ ‘It gives people the ability to heal [themselves with] a crystal.’ **Began little source.** He has already prepared himself for this business.
- ◆ ‘He’s had to raise the [price of c]rystals.’ **Mark up.** Congruent reversal.



- ◆ ‘He said recently [that he’s] lost money on his whole crystal thing, that’s [why he has to raise] prices.’ **The bill / I wish to find that out.** This indicates his desire to look into this matter further.
- ◆ ‘He’s trying to get a [quick decision]. He’s trying to pressure me.’ **The good thing.** The reversal shows that this will be a good deal.

After some delay the man went ahead with the business and it was moderately successful for him. He did however pursue his spiritual nature quite extensively, and went on a pilgrimage shortly afterwards. Clearly the reversals of a spiritual nature had more significance than first thought.

**9. HERE IS A SHORT TRANSCRIPT** with a woman who was running a restaurant. Business had been recently slow and she was wondering whether she should continue or not. She had just completed a series of workshops that had given her plenty of new ideas about the business.

- ◆ ‘At the weekend workshop there was a [few things came out].’ **May deal with that.** She will put the new ideas into practice.
- ◆ ‘[Is it something to do with] people on our staff or the shop itself.’ **A wolf force the passion.** *Wolf* is a metaphor for motivation. It shows that she will become passionate and motivated with the business.
- ◆ ‘She left and dropped my bundle a bit, I felt [I had no one].’ **No one to help.** A Congruent reversal communicating the same thing.
- ◆ ‘Since we’ve done these workshops we are enthusiastic and [re-motivated].’ **You’ll make it pay.** Indicates the business will become successful.

- ◆ ‘From what you said, [we can reach great heights of success].’ **My Eve blessing. The word make it.** This metaphor says that she will find the ability inside of herself to make it succeed.
- ◆ ‘It’s just only been [the last six] weeks that we’ve been started to be [re-motivated].’ **Sniff food / You’ll make it pay.** This is the second time **You’ll make it pay** has appeared on the same forward dialogue. This makes this reversal a Situational Constant. It indicates that with the woman becoming re-motivated, she will indeed make the business pay.
- ◆ ‘We are envisaging that will increase the turnover of the business by \$40-50,000 a year.’ **If the Lord is nice.** Probably means if luck comes their way.
- ◆ ‘[We had all these] great projections going.’ **I seal. You win.** She will secure the results of her projections and come out in front.
- ◆ ‘We want to have time to do some personal development [stuff that we’ve] been putting on the back burner.’ **We deal with fuss.** She has some personal issues she was working through.
- ◆ ‘If we are going to get January and [they say we’re not] renewing the lease.’ **Know you will sell.** Indicates the business will do well.

This woman did subsequently turn her business around and it became very successful. She sold it a little while later and made a good profit.

**10. HERE IS AN EXAMPLE** of reversals and a professional report that was prepared for three businessmen considering going into business together. The three people subsequently decided not to do business together as conflicts and tension arose between them. This was predicted in the report. Conclusions stated in this report are supported in brackets by a selection of reversals.

- ◆ *Bob*: '[I'm right here] mate.' **Now hear gold.** (Third Level, External Dialogue. *Gold*: success. Let's make this successful.)
- ◆ *Bob*: 'Let's start by asking John, [is there anything] in it, you'd like to talk about first.' **Bad certain shock.** (First Level, Expansive. Predicting a negative outcome.)
- ◆ *John*: 'Well, [this whole thing] is very new to me.' **Seeing if possible.** (First Level, Expansive. Checking the situation out.)
- ◆ *Bob*: 'I can understand, John, I have dealt with a lot of people over the years [who are developers or inv]entors or creators.' **There's the beloved walk.** (First Level, Expansive. He enjoys working with new ideas.)
- ◆ *Bob*: 'That's just the code name for [the company].' **Hear the mucking.** (Second Level, Expansive. Predicting conflict.)
- ◆ *Bob*: 'I've suggested that Matt and [John control 51% of the company and] both of you are directors.' **The bonnie mission.** (First Level, Expansive. He enjoys the task.)
- ◆ *Bob*: 'Effectively on the [books you have the shares].' **He'll muck us with his muck.** (Second Level, Expansive. More conflict predicted.)
- ◆ *Bob*: 'You hold 51% broken up into whatever agreements you to want to have.' **I wish to meld.** (First Level, Internal dialogue. He wishes the deal will work.)
- ◆ *Bob*: 'Or you hold it jointly, however you're going [to do it].' **Our eel.** (Third Level, Expansive. *Eel*: to sabotage. Predicting sabotage and conflict.)
- ◆ *Bob*: '[Should we go on] television should we do this.' **Soul with ugly rust.** (Third Level, Expansive. He is stuck spiritually.)

- ◆ *John*: ‘This clearly needs to be done.’ **Hey John, I dance in mud.** (Third Level, Internal dialogue. He is stuck and enjoying it.)
  
- ◆ *Bob*: ‘[You want to see] it get out there in a [most professional manner].’ **We’re fighting / My name won’t shepherd.** (First Level, Internal dialogue. Predicting future conflict, he can’t lead.)
  
- ◆ *Bob*: ‘If you took it to an accountant [or a consultant].’ **Arrow hold the lesson.** (Third Level, Expansive. *Arrow*: to shoot for a goal. Remain focused on the goal.)
  
- ◆ *Bob*: ‘[It’s all] one way John.’ **That asset.** (First Level, Expansive. Seeing the business as an asset.)
  
- ◆ *Bob*: ‘You’ve had a number of starts and stops with the technology.’ **I wish to pause. I fear to learn.** (First Level, Internal dialogue. He is hesitant and reluctant to adopt new ideas.)
  
- ◆ *Bob*: ‘Build rapport with [one client which Matt] and I will do together.’ **Heartache is usual.** (First Level, Expansive. He is used to failure.)
  
- ◆ *Bob*: ‘Go there. It’s one client at a time, [build our rapport with one] client.’ **The walk with that Lord.** (First Level, Expansive. He is accessing deeper wisdom. He can build rapport.)
  
- ◆ *Bob*: ‘The most important thing is how [are we going] to distribute.’ **They’re fighting.** (First Level, Expansive. Future conflict.)
  
- ◆ *Bob*: ‘We deliver it to you [by mail or by phone].’ **I breathe to build this unit.** (First Level, Internal dialogue. He enjoys creating new ventures.)

- ◆ *Bob*: ‘The client then knows before we start what we’re doing for him.’ **You might fight. Hold them off.** (First Level, Internal command. Possible future conflicts.)
- ◆ *Bob*: ‘The client says I only want to [pay you on] a fee for service basis.’ **On a winner.** (First Level, Expansive. He recognises the potential of the business.)
- ◆ *Bob*: ‘My general feeling [is that we] should plan this over an 8-12 month period.’ **They rape.** (Second Level, Expansive. *Rape*: to forcibly intrude. He feels threatened.)
- ◆ *Bob*: ‘I’ve seen so many people who have [gone into ventures].’ **Will you argue a bit.** (First Level, Internal dialogue. Future conflict.)
- ◆ *Bob*: ‘We need to prove the technology to the satisfaction [of the client].’ **That’s service.** (First Level, Expansive. It is service to the client to prove the technology.)
- ◆ *Bob*: ‘Matt will be [responsible] for the reporting.’ **Need hawk.** (Third Level, Internal dialogue. *Hawk*: keen vision and insight. I need vision and insight.)
- ◆ *Bob*: ‘You [always hold them in trust], you can’t deal with them till you decide.’ **There’s a weird market.** (First Level, Expansive. Their market is unusual.)
- ◆ *Bob*: ‘That’s my word. I’m not saying it’s the [only way] to go.’ **I get owl.** (Third Level, Internal dialogue. *Owl*: conscious knowledge. He is accessing his knowledge.)
- ◆ *John*: ‘There’s a lot [of things I can’t do].’ **My God will sniff it all.** (Third Level, Internal dialogue. *Sniff*: to explore. He will check this out with his higher self.)
- ◆ *John*: ‘This provides a structure [by which this can] be done.’ **You make us feel well.** (First Level, External dialogue. He

tells Bob he is feeling reassured.)

- ◆ *Bob*: 'If [you've had bad exp]eriences in the past John.' **The bad's happened.** (First Level, Congruent. Confirms what he says forward.)
- ◆ *Bob*: 'How we believe those offers of [continuing work] should be.' **Give the show.** (First Level, Internal dialogue. He is considering the business.)
- ◆ *Bob*: 'I'll make up some suggestions, John will say I am prepared to offer my time initially for no charge.' **I've been caught, sinner.** (Third Level, Internal dialogue. Recognising his previous reversals of conflict.)
- ◆ *Matt*: 'Bob, [I know you've been telling] me you have some people.' **Your weapon began. Those lips be in my sword.** (Third Level, External dialogue. *Sword*: to communicate. He is actively engaged in the conversation and he wants the business to work.)
- ◆ *Bob*: 'We provide support [to that person].' **Listen, Eden surf.** (Third Level, External dialogue. *Eden*: to nurture and grow. He is accessing the part of him that can build the business.)
- ◆ *Bob*: 'We believe we can make a [significant contribution] or impact.' **The Shiva knot. They defend this.** (Third Level, Internal dialogue. *Shiva*: to break down rigid unconscious structures. He thinks they might be stuck.)
- ◆ *Bob*: 'He's the political contact. [He runs a big research organisation].' **You'll get to know him. It helps you.** (First Level, External dialogue. Self-explanatory.)
- ◆ *Bob*: 'If you do every step properly and [you cover all] the bases.' **Makes you worried.** (First Level, Expansive. He is worried.)

- ◆ *Bob:* ‘And [in the first draft of the business plan] etc.’ **Who’d want out. See with the far surf.** (First Level, Internal dialogue. Looking to future contingencies.)
- ◆ *Bob:* ‘Say that’s a good strength, [that’s a good weakness].’ **Give my pace. Built the set.** (First Level, Expansive. He is wanting to pace himself.)
- ◆ *Bob:* ‘You could be a genius but [no one’s discovered] you yet.’ **It’s no wonder.** (First Level, Expansive. Putting them down.)
- ◆ *Bob:* ‘I ain’t doing anything until I hear [what John says].’ **The battle we hold.** (First Level, Internal dialogue. Future conflict.)
- ◆ *Bob:* ‘We could we do anything with this [Northern Territory thing].’ **You look, make you, you look.** (First Level, External dialogue. Looking ahead.)

## OVERALL OBSERVATIONS

Analysis of the reversals give no indication whether this business will either succeed or fail, but they do indicate a commitment to the goal by all parties concerned and a desire to build to make it work. The prime area of concern that is seen is the almost certainty of future conflict between the parties as the business is built. Overall suggestion is to proceed but with caution.

## DETAILED ANALYSIS

Bob begins the conversation in a direct and positive manner (**Now hear gold**) but also indicates some conflict or tension (**Bad certain shock**). John is cautious but willing to listen (**Seeing if possible**). Bob continues talking, showing respect for the creative process (**There’s the beloved walk**) and a strong desire to join

and build the proposed business (**The bonnie mission, I wish to meld**). John indicates he is stuck where he is and probably enjoying being there (**I dance in mud**). This difference, plus others, could cause future conflicts in the business relationship (**We're fighting**).

Bob is very clearly directed and focused (**Arrow hold the lesson**) and has the best interests of John and Matt at heart (**That asset**). There is no dishonesty or ulterior motives detected and his desire to help is genuine (**I breathe to build this unit**). However, reversals indicate that Bob could be brash and operate with nervous tension at times. He could also tend to be closed-minded and tunnel-visioned (**I fear to learn**).

As the conversation continues John relaxes more (**You make us feel well**) and also indicates his intuition may be sharper than he is admitting (**My god will sniff it all**). Rapport builds between Bob and John, and a weakness in Bob's approach is revealed as reversals suggest he may have a tendency to oversell, 'sugar coat' and/or overcharge the product (**I've been caught, sinner**).

One of the few statements made by Matt show that he is keen to move forward and wants to make it work (**Your weapon began. Those lips be in my sword**).

Bob then indicates that marketing to lawyers and their clients will create a positive outcome (**Listen, Eden surf**), but also indicates extreme caution in how this avenue is approached and utilised (**The shiva knot. They defend this**). There are positive benefits indicated from his political contacts (**It helps you**).

George is concerned that this business is built correctly (**Makes you worried**), and it is also suggested that a good exit strategy be put in place for any future outcomes (**Who'd want out. See with the far surf**). However, if the business is built correctly and rapidly (**Give my pace. Build the set**) the potential outcome is good.

## ADVERTISING

As we have seen so far in this chapter, Reverse Speech can benefit the businessman in a variety of ways. Take for example, advertis-



ing. You want to make sure that you get the most for your advertising buck and whether the advertisement will work or not. Speech reversals that occur in an advertisement can mean its success or failure.

Here is a 60-second advertisement that I analysed for a South Australian lending corporation whose product was home loans. The video scene shows a husband and wife looking for a house in the newspaper. The advertisement was an experiment using common abbreviations for extras in the house such as BIRs and UGPs, most of which meant nothing to the average viewer and created confusion, which resulted in the advertisement being ineffective. The reversals reflect this confusion and also show high buyer resistance to the salesman.

- ◆ *Woman*: ‘Hey. This one looks good. 3BRs, [lounge, Sep DR,] AC, BIRs.’ **I hate this smile** (referring to the salesman).
- ◆ *Salesman*: ‘Tell him about the quality drapes, outfits and WWCs throughout. Go on! You can afford it! You can take the Institution’s loan at market rate. A fixed interest loan. Or, you can make a high start while you’re both working with a lower repayment when the kids come along.’
- ◆ *Woman*: ‘[Now you’re talking.]’ **He forced me on.** (Buyer resistance.)
- ◆ *Salesman*: ‘What do you think?’
- ◆ *Woman*: ‘[I think I’ll put a pat stroke] perg at the side.’ **What’s that? I don’t want this stuff!** (Confusion, resistance high.)

The advertisement was subsequently taken off the air. My analysis of the reversals prior to putting the ad on the air might have saved the lending institution a significant amount of time and money.

## **SUMMARY**

The bottom line is what matters in business, and Reverse Speech can significantly help maximise that bottom line. It can confirm decisions made, give directions for future expansion, and help with choosing the right partners and associates.

It is an awesome technology whose potential has not been fully realised. In time, as people begin to realise its commercial applications, its use will become widespread and society will only benefit as a result.

## POLITICS 8

**AS** REVERSE SPEECH BECOMES MORE widely accepted, one of the many benefits it can give to society is to show us the truth behind our politicians and public figures. Currently we use body language, Neuro Linguistic Programming<sup>13</sup> and other passive tools of truth detection to see what is going on inside the minds of our leaders. Reverse Speech will take us one step further than these tools and we can actually gauge the motives and agenda of politicians and public figures. We can learn in advance what some of their plans are and get an accurate indication of lies and truth. Wouldn't it be great to know all these factors before you cast your vote?

The one drawback, though, for using Reverse Speech in this arena is that speech reversals are very difficult to find on public media broadcasts. As has already been noted in this book, reversals can occur as little as once every ten minutes on public broadcasts. Many times I have reversed, say, the *State of the Union* or other important public speeches and only found a small handful of reversals. One has a greater chance of finding a good number

of reversals in freestyle press conferences and casual conversations, although they can still be difficult to find.

For this reason, the avid Reverse Speech researcher will have to analyse several hours of speeches by a politician in order to get a good idea of what is happening in their mind.

## 2007 STATE OF THE UNION

To give an example of this reduced number of reversals, here are some reversals found on the 2007 *State of the Union* address by George W. Bush. Eleven clear reversals occurred in 45 minutes of recording. That is one reversal every four minutes, which is actually higher than normal for scripted speeches. Other State of the Union addresses I have analysed have only contained five or six reversals.

### Conclusion

George Bush shows himself to be fairly congruent on domestic issues in this speech. However, when it comes to the war on terrorism he is not telling the whole truth.

- ◆ *Bush*: ‘Tonight I want to discuss three economic reforms that deserve to be priorities for this congress. First we must balance [the Federal Budget].’ **There’s double effort.** (He is sincere in his request and is working hard to achieve this.)
- ◆ *Bush*: ‘And finally to keep this economy strong we [must take on] the challenge of entitlements.’ **Then I get some.** (He gets entitlements too.)
- ◆ *Bush*: ‘Five years ago we rose above partisan differences to pass the [no child left behind act].’ **And I help the last one.** (Appears to be congruent, helping the children?)
- ◆ *Bush*: ‘I’ve asked the Secretary of Health and Human Services [to work with Congress to take] existing Federal funds and use them to create affordable choices grants.’ **Get this Iraq.** (His mind is on Iraq as he delivers his speech.)

- ◆ *Bush*: ‘Using everything from woodchips to grasses to agricultural wastes. We made a lot of progress thanks to good policies here in Washington and the strong re[sponse of the market].’ **Make Rome with the snobs.** (Metaphor – see below. Expanding his and America’s influence in conjunction with the snobs of Washington?)
- ◆ *Bush*: ‘The enemy knows that the days of comfortable sanctuary, easy movement, [steady financing] and free flowing communications are long over. For the terrorist, life since 9/11 has never been the same.’ **Yes, they now feel it.** (Confirms his forward statement.)
- ◆ *Bush*: ‘For America this is a nightmare scenario. For the enemy this is the objective. Chaos is their greatest ally in this struggle, and out of chaos in Iraq would emerge an emboldened enemy with new safe havens, new recruits, new resources and an even greater determination to harm America.’ **Our lies are no good now.** (Is he telling lies about the terrorists, exaggerating the situation maybe? Maybe admitting that people aren’t buying into the government’s perceived lies about terrorism anymore?)
- ◆ *Bush*: ‘Whatever slogans they chant when they slaughter the innocent [they have the same w]icked purposes. They want to kill Americans, kill democracy in the Middle East and gain the weapons to kill on an even more horrific scale.’ **You’ll mess with the head.** (Referencing a propagandist war?)
- ◆ *Bush*: ‘To allow this to happen would be to [ignore the lessons of September 11th and invite tragedy.]’ **Sell it on.** (He is selling his plan or ideas.)
- ◆ *Bush*: ‘Yes we can go [forward with confidence] because the state of our union is strong.’ **Fuck the wolf.** (Metaphor – see below. Personal aggression.)
- ◆ *Bush*: ‘We have [got to show ea]ch other some love.’ **You worship God.** (His Christian faith shines through with a congruent reversal, or maybe recognising the people’s faith.)

## Extracts from the Reverse Speech Metaphor Dictionary

**ROME:** (*Structural*) See *Caesar*, *Nimrod*; one's own personal kingdom or world; to march forward in life; to expand one's kingdom; to conquer; success, wealth; ability to be in control of one's circumstances; super-confidence.

**WOLF:** (*Structural*) Prime central metaphor; see *She-wolf*, *Werewolf*; the part of personality that is the hunter & protector of the Psyche; prime motivator behind behaviour; the state of the *Wolf* metaphor directly influences success and control of life; one's ability to be self-motivated and firm.

## GEORGE BUSH PRESS CONFERENCE

Now compare the previous transcript to one of a live press conference former president Bush gave on 12 July 2007, primarily about Iraq. Twenty reversals occurred in thirty minutes of recording. This is one reversal every one and half minutes. This is still not as many as private conversations but it is considerably more than a scripted speech.

### Reversal Conclusion

Bush is of mixed mind in this interview. He seems to swap from one of conviction, fervently believing in his mission and its overall goals, to one of despair, not knowing what the outcome will be. He feels alone, some guilt and fears that the overall situation in Iraq is not as good as he would like. He is selling his position though and puts on a bold front.

### Transcript

- ◆ 'The third phase was the tragic escalation of sectarian violence sparked by [the bombing of] the Golden Mosque in Samarra.' **They bring a mob.** (Congruent – the mob sparked the violence.)

- ◆ ‘Today I’m exercising the waiver authority granted to me by Congress to release a substantial proportion of those funds. The bottom line is that this is a preliminary report and it comes [less than a month] after the final reinforcements arrived in Iraq.’ **Thumb, when it sells.** (Thumbs up as he sells his policy.)
- ◆ ‘It would mean that we’d be risking mass killings on a horrific scale. It would mean we’d allow the terrorists to establish a safe haven in Iraq to replace the one they [lost in Afghan] istan.’ **And they plan its soul.** (Congruent, the terrorists plan their own soul.)
- ◆ ‘My attitude is we ought to defeat them there [so we don’t have to face them here, and that we ought to] defeat their ideology with a more hopeful form of government.’ **They draw you in that rim, safe with values.** (Unknown.)
- ◆ ‘There is a war fatigue in America. It’s affecting our [psychology. I’ve said this] before. I understand that this is an ugly war.’ **Seen this phase, you lock us.** (He is being held back by this current phase in America.)
- ◆ ‘Part of that concern is whether or not we can win, whether or not the objective is achievable. People don’t want our troops in harm’s way if that which we are trying to achieve can’t be accomplished. I feel the [same way].’ **Hell mess.** (It’s a mess in Iraq.)
- ◆ ‘General Petraeus asked for a certain number of troops, and he just [got them a couple of weeks ago].’ **Your skill will fuck ’em up.** (Their skilful planning will cause harm to the enemy.)
- ◆ ‘You mean in this interim period? Yes. I don’t think [Congress ought to be running] the war. I think they ought to be [funding our troops]. I’m certainly interested in their opinion.’ **When they know we bless Iraq / We’re strong**

**enough.** (Congruent reversal. he is hoping to create a wonderful situation there and believes he has the force to do so.)

- ◆ ‘And so the role of the Commander-in-Chief is, of course, to con[sult with Congress].’ **Iraq the loss.** (But they are currently losing.)
- ◆ ‘Let me make sure [you understand what I’m saying. Congress has all the right in the world to fund. That’s their main involvement in this war, which is to provide funds for our troops.’ **Iraq has no answer.** (Iraq is lost and he doesn’t know what to do.)

***Q: When you heard that, since that point, you think of how many hundreds of soldiers have been killed, how much money has been spent. Why shouldn’t people conclude that you are either stubborn, in denial, but certainly not realistic about the strategy that you’ve pursued since then?***

- ◆ ‘You know, it’s interesting, it turns out Mike Hayden, I think you’re quoting Mike Hayden there, was in this morning to give me his [weekly briefing], and I asked him about that newspaper article from which you quote.’ **You field your guilt.** (An insight into his emotions. The question he was asked seemed to spark guilt inside him, so he fields or avoids it within.)
- ◆ ‘And so I’ll continue to urge the Iraqis to [show us that] they’re capable of passing legislation. But it’s not just us, it’s the Iraqi people.’ **It’s a wash.** (Incongruent. It’s a failure.)
- ◆ ‘And after all, there was a significant series of votes where the people were given a chance to express their desire to live in a free society. [As a matter of fact, 12 m]jillion Iraqis went to the polls.’ **Boast, their friendly.** (He is boasting. This policy has worked.)



- ◆ ‘And freedom has an amazing way of helping lay the foundation for peace. And it’s really important, as we head into this ideological struggle in the 21st century that we not forget [that liberty] can transform societies.’ **Here to build it.** (Congruent. Building liberty.)
- ◆ ‘I was pleased that the numbers were as big as they were, to defy that many [threats and car bom]bers, but I wasn’t surprised.’ **I bog the stealth.** (Unknown.)
- ◆ ‘It appeared to them that our troops have high respect for our commanders in Baghdad, as do I. [Now, do you have a follow-up], perhaps another subject.’ **I’ll free that.** (Congruent – he is freeing Iraq.)
- ◆ ‘I think a lot of people understand we’ve got to wait for the generals to make these military decisions. [I suspect], I know this, Ed.’ **It helps us.** (Congruent.)
- ◆ ‘And so, Ed, sometimes [you just have to make the] decisions based upon what you think is right.’ **It began with my city.** (Unknown.)
- ◆ ‘And, finally, another constituency is the enemy, who are [wondering whether or not America] has got the resolve and the determination to stay after them.’ **Her crime, I’m alone you know.** (He feels isolated with dubious decisions.)

## INSIDE THE MIND OF GEORGE W. BUSH

Over the years I have collected quite a few reversals on George W. Bush from various speeches. This has allowed me to compile what I believe to be a reasonably accurate profile of him from his first term in office. I support my analysis by the reversals in brackets.

## Analysis

My analysis of George W. Bush began on the election campaign trail while he was running for President in 2000. On the surface he seemed confident and assured, exercising strong internal discipline (**Hear the Lord with self, and feel the boss**), but there was also a fear of not doing it right and possibly losing the election (**I know you're blowing it / you're losing**).

He appeared to be strong on the issues, such as this reversal when talking about being against the legalisation of marijuana (**I shall deal with dope**). There was also the following reversal (**I will consider it**), when he was talking about reducing nuclear tension and creating peace. Another theme that appeared in the early days was a reliance on the support and opinion of his family (**Yes, your mother said yes, little babe**).

There was an edge to Bush, however, that surfaced in the 2000 election campaign as he talked about the murder of a black man (**Hide the filthy nigger**). This theme continued throughout his presidency with reversals of contempt against both the Senate and Congress (**Senate, they're all first year losers, and Choke the fuckers now**). We can also see this contempt in the following reversal as he talked forward about the Palestinian authority (**Hear our fame, this little fuck**).

George Bush started to really shine as a strong leader after 9/11. He was determined that there would be no more terrorist attacks from the skies (**Sky see the limit with terror**). He was avowed to fight the terrorists (**I am avowed**), and he would lay down the law to them (**I must reveal the law**). However, we get a hint of ulterior motive and a possible family connection in this reversal (**Rule the planet, Dad**). Did he intend to use the terrorist situation to solidify world power with his family connections?

Also of concern is this reversal as he talked about America (**I sealed her drama**). Did his actions somehow ensure the drama that America was to face? Nevertheless, he was certainly grateful to America's armed forces in the war effort (**I feel grateful**), and he clearly saw himself as the man for the job when it came to defence (**Yes and I needed the job**).

Whilst Bush was strong on war and defence, he was not as

congruent when it came to domestic issues. He understood the dream that Americans have had, and the effort they have expended to achieve this dream (**They've had a dream / There's double effort**), but his reversals are incongruent when he talked about specific actions. As he talked about tax cuts for the middle class, we hear these two reversals (**You can't do it / Renege on it**). During a speech about retirement security he indicated 'Big Brother' motives (**And America wants her file on it**), and in a speech as he talked about America's energy policy he indicated that all was not as it seems (**It sells the scam they know**). As he talked about corporate corruption he indicated doubts that anything would be done (**We're doubtful we will beat them**).

When it comes to foreign policy, Bush seemed to be running at least two different agendas at once during 2002. On one hand he was laying the path for peace (**Our ways are friendly, and We send a path**), yet on the other hand he was creating a coalition for war. There are concerns though about the reasons for the coalition (**A crime with us, yes and I need the laws**). What is the crime he is referring to?

In mid-2002 it was obvious his mind was on Iraq (**Mess Iraq, and Begin with Iraq**), and he was already thinking about ways to execute the war with his coalition partners (**Kill them with the friendly London**). He had power and he would use it (**I got power**).

In early 2003 Bush started to put his foot down even more (**We'll chase the crime we're getting / Man, they had it**). He was capturing terrorists (**See them in a cell**) and two weeks prior to the commencement of hostilities in Iraq he had already made up his mind (**We will sit in Bagdad, and And the show's over**). America was going into Iraq and George Bush was going to get 'the dickhead', Saddam Hussein (**We'll ban the dickhead**). As usual, Bush was determined to win (**I will beat this silly business**) and went in with force, determined to kill as many as he could (**May the devil go on ahead, and You'll fuck 'em dead**). Ironically, as he told Iraqis that their liberation was at hand, his reversal tells what he was also giving them (**I give missile**).

His reversal as he declared victory in Iraq seemed to sum it up (**Wrecked that office in Iraq**).

As America prepared to hand over power to Iraq in mid-2004, Bush appeared to still desire influence in the Iraqi governing council (**Usurp the law on it, and Hear the boss**). There may have also been military reasons for them wanting to stay in Iraq (**We need a navy**). Bush also seemed to be under new pressures, sensitive issues around the use of the armed forces (**Our issues here are so sensitive**), and possibly a political battle (**Feel the battle**). Then there is this reversal, as he talked about continuing terrorist threats, that leads one to wonder what exactly he was doing with the armed forces (**Stealth, misuse it**).

On the domestic front Bush remained incongruent, with one reversal implying he was seeking money to fund his initiatives (**C'mon, pay the plan**) and another, as he talked about veterans, indicating no money was available (**I have no money**). Was Bush spending too much money?

As he sought re-election in November 2004 the influence he could gain as he lectured was high in his mind (**Served by the influence**). However, so was his edge, as seen in this reversal, seemingly addressing his own administration (**And the sheriff's an imbecile**).

And finally, we are only left wondering as George Bush says forwards that he doesn't want to be a war President and then says in reverse, **Hell sickness, I wish you were master**. This seems to contradict what he is saying forward, and he wants more control over the situation.

## DICK CHENEY

### 1. Reversals found on former US Vice President Dick Cheney from an interview he gave on Fox News Sunday, 14 January 2007, talking about the troop escalation in Iraq:

- ◆ 'Political reconciliation is important, economic progress is important [but we've got to get] a handle on the security situation in Bagdad. That means more Iraqi forces, that means more US forces.' **They can argue with it.** (Unsure

who ‘they’ are, unless it’s just referencing those who argue against troop escalation.)

- ◆ ‘[I’m not going to get into] that Chris. We’ve got a good plan, we’re just now beginning the execution of the plan.’ **They’re needing the gun.** (Stating his belief that there needs to be more force in Iraq.)
- ◆ ‘It would be a [sense of the Congr]ess resolution and we’re obviously interested in it and what Congress has to say about it but it would not affect the President’s ability to carry out his policy.’ **Remark at this mess.** (Congress will comment on the mess in Iraq.)
- ◆ ‘What if we took all of that effort that has gone onto fighting the global war on terror and the great work that we have done in Pakistan and Afghanistan and Saudi Arabia and across the globe out there and saw it [dissipated because] the United States now decides it’s too tough and we’re going to pack it in and go home.’ **Suck on the deficit.** (All the military activity is causing strain on the US deficit.)

## **2. Dick Cheney on CNN’s Larry King Live 1 August 2007:**

- ◆ ‘The polls are notoriously unreliable in [the sense that they] change all the time, they bounce around all over the place.’ **Get this lesson.** (In his forward speech he states the polls don’t really bother him, but his Reverse Speech says he is taking note of them.)

**Q: *So those 3,000 plus lives have not died in vain?***

- ◆ ‘[No sir]. Larry, you worry about eve[ry single] casualty.’ **Her son / I’ll miss you.** (A memory of one soldier who was killed?)
- ◆ ‘There’s always things in war that happened that nobody

[anticipated].’ **The deficit.** (This is the second reference to deficit on Dick Cheney. The war has cost America billions!)

- ◆ ‘I came here to do a job. I’m not running [for any office] myself. I made the decision when I signed on with the President that the only agenda I would have would be his agenda.’ **Defy an oath.** (He has other agendas that are contradictory to his oath of office.)
- ◆ ‘They had significant success. We had rounded up [Saddam Hussein. I thought] there was a series of these milestones that would in fact undermine the insurgency and make it less than it was at that point.’ **Love an ass, you’re modest.** (Unknown.)
- ◆ ‘[Er, with his bombing] of the Mosque up at Samara in early ’06 that in effect helped precipitate some of the sectarian conflict.’ **The mobs see the war.** (Congruent reversal.)
- ◆ ‘I made it clear for example when I was there in May that we didn’t appreciate the notion [that they were going to take] a big part of the summer off and they did cut that in half.’ **Get a new weapon.** (Unknown.)

## CONDOLEEZZA RICE

Following are some reversals found on former Secretary of State, Condoleezza Rice, during the Senate Foreign Relation Hearings, 12 January 2007. This was the day after George Bush’s speech announcing more troops for Iraq. For the most part Rice appears to be congruent. However, there are some concerning reversals that indicate an aggressive nature and that perhaps America is strong arming its allies.

- ◆ ‘The central challenge therefore that threatens that process of national reconciliation and [that is the protection of] their population from criminals and violent extremists who kill in

the name of sectarian grievance.’ **And they’re shattered to see it.** (Congruent reversal.)

- ◆ ‘It is extremely important to have an effective and functioning government in Bagdad and we have worked with them on ministries, on budget [processes, on the] technical assistance that they need to have a functional government.’ **The Nazis are tough.** (Metaphor. See dictionary definition below. However the meaning of this reversal is unclear.)
- ◆ ‘They came to us and said that this government will not be able to survive if it cannot re-establish civil order and they gave to the President an assurance that this time they are going to make the difficult choices [in order] to get it done.’ **Get on it.** (Congruent reversal.)
- ◆ ‘The broader point is that we do have and we [have always had] as a country very strong interest and allies in the gulf region.’ **But I see a wall.** (There is a problem.)
- ◆ ‘First of all on Syria, we did engage for quite a long time and in fact we got nowhere and indeed I would argue that the situation from our point of view [is worse today in] terms of the terms on which we were to be engaging.’ **Yeah, the soul sick.** (Congruent reversal.)
- ◆ ‘His thirty people are not even enough if you count the two Kurdish parties, IIP and the other Shia parties, they are in fact the majority and indeed the President has [talked to the leaders] of those blocks prior to this to say they need to support Prime Minister Maliki’s plan.’ **So deal with this cult.** (Reveals some interesting unconscious thoughts. Does she think the leaders are a cult?)
- ◆ ‘We have the ability of course to see how they’re doing in terms of living up to the obligations because not all American forces are going to go in up front. Not all will be ready to go in [on day one]. And you can be sure that we’re going to be

watching very carefully.’ **Now, we’re not.** (Seems to be congruent. Not all troops will be ready.)

- ◆ ‘I’m the one who everyday goes to the office and works not just on Iraq, but on North Korea, on Iran, on the problems in Somalia, in Sudan, and I think if you look around you’ll [see that the United] States has a very active policy everywhere in the world.’ **And I need peace.** (Seems to show her genuine desires for peace.)
- ◆ ‘The point that I [wanted to make Senator] is that is October ’05. The President has talked repeatedly now about the changed circumstances that we faced.’ **You’re gonna scam us now.** (Seems to be directed towards a Senator in the hearings.)
- ◆ ‘His death squads are engaged in violence then they’re going to have to deal with those death squads. And the Prime Minister has said nobody and [nothing is off] limits.’ **Forcing your fun.** (Meaning unknown.)
- ◆ ‘Because it won’t work, unless they’re prepared to make the tough political decision[s and frankly we know why] the sectarian violence didn’t come down that we hoped would.’ **I warn. You will help us.** (Is this a threat? Directed at who?)
- ◆ ‘[I’m not going to speculate but I] do tell you that the President made very clear, of course there are circumstances. That’s what it means when he says our patience is not limited.’ **Gotta feel it helps in the gun.** (Unsure of the meaning of this.)
- ◆ ‘I would[n’t just run] the point that you made. The rules of engagement really were the problem. Inadequate force and rules of engagement were the problem.’ **Now certain.** (Congruent reversal.)
- ◆ ‘Prime Minister Howard was out this morning saying this was



right thing to do. [We know that Prime Minis]ter Blair agrees. I talked yesterday with leaders, with foreign ministers from the region. They understand.' **Send 'em out. We warn you.** (Another threat. Is America 'strong arming' allies into support?)

### Extract from RS Metaphor Dictionary

**NAZI:** (Structural) See Hitler, Adolph; evil, domination, to dictate one's will, to conquest

### SENATOR JOHN McCAIN

Here a few reversals found on 2008 Republican Party Presidential nominee, John McCain, during a campaign rally in February 2008. Not much analysis has been done on him as at the time of writing so these findings should only be considered preliminary. Generally they are a good batch of congruent reversals with a couple of puzzling ones. His concern for the troops is genuine in the second half of this presentation.

- ◆ 'My sister Sandy, her husband Henry and my son Doug are [here also]. Thank you for being here.' **We're sorry.** (Unknown. What is his family sorry about?)
- ◆ '[We know where] either of their candidates will lead this country and we dare not let them.' **I warn you.** (Congruent, warning of a disaster if a Democrat wins the White House.)
- ◆ 'The American people don't [send us to Washington] to serve our self-interests but to serve theirs.' **Let me show with sadness.** (What is the sadness?)
- ◆ 'I discovered [that nothing is] more liberating in life than to fight for a cause that encompasses you but is not defined by your existence alone.' **Seeing you fund it.** (He is funding his own cause, his presidential bid.)

- ◆ ‘We’re approaching the end of the first half of the election on quite [an upswing].’ **You spun it.** (He is spinning it.)

### **Other miscellaneous McCain reversals**

- ◆ ‘We should also reduce our [reliance on our] reserve and guard forces who have met the nation’s call heroically.’ **Run us now.** (Is he seeing himself in the leadership position?)
- ◆ ‘Iraq’s neighbours from [Saudi Arabia] to Egypt to Turkey would feel our own security eroding.’ **They buried us.** (How was the US ‘buried’? Buried in war debt?)
- ◆ ‘Others have learned that they will soon return to combat [sooner than they had] been led to expect.’ **Handed a noose.** (Walking into a potential death trap.)
- ◆ ‘If any [Senator believes] that our troops’ sacrifice is truly in vain, the dictates of conscience demand that he or she act to prevent it.’ **Feel the burden.** (Congruent. He feels the burden too.)

### **HILLARY CLINTON**

In 2008 former First Lady, Senator Hillary Clinton, was running for President and was locked in a fierce battle for the Democratic Party nomination with Senator Barack Obama. Although it was no surprise when she announced she was running, Reverse Speech found it out back in 2004 when she lectured at the Democratic Party Convention:

- ◆ ‘Twelve years ago when our country [needed new leadership], Americans selected a Democrat who gave us eight years of peace, prosperity and promise.’ **I surely would fit in.** (Seems to indicate that she feels she would fit into the top job.)

Then when she eventually announced her candidacy she had an interesting reversal on her that seems to indicate she wants to make history by being the first woman President:

- ◆ ‘[You know, that means that number one] a lot of kids don’t go who would be college material because they can’t afford to start.’ **Now woman is named, I want it.**

Here are reversals found on Hillary Clinton in her campaign rally in February 2008. She is very incongruent in this speech and it appears that the battle between her and Obama may be getting to her.

- ◆ ‘Thank you, thank you so [much. Congressman. Thank you]. Oh, it is so wonderful to be here.’ **We can’t say and yes you botched up.** (As she begins her speech she reminds herself that she can’t tell people things have been botched up.)
- ◆ ‘There are so many who have [come tonight] and who have helped make this extraordinary event possible.’ **Beyond this muck.** (They are trying to see beyond the muck, or damage this campaign is suffering after successive defeats.)
- ◆ ‘But it doesn’t happen just by wishing it or hoping for it, it happens by working really really hard to make it a [reality] to give everybody a better chance.’ **They could hear the lie.** (She is lying and she knows they know it.)
- ◆ ‘They can’t fill up their gas tanks. They’re looking for answers. And then I meet [all of the people who] want to solve the problems. The young people who are focused on a better future and want to make it happen.’ **We will beat with the war.** (Unsure. If elected will she continue the war in Iraq?)
- ◆ ‘I want to give people a chance to [work out a way] to stay in their homes.’ **Yeah, would I go.** (She is getting into rapport with the people. Would she want to leave her home?)

- ◆ ‘An energy reliance on [unstable regi]mes and all of the problems that comes from that.’ **You will be a snot.** (Unsure who ‘you’ is but if the reversal is internal dialogue she may be predicting some rather sour mood changes for herself.)

## PRESIDENT BARACK OBAMA

Here are some reversals found on Presidential candidate, Barack Obama, at a campaign rally conducted February 2008. The reversals are a mixed bag. Some are congruent, others are not.

- ◆ ‘That’s why we were able to give health insurance to children in need. That’s why [we made the tax s]ystem right here in Springfield more fair and just for working families.’ **This has to damn you.** (This is an incongruent reversal occurring right after he talks about health insurance. It mirrors other incongruent reversals around health insurance that I have found.)
- ◆ ‘Especially because improving our schools will involve more than just money. It will involve a change in mindset, a [belief that every child counts].’ **I flash, you better feel.** (This is a bizarre reversal seemingly completely out of context. Is he enjoying the adulation from his popularity?)
- ◆ ‘He doesn’t [need bankruptcy laws] to protect banks and big lenders. He needs us to protect pensions, not CEO bonuses.’ **It’s always prepared me.** (Does he feel he has been prepared for the top job?)
- ◆ ‘But somewhere along the road to the Republican nomination, the straight talk express [lost its wheels] because now he’s all for those same tax cuts. Well I am not. We cannot keep spending money.’ **I use the soul.** (He speaks with passion.)
- ◆ ‘We have now won East and West, [North and South] and across the heartland of this country we love.’ **Pass that**

**Throne.** (He clearly sees the Presidency, or at least the Democratic nomination, as the throne and he wants it!)

- ◆ ‘But we also know that at this moment the cynics can no longer [say that our] hope is false.’ **Proud of this.** (He is proud that he has come as far as he has.)
- ◆ ‘It’s time to stand up and reach for what’s possible because together people who [love their country can] change it.’ **But you fuck it up.** (Incongruent reversal. Determining who ‘you’ is, is difficult. If he is referring to himself, then maybe he feels he is fucking up. But it could be referring to the American people.)

## CLINTON / OBAMA PRESIDENTIAL DEBATE

The following analysis is of the first thirty minutes of the Democratic debate between Hillary Clinton and Obama on 1 February 2008. The main topic discussed in this section was health care. There appeared to be little difference between the candidates and neither of them were congruent on the topic. It is obvious the whole issue had major problems that still needed to be resolved. Obama seemed to have a condescending attitude but would promote his plan anyway, and Clinton had issues she still needed to iron out.

- ◆ *Obama:* ‘Thank you, [well thank you], first of all ...’ **Be careful.** (Internal Dialogue as he commences the debate.)
- ◆ *Obama:* ‘If we do that I am confident we can [solve any problem] and we can fulfil the destiny that America wants to see.’ **The love in a boss.** (He sees himself as the boss and relishes this role.)
- ◆ *Clinton:* ‘The differences between Barack and I pale in comparison to the differences we have with the Republicans. And I want to [say that first and] foremost.’ **We surf by this.**

(*Surf*: metaphor, to move forward. She will point out the differences between the Republicans and the Democrats.)

- ◆ *Obama*: '[My belief is] that if we make it affordable, if we provide subsidies to those who can't afford it, they will buy it.' **They feel dumb.** (Condescending to the US citizens. They don't fully understand the plan.)
- ◆ *Obama*: 'On the mortgage crisis, again [we both believe] that this is a critical problem.' **Feel them fob you.** (He feels ignored.)
- ◆ *Obama*: 'I believe there are people who can't afford it and if we provide them with [enough subsidies] they will purchase it.' **See this fuss on it.** (There are problems with his plan.)
- ◆ *Clinton*: 'The way it covers all of those who wish to [participate in the] Congressional plan is that it will provide subsidies.' **In the deficit.** (Hillary's plan will increase the US deficit.)
- ◆ *Clinton*: 'It will also cap premiums. Something that [is really] important cos we want to make sure that it is affordable for all.' **We lose it.** (Her health care plan won't succeed in its current form.)
- ◆ *Clinton*: 'What I concluded when I was looking at this because I got the [same kind of ad]vice. It's controversial.' **Got enough mess.** (There are problems with her plan and she knows it.)
- ◆ *Obama*: 'There are ways we can address that by for example [making them] pay some of the back premiums.' **Then we gamble.** (Obama's plan is a gamble.)
- ◆ *Obama*: 'The antidote to that is making sure that the [American people] understand what is at stake. I am absolutely committed to making sure that anybody in America who

needs health care is going to get it.' **I'll beat the drum.** (He will promote his plan despite its shortcomings.)

- ◆ *Obama:* 'They're getting better treatment. We are actually paying for a dietician for people to lose weight as opposed to paying for the \$30,000 foot amputation. [That will save us money].' **And I'm some asshole.** (Speaks for itself.)
- ◆ *Clinton:* '[It can be put in]to making sure that our health care system has enough access.' **Hey look, you make it.** (Despite her plan's problems, she is pushing forward.)
- ◆ *Clinton:* 'Well actually I co-sponsored comprehensive immigration re[form in 200]4 before Barack came to the Senate so I've been on record on behalf of this for quite some time.' **I pissed him off.** (She scores a point against Obama.)

## JULIA GILLARD

Former PM Julia Gillard in June 2010, in her acceptance speech as Australia's new Prime Minister, following a bloodless coupe.

- ◆ 'It's with the greatest humility, resolve and enthusiasm that I sought the endorsement of my colleagues to be the Labor leader and to be the [Prime Minister of this] country. I have accepted that endorsement.' **See the hurts, send him out.** (This would appear to be a reference to former Prime Minister, Kevin Rudd, who was in public tears after he was ousted as leader.)
- ◆ 'These beliefs that have been my compass during the three and [half years] of the most loyal service I could offer.' **See far.** (Looking to the future.)
- ◆ 'I asked my colleagues to make a leadership change. A change becau[se I believed] that a good government was losing its way.' **Feel the darts.** (The darts of betrayal I suggest.)

- ◆ ‘My values and my beliefs have driven me [to step forward] to take this position as Prime Minister.’ **The wolf exit.** (Possibly a reference to the departure of former Prime Minister, Kevin Rudd.)
- ◆ ‘And in the coming months [I will ask the Governor] General to call a general election.’ **Bugged soul a lot.** (Has her betrayal of Kevin Rudd damaged her soul?)
- ◆ ‘Between now and this election I seek their [consideration] and their support.’ **The show will listen.** (It is a show and she may believe that people will listen to her.)
- ◆ ‘I give credit to the Labor giants, Bob Hawke and Paul Keating, as the architects of today’s modern [prosperity]. I give credit to John Howard and Peter Costello for continuing these reforms.’ **Hear the rapes.** (An incongruent reversal. Politics is a dirty game and she acknowledges this with a metaphor.)
- ◆ ‘The most recent loss of life of brave Australian soldiers [in Afghan]istan and the injuries that have befallen our troops remind us all of the depth of the sacrifice that our serving men and women can be called on to make.’ **And they panic.** (Appears to be an incongruent reversal possibly showing lack of respect for the sacrifice the troops have to make.)
- ◆ ‘Finally I want to pay a tribute to Kevin Rudd. Ultimately Kevin Rudd and I disagreed about the direction of the government. I believed [we needed] to do better, but Kevin Rudd is a man of remarkable achievement.’ **We damn you.** (Incongruent reversal. He was ousted from power.)
- ◆ ‘Of course there will need to be some consequential changes in our cabinet and ministerial arrangements and I will announce [ce them at] an appropriate time.’ **That mess.** (There is still internal problems.)



- ◆ ‘An Australia that can achieve even greater things in the future. We should not [be afraid of the future]. A strong Australia respected as a global force.’ **Hushed grief with our faith.** (Another incongruent reversal.)
- ◆ ‘Can I say to the Australian people, there will be some days I delight you, there may be some days I disappoint you. On every day I will be working my absolute hardest for you.’ **We go evil rot.** (Incongruent reversal. There are still troubles in the Australian Labor Party.)

## JULIA GILLARD / TONY ABBOTT

Following is a debate between Julia Gillard and former PM Tony Abbott (then opposition leader) in July 2010 during the Australian Election Campaign.

- ◆ *Gillard:* ‘In 27 days time Australia will make a choice. I believe it’s a choice between Australia moving forward or going back, and I know you’ve heard me say those words before. So tonight I’m just going to take a [few minutes of your] time to explain what I mean by those words.’ **Nasty, this enemy.** (Presumably a reference to her opponent, Tony Abbott.)
- ◆ *Gillard:* ‘I think Australia is a great country, the best country on Earth, [but it can be] a better country and that’s what I mean by moving forward.’ **Here, make it up.** (Incongruent. She does not believe in what she is saying.)
- ◆ *Gillard:* ‘... A plan to bring the budget back to surplus in 2013, three years earlier than scheduled [and before any] other major advanced economy in the world.’ **In it often.** (Unknown.)
- ◆ *Gillard:* ‘... Why I will keep investing in the quality of the teacher standing in front of that classroom, why I will keep rolling out our trades training centres because they’re so

important, [just so im]portant.' **You are certain.** (Congruent. She believes passionately in what she is saying.)

- ◆ *Abbott:* '... And a strong economy is the foundation, [the necessary] foundation for a fair go.' **Your race ascended.** (Unknown.)
- ◆ *Abbott:* 'They're borrowing 100 million dollars every single day and they're threatening our economic future with their great big [new tax on mining].' **And I'm not scattng.** (*Scat:* to run away hastily – in other words, he's not going anywhere.) Listen to the very next thing he said following that reversal and notice the correlation.
- ◆ *Gillard:* 'We make sure there are no [new dirty pow]er stations built.' **I better dream.**
- ◆ *Gillard:* 'Business has been complaining for 30 years [that they have different ob]ligations in different states.' **Want to feed the habit.** (Unknown.)
- ◆ *Gillard:* 'There were some public servants that actually had tears in their eyes cos they'd spent [all of their working] life waiting for someone to deliver that reform.' **We go with the law.** (Congruent. Belief in the parliamentary process?)
- ◆ *Gillard:* 'If we are going to have deep and lasting change [then I do want A]ustralians to come with me and that's what you've seen when I announced our climate change policy.' **I know we've done it.** (Congruent. Confident.)
- ◆ *Abbott:* 'This government has put Australia in a somewhat weaker position to respond to [any subsequent] economic problems.' **Knows fuss in it.** (Congruent.)
- ◆ *Abbott:* 'Well look I don't say that the system is perfect but I think [that it's the best] we are likely to get.' **Save that spirit.** (Congruent.)

- ◆ *Gillard* (in response to a question concerning the ousting of former Prime Minister, Kevin Rudd): ‘Well, Chris, I’m not going to canvas conversations I had with Kevin Rudd, but I am very happy [to say this].’ **See the acid.** (Stinging negative emotions.)
- ◆ *Abbott*: ‘It’s about whether the public can trust the Labor Party when not even Kevin Rudd could. [So there is a better way], a fair dinkum paid parental leave scheme.’ **How will Labor see with us.** (Congruent. How can Labor see their path.)
- ◆ *Abbott*: ‘So let’s have a change of government before [any more damage] can be done.’ **She made home in it.** (Presumably a reference to Julia Gillard.)

## US 2016 ELECTION

The 2016 US presidential election campaign has begun and already we are being bombarded with numerous candidates, each with their own election promises. The average voter has no real way to make competent and intelligent decisions even with today’s high-tech media and social networks. Wouldn’t the situation of the country be so much better if the American citizens could make really informed and intelligent choices in their candidates. Reverse Speech can surely do that if we but listen to what the candidates are really saying in the reverse channel, which is where their subconscious mind is speaking.

### Bernard ‘Bernie’ Sanders

- ◆ *Bernie*: ‘If a local, state, or federal government wants to protect [the environmental needs of our] people they could be taken to an international tribunal because they threaten future profits. That is not what democracy is about. This is a bad agreement following other bad agreements, it must be defeated and I thank my friends in the House for their

efforts.’ **All this evil DEM around me.**

- ◆ *Bernie:* ‘... By that comment and I know it’s been on the internet and I am an Ameri, obviously, an Ameri[can citizen].’ **I’m a citizen.**
- ◆ *Bernie:* ‘The only way that change takes place, in my view, is when millions of people stand up and say enough is enough. And it’s not just with police brutality, [enough is e]nough when the great middle class of this country is disappearing. How does it happen?’ **It is funny.**
- ◆ *Bernie:* ‘... If a comp, country or a state [wants to protect its kids] from tobacco and smoking they could be taken to an international tribunal ...’ **Snakes, they can’t help us now.**
- ◆ *Bernie:* ‘... You know my dad came to this country from Poland, at the age of seventeen without a nic[kel in his pocket] love this country ...’ **The cops, they know it.**
- ◆ *Bernie:* ‘... About all of the jobs [that these trade agreements] would create and over and over again the proponents of unfettered free trade were wrong.’ **The mere videos keep it.**
- ◆ *Bernie:* ‘... And like you, I want to make sure that the world that we leave them is a beautiful world [where people can live full and dignified] lives.’ **We are forbidden, you’re filled with more people.**
- ◆ *Bernie:* ‘Why a family like the Koch brothers, [who are worth 8]5 billion dollars, you might think that that is enough money.’ **Feed their wolf.**
- ◆ *Bernie:* ‘If we do that, if we involve millions of people in this campaign, man, we can create a country the [likes which no one has ever seen. That’s our] mission and I look forward to working with you to make that happen. Thank you very much.’ **Mossad citizen, no one shoot this hell.**

- ◆ *Bernie:* ‘... And second of all, I believe that we need to make sure that certain types of guns used to kill people exclusively, not for hunting, [they should not be] sold in the United States ...’ **We found the shit.**

### **Christopher James ‘Chris’ Christie**

- ◆ *Chris:* ‘I am [not going to be the gov]ernor who’s going to tell our children and our young adults that marijuana use is OK because it’s not.’ **I believe in no gun.**

### **Hillary Diane Rodham Clinton**

- ◆ *Hillary:* ‘Democracy can’t be just [for billionaire]s ...’ **I am a liberal.**
- ◆ *Hillary:* ‘America can’t succeed [unless you] succeed.’ **We sell that.**
- ◆ *Hillary:* ‘We had all our presidents come into office looking so vigorous. Think about what they looked like on inauguration day and then we watch them. They grow greyer and greyer and by the time they leave they’re as white as the building they live in. Now let me tell you I am aware I may not be the youngest candidate in this race but I have one big advantage, I’ve been colouring my [hair f]or years. So, you’re not going to see me turn white in the White House.’ **You’re grey.**
- ◆ *Hillary:* ‘At the end of the day I think voters sort it all out. I have [great con]fidence. I trust the American voter, so I trust the American voter a 100%.’ **Fuck you.**
- ◆ *Hillary:* ‘... That I used one device maybe it was ah, because I [am not the most tech]nically capable person and ah ...’ **Press on the climate.**

## John Ellis 'Jeb' Bush

- ◆ *Jeb:* '... Ah, Putin you need to deal from strength. He's a bully and bullies don't um, you know you enable bad behaviour when you, when you're nuanced with a guy like that and I think just being clear I'm not talking about being bellicose but saying here are the consequences of your actions and that would deter the kind of bad [outcome that we don't want to] see.' **The fighting, it ain't over / And I wanna win the fight / We know we've been a bad.**
- ◆ *Jeb:* 'Russia invaded a neighbouring country [that occupi]es a sizable chunk of that.' **I'll be public.**
- ◆ *Jeb:* '... Um, this is a different time [than it wa]s just five years ago and I think the United State and our, and our friends and allies in Europe need to be resolute for sure.' **I'll win it.**
- ◆ *Jeb:* 'This'll be the most extraordinary time to be alive. I totally believe that and I hope that you [do too because our children] and grandchildren are deserving of that very basic promise.' **The Bush cause and he was good.**
- ◆ *Jeb:* '... [embrace the energy] revolution ...' **Where's your knees, serve me.**
- ◆ *Jeb:* '... But they're also always ought to be an eye on the ball of the next [group of people that actually] decide who the president's going to be.' **The shadow will beat the group.**

## Donald John Trump Sr

- ◆ *Donald:* '... Thousands in Iraq. We have wounded [soldiers who I love], I love, they're great all over the place. Thousands and thousands of wounded soldiers' **All know she's worse.**
- ◆ *Donald:* 'I am [officially running] for president of the United States and we are going to make our country great again.' **In a real shift.**

- ◆ *Donald:* ‘... Two thousand, three hundred [sophisticated vehicles], they ran and the enemy took them. You’re right.’ **So I paved the naked surface.**
- ◆ *Donald:* ‘We have a disaster called The Big Lie, Obamacare, Obamacare. Yesterday it came out that costs are going for people up 29, 39, 49, and even 55% and deductibles are through the roof, you have to get hit by a tractor, literally a tractor to use it because the deductible[s are so high] it’s virtually useless. It is a disaster.’ **They are horses.**
- ◆ *Donald:* ‘... And these aren’t the best and the finest. When Mexico sends its people, [they’re not sending their best, they’re not sending you, they’re not sending you]. They’re sending people that have lots of problems and they’re bringing those problems with us.’ **We need the Senate, we need the Senate, stabbing in the Senate.**
- ◆ *Donald* (Talking about Edward Snowden): ‘It really shows how weak our country been and, and has become when you cannot get this guy back I mean you think you’d tell these countries, hey, folks we’re not doing any deals with you until this guy’s on a plane and, and until and, and that includes Russia and that includes everybody.’ **The Human had the accident.**
- ◆ *Donald:* ‘Part of [the beauty of] me, is that I am very rich.’ **Believe it.**
- ◆ *MC:* ‘And so should the Republican shut down the government rather than fund Planned Parenthood?’
- ◆ *Donald:* ‘Well I think, I don’t know what’s going to happen, I guess they are doing it right now as we speak, again [I’m in my office in New York, and I guess as we speak they’re going for a vote of some kind.’ **I am the man.**
- ◆ *Donald:* ‘... but I will win the African-American vote and I

think I will win the Hispanic vote and if you see the recent [polls that came out] John, you'll see that because I am leading in the Hispanic vote.' **I make this law.**

- ◆ *Donald:* '... And we're in trouble but Israel will be in very big trouble if this deal is allowed to go forward. What I hate so much about the deal, the 24 days is ridiculous, but you know before you get to the 24 days, there's a whole proces[s I don't kn[ow if you know that that can take much longer than 24 days.' **They burn us / They had a wolf.** (On the Iran Nuclear Deal.)
- ◆ *Donald:* '... Every single person that he gave every single dollar is expecting something for that money, every single person and that's not good for the country [you know that's a problem] that's a system but it's not good.' **They'll part with their money.**
- ◆ *Donald:* '[Thank you very much everybody, thank you, thank you].' **Wake up, wake up, we are the best America.**
- ◆ *Donald:* 'Citi bank is a small subsidiary OK? If you go to a certain floor of the biggest bank of the world from China, I'd say, I just renewed their lease for another ten years I said, you guys want to be here [oh absolutely] we love you Mr. Trump, we respect you. Here China takes advantage of us to make a fortune and they don't even like us. We will make China like us ...' **We lose the war.**
- ◆ *Donald:* '[We have grossly] incompetent leadership' **You're sold, they buy you.**

## Ted Cruz

- ◆ *Ted:* '[What I voted on, is TPA] the process that allows free trade agreements to be negotiated not the specific agreement TPP.' **A B C not little now.**



- ◆ *Ted*: ‘Now, [as you know I’ve spent] my entire professional career for two decades defending the US constitution.’ **That’s how I use it.** Audio Player.

## FIRST REPUBLICAN PARTY PRESIDENTIAL DEBATE 2015

- ◆ *Chris Christie*: ‘I’m a conservative pro-life governor in a [state where it’s really] tough to be both.’ **They lose their wits.**
- ◆ *Chris Christie*: ‘We vetoed five income tax increases during my time as governor. [We cut] business taxes 2.3 billion dollars ...’ **Fuck you.**
- ◆ *Interviewer to Christie*: ‘... That your management of the countries’ finances will be any different?’  
*Chris Christie*: ‘If you think it’s bad now you should have seen it when I got there. Um, fact is, fact is in the eight ye[ars before I became gov]ernor, taxes and fees were raised at the state level a hundred and fifteen times.’ **If I make it, I’ll fuse it.**
- ◆ *Chris Christie*: ‘In the eight years before I [became governor s]pending was increased 56%.’ **Survive naked.**
- ◆ *Jeb Bush*: ‘I do. I believe that the great majority of people coming here [illegally have no other op]tion, they want to provide for their family.’ **Showered on the hillbilly.**
- ◆ *John Kasich*: ‘... Is growing at one of the lowest rates in the country and finally we went from 8 billion in the hole to 2 billion in the black. [We’ve cut 5] billion in taxes and we’ve grown 350,000 jobs.’ **I’ll fuck you.**
- ◆ *John Kasich*: ‘We need to be much more strategic on how we deal with border enforcement, border security. We need to eliminate the sanctuary cities in this country. It is ridi[culous and] tragic.’ **It’s silly.**

- ◆ *John Kasich*: ‘... And everybody across this country knows [that the tsunam]i of drugs is, is threatening their very families.’ **My Lucifer.**
  
- ◆ *Marco Rubio*: ‘... I would go on, Tad, that I believe that all ...’  
*Interviewer to Rubio*: ‘You don’t favour a rape and incest law?’  
*Marco Rubio*: ‘I have never said that and I have never advocated that. What I have advocated [is that we pa]ssed a law in this country that says all human life, at every stage of its development is worthy of protection, in fact I think that law already exists.’ **Suck USA.**
  
- ◆ *Marco Rubio*: ‘The first thing we need to do is we need to even out the tax code for [small businesses] so that we lower their tax rate to 25% just as we need to lower it for all businesses.’ **This is a bomb.**
  
- ◆ *Rand Paul*: ‘I’ve got a proposal, I’m the [leading voice in Ameri]ca for not arming the allies of ISIS.’ **I’m in a sold medium.**
  
- ◆ *Donald Trump*: ‘Every company Chris can tell you, [every comp]any virtually in Atlantic City went bankrupt.’ **Fuck you.**
  
- ◆ *Donald Trump*: ‘... And w[e have to make our] country great again and I will do that.’ **God damn the fight.**
  
- ◆ *MC*: ‘... That you can make that pledge.’  
*Donald Trump*: ‘I cannot say I have to respect the person that if it’s not me, the person that wins, if I do win and I am leading by quite a bit ah that’s what I want to do, I [can totally make that] pledge if I’m the nominee I will pledge I will not run as an independent but ...’ **God damn you lost it.**
  
- ◆ *Donald Trump*: ‘Out of h[undreds of deals that I have do]ne, hundreds on four occasions I’ve taken advantage of the laws of this country.’ **I got a slave a student.**

- ◆ *MC*: ‘One of things that people love about you is you speak your mind and you don’t use a politician’s filter. However, that is not without its downsides. In particular, when it comes to women, you call women you don’t like fat pigs, dogs, slobs, and disgusting animals. Your twitter account ...’  
*Donald Trump*: ‘Only Rosie O’[Donnell] ...’  
*MC*: ‘No it wasn’t.’ **One eyed.**
- ◆ *Donald Trump*: ‘[I had the good sense] and I’ve gotten a lot of credit in the financial pages, seven years ago I left Atlantic City before it totally cratered and I made a lot of money in Atlantic City and I’m very proud of it. I want to tell you that, very, very proud of it.’ **Yes stupid they are.**
- ◆ *Scott Walker*: ‘... With Saudi leaders and leaders from the United Arab Emirates and I asked them what’s the greatest challenge in the world today, set a[side the Iran deal]. They said it’s the disengagement of America.’ **And they raid us.**
- ◆ *Scott Walker*: ‘America’s a great country. [We need to stand up] and start leading again and we’d have allies not just in Israel but throughout the Persian gulfs.’ **Finance a deal.**
- ◆ *Scott Walker*: ‘... Seeing the problems they have there, there’s international criminal organisations penetrating our southern based [borders and we need to] do something about it ...’ **The deal was enough.**

## **MALCOLM TURNBULL, AUSTRALIAN PM**

In September 2015, after yet another Aussie coupe, Malcolm Turnbull became the new Liberal Prime Minister of Australia. Here he is in his first press conference since winning the party room vote:

- ◆ ‘The government owes to Tony Abbott and of course to his family.’ **Heed the dark.** (Dark days for Tony Abbott, former PM.)

- ◆ ‘Tony discharged that leader of the party and of course as prime minister.’ **I send him out.** (Speaks for itself.)
- ◆ ‘I’m very humbled by the great honour and responsibility that has been given to me today.’ **The big heart.** (A congruent reversal.)
- ◆ ‘We can handle those challenges, seize those opportunities.’ **Are you with us.** (A call for help.)
- ◆ ‘And I have also for the last two years had the honour of being Australia's foreign minister.’ **I saw the heart.** (Congruent.)
- ◆ ‘I came into the Liberal Party and came into parliament.’ **In the deal.** (Back room deals were made.)
- ◆ ‘I am firmly of the view that the values and belief of the Liberal Party.’ **I could see the best morph.** (A change had taken place.)
- ◆ ‘We'll just take a couple of questions.’ **The shock will fuck guest.** (Members of the press are shocked.)
- ◆ ‘My assumption is that the parliament will serve its full time.’ **Wolf's reversal.** (They probably won't serve out their full term.)
- ◆ ‘Corse, policies change, they change all the time.’ **Evil had the bar.** (Some changes won't be good.)
- ◆ ‘The challenge for any leader.’ **The deal in it.** (Once again, a deal was made.)

## POPE FRANCIS

Here are speech reversals found on Pope Francis's visit to the United States in September 2015. First of all, two reversals found while he was meeting with President Obama in the White House grounds:

- ◆ 'I would like all men and women of goodwill in this great nation to support the efforts of the International community to protect [the vulner]able.' **I love him.** (A reversal of peace.)
- ◆ 'We still have time to make the change needed to bring about a sustainable and integral development for [we know that things can] change.' **Nazis that warn you.** (Meaning unknown. The Nazi metaphor has also frequently been found on other world leaders.)

Now, here are reversals found on his speech to the United States Congress:

- ◆ 'Lincoln liberty, [Martin Luther King], liberty and plurality, an honest question. Though today, social justice and the rights of persons.' **Eat the Holy cum.** (A very disturbing sexual reversal.)
- ◆ 'This foundation [has lead me], from the beginning of my ministry, to advocate, on different levels, the global abolition of the death penalty.' **Evil, suck cock.** (Another disturbing sexual reversal.)
- ◆ 'Here, [we have] to ask ourself, why, are deadly weapons being sold to those who plan to inflict untold suffering on individuals and society.' **Fuck you.** (Using an expletive, he is angry at those who cause suffering.)
- ◆ 'The challenges facing us today call for our renewal of that speed of cooperation which has accomplished so much good,

to have [the history of the Uni]ted States.’ **I’m evil, you seek it.** (A disturbing reversal.)

- ◆ ‘For those people under nations from the art of American democracy I wish to reaffirm my high esteem and appreciation. Those first contacts were often turbulent, and violent. But, we know that it’s very difficult to judge the past. But, [the criteria] of the Press.’ **I rape the other kid.** (These sexual reversals on the Pope are becoming increasingly more concerning. Is the sexual corruption in the Roman Catholic church that pervasive?)
- ◆ ‘We need a conversation which includes everyone, since the environmen[tal challenge] we are undergoing, and it, human roots concern and affect us all.’ **Last blood.** (Unsure what this means.)
- ◆ ‘When it forces a culture which enables people to dream of full rights for all brothers and sisters, [as Martin Luther King sought to do].’ **Murder was the Catholic answer.** (Another disturbing reversal. Does the Catholic church have blood on its hands?)
- ◆ ‘And, I have no doubt that the [United States and this] congress, have an important role to play.’ **Sinner, that’s the family.** (Is he calling the United States a sinner, part of a family of sinners?)
- ◆ ‘As never before, from within, and without, fundamental relations have [been called into question].’ **The children know him.** (Normally I would say this is an innocent reversal, but given the history of sexual reversals and the like on the Pope so far, and the context of the forward dialogue, I believe he is questioning the fundamental relationships the church has had with children.)
- ◆ ‘By working to realise their great and noble inspirations, [were not lead astray by Fatai proposals] and who face difficult,

difficult decisions.’ **They are sober, they are tougher. Yes, they’re grown up.** (I believe this is a reference to the children who were abused by the church. They have now grown up and are taking action!)

- ◆ ‘And in times of crisis and economic hardship a spirit of [global solidarity] must not be lost.’ **We have lost the vault.** (*Vault* would appear to a metaphor for something precious. Has the church lost its authority?)

## SUMMARY

Reverse Speech allows us to look into our politicians’ minds as never before. It can help us make an informed choice about who to vote for. Its existence, however, poses a threat to the establishment for there are many secrets in the halls of power that our leaders do not want revealed. It will take a groundswell movement by many Reverse Speech supporters before its claims are taken seriously. This book takes us one step closer to that time. One day we will live in a society of Truth and openness and that will only help us as a race. I await that day.

# CELEBRITIES AND CONTROVERSIES 9

**CE**LEBRITIES. SOMETIMES IT SEEMS as though our world revolves around them. A whole industry of tabloid magazines is based on their lives and yes, their scandals. Reverse Speech may not be a welcome entry into this arena due to its ability to reveal even the deepest darkest secrets. I can remember when the tabloids quoted Reverse Speech analysis in one of their exposes and I didn't know whether to be happy or sad. Nevertheless, many people are fascinated with our celebrities and I am often asked to do reversals on the latest scandal or breaking news headlines, so I do spend some time on them occasionally.

In this chapter I will present Reversal analysis on some well-known figures and celebrities.

## PARIS HILTON

She loathes the LA county jail, she doesn't like the media invading her privacy, she regrets past love mistakes, she has a few concerns



about Britney Spears and she wants her name even bigger still with those leading roles! All this and more in the reversals found in an interview Paris Hilton gave to Larry King Live on CNN 27 June 2007, two days after she was released from jail.

- ◆ ‘[Ah, it’s been] pretty overwhelming, you know, I’ve been confined for three and a half weeks in a little cell.’ **Nurse the heart.** (What she is doing now, looking after her heart after her experience in jail.)
- ◆ ‘[And a] little metal desk.’ **Was sad.** (Speaks for itself.)
- ◆ ‘Yeah, [I think it definitely comes with the] territory’ (no privacy). **It was muck, you’re fighting it.** (She doesn’t like the invasion of privacy.)
- ◆ ‘Everyone at the LA County, all the sheriffs were very professional. I was treated like [any other inmate]. No better, no worse.’ **Damn, they’re lame.** (A contradictory reversal.)
- ◆ ‘For inmates and my[self it was the same]. Every Saturday and Sunday for half hour you can have two visitors.’ **Messes the force.** (The whole experience was unsettling for her.)
- ◆ ‘It was a very traumatic experience but I feel like God does make everything happen for a reason and [it gave me] a time out in life just to really find out what was important.’ **Name bigger.** (The reason in her mind was that it made her better known.)
- ◆ ‘I should never have even driven. [I’ll never make that mistake again]. I take full responsibility.’ **And I can kiss that camera man.** (Her mind seems to be on other things!)
- ◆ ‘I’m just [going to follow all the laws].’ **Soul law often.** (She will follow her spiritual conscience also.)

- ◆ ‘It was crazy. It [was just] pure madness. I feel really bad for my neighbours.’ **Sit. Silly.** (Stop. It was crazy!)
- ◆ ‘I see some celebrities, they throw water at the papar[azzi or give them the] little finger, do things like that.’ **Fallen with the grace.** (Does she feel as though she has fallen in the eyes of the media?)
- ◆ ‘I think in life everyone makes mistakes and you have to learn and [grow from them and] I’ve been a little immature in the past and made some wrong choices.’ **That man fog.** (She reflects on past man mistakes.)
- ◆ (Referring to the court believing she had not taken alcohol rehab but she had taken it and the court refused to hear the evidence) ‘Actually when we went into court they said that I hadn’t [but the lady was sitting right in the] court room.’ **So we deal with it, and I had a mess.** (She was in trouble but dealt with it the best she could.)
- ◆ ‘I just felt like this was a new beginning for me, [being in jail].’ **Feel upset.** (Speaks for itself.)
- ◆ ‘I just used it as a journey to figure out myself and who I am and [what I want to do and there’s] just so much more to me than what people think.’ **Shit, send the lead.** (She wants the lead role!)
- ◆ (Talking about Britney Spears) ‘I’ve seen her with her [kids, she loves her kids]. I think it’s hard for anyone when you’re in the spotlight so much. It’s very overwhelming.’ **Snake. Her soul is sick.** (Not nice thoughts about Britney.)

## ANNA NICOLE SMITH

### Anna Nicole, drunk at the Oscars

- ◆ ‘And if I ever record an album I want this guy to produce my, make me beautiful [cos he’s freaking] genius.’ **Make you seasick.**

### Anna Nicole at the 71st Annual Academy Awards

- ◆ ‘I’m doing some modelling. I’m reading some scripts right now. I’ve done a lot of, [a few sit]coms.’ **I see fat.**
- ◆ ‘Jesus Christ is my Lord and Saviour and will always be, and I pray every day, I pray tonight that he will have his angels by me and I will have my guardian angels and they’ve been [by me all night] long so amen to that and a[men to the Lord].’ **I’m not in love / Drool with this man.**
- ◆ ‘I wouldn’t be here [if it wasn’t] for my guardian angels.’ **The soul went sacred.**

### Anna Nicole on Larry King 2002

- ◆ ‘He’s sixteen. [Yeah he was a baby] back then.’ **Was really high.**
- ◆ (On meeting her first husband) ‘And then I became later a breakfast cook and he worked in the back [that’s when I first, er, met] him.’ **Yes, I fell in love first.**
- ◆ (On her oil tycoon husband’s first proposal) ‘I turned him down. I said that I wanted to try and [make something out] of my life.’ **I have a scam.**
- ◆ ‘Because he took me out of a horrible place and was taking care of me and [my son and] I loved him for that.’ **I’m an ass.**

- ◆ 'I don't do that. I never thought once [to ever ask] for money.' **I wrecked this.**
- ◆ 'He gave me everything. I would say give me some money. I would have [just kept] getting money or something.' **Make exit.**

### **Howard K. Stern on Larry King 2002**

- ◆ 'The true love they did have so [to me it's not] difficult to perceive.' **I'm famous now.**

### **Anna Nicole Documentary**

- ◆ '[I grew up pretty] fast. I was married, had a baby and divorced all by the age of eighteen.' **You look vulgar.**
- ◆ (Talking about her son) 'We just love playing on the farm with all of our animals. He'll always be my [number one cowboy].' **He'll break no woman.**

### **Anna Nicole on making videos**

- ◆ 'You've got to play with your emotions. You've got to play with your partner at the same time. It can be [a very powerful moment].' **The man will throw up. You rave.**

### **THE QUEEN ON THE DEATH OF PRINCESS DI**

- ◆ 'We have all been trying in our different ways to cope. It is not easy to express [a sense of loss, since the initial] shock is often succeeded by a mixture of other feelings.' **She needs this. Soul was nicer.** (A strange reversal, almost expressing a belief that there is some spiritual purpose behind her death.)
- ◆ 'This week at Balmoral we have all been trying to help

William and Harry come to terms with the devastating loss that they and [the rest of us have suffered].’ **The fuss will serve us.** (The Royal family will benefit from the reaction to this tragedy.)

- ◆ ‘I for [one believe that there are less]ons to be drawn from her life and the extraordinary and moving reaction to her death.’ **Sell her. Feel it now.** (Selling her point about Di.)

## TAMMY FAYE MESSNER

This is an analysis of the final interview Tammy Faye Messner gave on Larry King Live, the day before she died. Reversals show Tammy Faye to be congruent with her faith, albeit frustrated with her disease.

### *Q: How much time do you have left?*

- ◆ ‘[I asked them] not to tell me, I don’t want my faith level to go down.’ **Messiah.**
- ◆ ‘That’s the reason that I have [lost so much weight]. They give me morphine.’ **Heals your soul.**
- ◆ ‘I know Billy quite well and he said that someone [that works for him] said to him and told him.’ **My health, screw it.**
- ◆ ‘I know where I’m headed but I know the [sadness] that comes with those that care about you.’ **They’re so nice.**

## COURTNEY LOVE

Here is an interview from the late 1990s that Barbara Walters conducted with Courtney Love, the widow of rock star Kurt Cobain. The topics covered centre around drugs, Courtney’s lifestyle and the death of Kurt Cobain.

- ◆ *Barbara*: ‘Some people feel that [you in a way have a death wish] and that you are going to end up dying.’ **Show fed with the heroin.** (Barbara seems to believe that heroin plays a role in Courtney’s life.)
  
- ◆ *Barbara*: ‘Why Courtney, why do you have the feeling that you’ve got to do away with yourself?’
  
- ◆ *Courtney*: ‘I’m a rebel. I’m pissed, [I’m mad that I feel like Americans feel like this soap] opera would be so neater if she was dead.’ **Dad’s wish for earnings. You must see proper sin.** (In other interviews Courtney has talked about an abusive childhood and claims her father got her to try LSD when she was very young. Maybe he wanted her money as well.)
  
- ◆ *Barbara*: ‘You simulate your [husband’s] death. To some people that’s really terrible taste. Why do you do it?’ **We miss him** (referring to Kurt).
  
- ◆ *Courtney*: ‘What do I do, [do I ignore] it? Do I acknowledge it? Is there a [middle] ground? Do I sit here and play Betty Crocker? What can I do?’ **On your heroin / We make up.** (Confirming drug use.)
  
- ◆ *Barbara*: ‘So this was your way of what, paying tribute to him by doing that on stage?’
  
- ◆ *Courtney*: ‘It’s more catharsis and there’s not a thing I could or would take back because it was for me not for them and yet [they get something out of it].’ **They were lying. It must forgive.** (Meaning unknown.)
  
- ◆ *Barbara*: ‘What could you have done differently and what do you blame yourself for?’
  
- ◆ *Courtney*: ‘I’ve got [8,000 things], 8,000 million things.’ **And you lie dead.** (Feeling dead inside.)

- ◆ *Barbara*: ‘Do you feel his death is your fault?’
- ◆ *Courtney*: ‘In this instance yes, I did not need [to call for intervention]. I shouldn’t have called for intervention.’ **You’re fucked in the shit.** (Self-blaming and abuse.)

## MISCELLANEOUS FAMOUS FIGURES

### Madonna

In this example Madonna is praying just before going on stage. The night before this, she had gotten into serious trouble for masturbating on stage. This event is still on her mind as the reversal shows.

- ◆ ‘Dear Lord it [seems like every time] I’m standing in this circle before the show I’m asking for something extra special. Well I’m here again.’ **My masturbate kills me.**

Here we see Madonna is talking to a male friend in the video *Truth or Dare*. They are lying on the bed together. She says forwards:

- ◆ ‘I just think life is unfair. Like here I am this person everybody [thinks I have everything I want] but I want you and I can’t have you.’ **I want you to rub my ass.**

### Mike Tyson

The following reversals were found on Mike Tyson as he talked about his infamous ear-biting incident in the late 1990s.

- ◆ ‘When the butting occurred and I thought I might lose it because of a severe [cut above my eye], I just snapped.’ **Here I am, rubber duck.** (Rubber duck is a boxing term for punch drunk<sup>14</sup>.)
- ◆ ‘[To those of you who say I should never fight again um], I

can only say that I am 31 years old, in the prime of my career and I had made mistakes because I had no other way.’ Third reversal says: **Money. Get our funds. I shall be rewarded.**

## Mel Gibson

Here is Mel Gibson talking about his movie, *Ransom*, in the late 1990s. The reporter asks him if he is like the character at all. Mel replies:

- ◆ ‘To a degree in that you know of, do it yourself sort of thing. [I’m not some kind of corporate] giant or anything.’ Backwards he says: **The book, make me some money.** Like the character, Mel wants money. This reversal was posted on my website in the late 90s with the following comment: *Watch for either a book by Mel or a movie (maybe in production now) that will be a best seller!* Ironically, his bestselling movie *The Passion of Christ* was released a couple of years later.

## Franklin Graham

No one is immune from Reverse Speech. Here are two reversals on Franklin Graham (the son of Evangelist Billy Graham).

- ◆ ‘And today the false security that we have in America. It’s unbelievable to me. We’ve sat beside, behind these two great oceans for so long that [we think it can never happen] here.’ **I have anger to give you.**
- ◆ ‘But inside you know that you’re not committed to Christ. Judgement coming, the storm clouds [gathering, the lightning flashing], the thunder roaring.’ **You shall feel hell in your rags.**
- ◆ A reversal was found on his father, Billy Graham as he says forward: ‘I’m going to ask that [we all bow our] heads in prayer.’ In reverse he says, **How I bore you.**



## John Lennon

It has been said that the death of the Beatles' manager, Brian Epstein, was a significant catalyst in the group's eventual break-up. Here is an interview with John Lennon immediately after Epstein's death. He is commenting on advice given to the Beatles by the Maharishi.

- ◆ 'He told us not to get overwhelmed by grief and whatever thoughts we have of [Brian, to keep them happy] because any thoughts we have will travel to him no matter where he is.'  
**Can't be Beatles now.** (Was Lennon thinking we can no longer be the Beatles?)

## David Koresh

Here are two reversals on David Koresh, found during the Waco siege:

- ◆ 'I've heard a lot of statements [the past couple of days from] people that are versed in scripture and people that are students of the Bible saying this and saying [that about the meaning of these seals]. But remember we see that in heaven Christ when he reveals the seals, he's the only one who can do so.' **We're sad. Look what's happened / We see the meaning with my blood.** (Even though Koresh is preaching in the forwards speech, his reversal shows that his mind is on the siege.)

## Winston Churchill

Here is a reversal from one of Winston Churchill's Speeches:

- ◆ '[All British moral and imperi]al forces and convictions.'  
**Right and never wrong, fear for all.**

## Senator John Kerry on the Skull and Bones

The Skull and Bones is an exclusive secret society shrouded in mystery. Among its members are presidents, senators and high-ranking members of society. Its purpose and philosophies are likewise secret and is the subject of conspiracy theorists everywhere. In the following soundtrack Senator John Kerry admits to being a member but will say no more. However, I found a speech reversal on Senator Kerry when he was asked to talk about the Skull and Bones. He replies by saying:

- ◆ *Kerry*: ‘Not much cos it’s a secret. I wish there [were something secret I could man]ifest.’ **I am the God who gives you my soul.** (Does this reversal reveal their philosophy? Do they believe they are gods? And who are they giving their souls to?)

## THE WARNINGS OF BENJAMIN FULFORD

Benjamin Fulford, 46, is a Tokyo based journalist who appeared on the Jeff Rense Program, 5 July 2007, making some very radical claims. According to Fulford, a Chinese secret society with 6 million members, including 1.8 million Asian gangsters and 100,000 professional assassins, have targeted Illuminati members if they proceed with world depopulation plans<sup>15</sup>. They contacted Fulford, a Canadian ex-pat, after he warned that the Illuminati planned to reduce the Asian population to just 500 million by means of race-specific biological weapons. Essentially, this secret society, with Fulford as their spokesperson, is taking on the Illuminati!

### Reversal Overview

An analysis of Fulford’s reversals shows that he believes the story that he is telling. In other words, he is not pulling a scam, he is not deliberately lying, and his reversals are congruent with his tale. Sometimes they will give extra information, other times repeat his warnings or even reveal his own personal feelings. There appears

to be no deliberate hint of deception on his part. Of interest is his frequent use of the word ‘they’ in reverse, as he references the various factions in his tale. Also of interest is his specific use of the word ‘warning’ on three occasions. This is, of course, consistent with the theme of his interview as he places the Illuminati on notice.

## Transcript

- ◆ (Talking about his former job with *Forbes* magazine) ‘However at a certain point I seemed to be getting too close to something they didn’t want me to get to and they started stopping stories. [There was a] corruption story about GE that didn’t make it.’ **There’s the wind.** (Metaphor: *Breath of the spirit* – preparing himself as he starts the interview.)
- ◆ ‘Anybody up to a 33 degree Freemason is a chump. They think they’re doing good for humankind and they’re doing God’s work. There are 13 degrees above the 33rd degree. [And the first thing they] learn is that there is no God. We are God. This is what they’re taught.’ **And you surf the net.** (He probably does research on the internet.)

### *Q: How do the Rockefellers stand up to the Rothschilds?*

- ◆ ‘Well, there is an alliance [and a split as] well. The Rothschilds originally set the Rockefellers up.’ **It helps the net.** (The net in this case may refer to an organisation or structure. Does the split help the ‘net’?)
- ◆ (Re China becoming independent from Rothschild and Freemason control) ‘There was all of this talk about who lost China and this was a [major blow for them] but they never really controlled China.’ **May they fold within.** (Hoping the Rothschilds will collapse internally?)
- ◆ ‘It was a meeting in a [small Chinese] restaurant, upstairs in a small nondescript room.’ **In a storm.** (Maybe literal. Was there a storm outside? Or an internal emotional storm at the meeting? Inner storm maybe.)

- ◆ (Re: ordered by the Illuminati to reduce the population) ‘They try to do it possibly through birth control is ideal, if not through disease or war or whatever [is necessary].’ **There is a censor.** (A censor of information or ideas or plans or ...?)
- ◆ ‘Remember the *Plan for a New American Century*, page 60, rebuilding America’s [defences, they’re saying] bio weapons that could target specific geno types and be used for political tool.’ **They see this method.** (Confirming his tale.)
- ◆ ‘Their plan as I was told by the Japan[ese Illuminati] was to weaken China through disease and also starvation. They are trying to engineer a global food shortage by creating viruses that affect our major food crop.’ **Hear their animal within.** (They are animals.)
- ◆ (Re ultimatum to Illuminati) ‘However, killing people is something I don’t like and neither do they, so the first order of business is to try to talk [before things get radical]. The point is, there is a technical ability to wipe them all out in a matter of hours.’ **But our rape is awful.** (A warning!)
- ◆ ‘What people in America need to do is they need to get an old *Who’s Who*. Look up the [names of the bankers], the bankers who took over the Fed in 1913.’ **It’s a sure gamble with this man.** (Unknown. A stray unconscious thought?)
- ◆ ‘[Right, so what] I’m getting the feeling is, [these people are] planning to artificially create the appearance of end times, just like it’s in the Bible, and fool everybody.’ **The worst in the sell / They’ll be teasing.** (Confirming his tale. The worst con.)
- ◆ ‘They use secrecy, murder, bribery and ridicule as their main weapon. They’ve had a very good run, but the checkmate’s for them as far [as I’m concerned]. They’re not going to be able to get away with this. They better realise it.’ **But not often.** (Possibly relates to the checkmate. It’s not happening often enough?)

- ◆ ‘The plan to create a world government with Jerusalem as its capital is just not going to work right now and it’s much easier to make the EU [a central world govern]ment.’ **Bad worl(d) with Knesset.** (Silent K. Knesset: the legislature of Israel located in Jerusalem.)
- ◆ ‘If Jesus Christ were alive today he would go to the feds and he’d unplug the mainframe, that’s what he would do. He’d say all right, [enough of this, we’re going] to figure out a new way of doing this.’ **Liberals save the fun.** (Unknown.)
- ◆ *Jeff Rense:* ‘They completely turn into something else when they [show up in Washington] DC. Their constituents no longer matter.’ **The show with Bush.** (Congruent reversal. Adds information.)

**Q: *What’s the timetable on this then?***

- ◆ ‘I cannot discuss that. You can’t [let people know what] you’re going to do.’ **You warn. I’ll beat them.** (A confident warning.)

**Q: *Couldn’t this be construed as terrorism over the air?***

- ◆ ‘It’s not terrorism. It’s saying if you don’t stop killing people, if you don’t stop killing us, we will have to [defend ourselves].’ **Force an effort.** (He is serious.)
- ◆ ‘It’s not terrorism [to defend yourself. It’s self-defence. They are doing the killing].’ **They wished a new dream. Massive force, there was an effort.** (Congruent reversal, adds information.)
- ◆ ‘It’s very centralised [this pit, this thing], very centralised, target the eye, forget about their flunkies.’ **It’s an exit.** (Unsure.)
- ◆ ‘The trick is to start at the very highest level and [work your way down]. They don’t want to kill anybody if possible.’ **I deal with trouble.** (Another warning. He means it.)

- ◆ ‘The plan I’ve given them is we make contact with Russia, China, India, the Muslim countries that aren’t controlled by Illuminati pawns, [Latin American countries].’ **You’ve left the crime in Allah.** (Unknown.)
- ◆ ‘We’ll try peaceful methods and so like I say [the plan I gave] the Japanese Government, [we’ll get the Rus]sians, the Chinese, the Indians, everyone on earth basically.’ **Saw what they do / A big announcement.** (He is making his big announcement on the *Jeff Rense Program*.)
- ◆ ‘I don’t think he (Rupert Murdoch) believes anything *Fox News* says personally. It’s just business for him. He does something similar for the Chinese. [You know that, that] appeal to the Chinese.’ **That’s the warning they fear.** (Yet another warning.)
- ◆ ‘I’ve interviewed seven Japanese Prime Ministers and captains of industry and members of security police and senior gangsters. [I have very good sources, I have ever]ything on tape. I have enough evidence to convict David Rockefeller of at least three murders.’ **They have a source. The grave there.** (Congruent reversal. He has evidence of graves, or murders.)
- ◆ ‘[Like I say, the Pentagon], like I was saying before could be the greatest force for good in human history. All you have to do is give them the job of saving the planet.’ **Now they’ve met with the helpful.** (Have meetings of some sort already taken place?)
- ◆ ‘I think well how come the [New York Times is]n’t writing about it. Why isn’t it on the TV?’ **This mouth screams.** (He is screaming his message.)
- ◆ ‘I started as a financial journalist and I realised that all the bad debt was controlled by gangsters, which [really didn’t make sense]. Hundreds of billions of dollars controlled by gangsters? So I went [and I started talking to] the gangsters.’ **They scammed the loot / We’ve lost the Senate.** (Gangsters taking

money from, and control of, the Senate or Government?)

- ◆ ‘Their history is so long and their techniques are so sophisticated, but folklore has been aware of these people. They’ve called them different [names over the years]. Beelzebub, Mammon, Set, Lucifer, Satan.’ **Free this man.** (Unknown.)
- ◆ ‘[Sure, but you know what]. The Chinese have their own idea for democracy, right.’ **Now warning the Bush.** (Are the Chinese warning Bush or is he?)
- ◆ ‘And the other thing is that I believe the Japanese are also [about to kick them out], and that’ll be it. It’ll be the end for these people. I believe we’re at the end game.’ **I must get this trouble.** (He is serious!)
- ◆ ‘So, you know this stuff about reptilian people that David Icke’s pushing, well I think that’s disinformation made to turn most people [off from this whole] idea that there’s a vast conspiracy.’ **That wolf in the fold.** (Seems to be referencing David Icke as a wolf among the sheep.)
- ◆ ‘(Talking about Bobby Ray Inman) We go there to have fun, what’s the harm, I mean that’s the story he’s giving me. But he revealed, [there’s a whole scenario] of bioterrorism and starvation.’ **Lawyer and the soul hurt.** (Unknown.)

## SUMMARY

Reverse Speech leaves no stone unturned when putting the spotlight on our celebrities. It exposes their innermost secrets and lays their heart bare. If Reverse Speech analysis is ever taken seriously by the tabloid media, a whole cottage industry may spring up using Reverse Speech analysis as an information gathering tool. It can steer the enterprising young reporter into new avenues of investigation as their lives are laid bare.

Imagine a world with no secrets. Do you really think we are ready for it?

# PSYCHOTHERAPY 10

**RE**VERSE SPEECH HAS AMAZING APPLICATIONS in the therapeutic area. It taps into deeper areas of the mind. It is capable of revealing information unknown to the conscious mind but available to the amazing resources of the unconscious mind. This makes it far superior to regular psychotherapy, which may take several months, if not years, to uncover the root cause of someone's problems. Reverse Speech can often reveal it in just one or two sessions.

## **PROBLEM AREAS PINPOINTED**

For example, as one client talked about her recurring pattern of failure in relationships, a speech reversal occurred that said **I have been molested**. The client had not told me this fact consciously, and probably would not have, but it appeared in the reversals of her very first recording. When I played her that reversal she broke down in tears and told me a story of persistent molestation in her



teenage years. This molestation had affected her ability to have happy healthy relationships. Thus the reversal had been able to pinpoint the precise cause of her current difficulties and gave us a tremendous advantage in healing her problem. You can't fix a problem if you don't know the cause.

Another client, as he talked about lack of love in his life, said forwards: 'I chose not to feel love this lifetime because I judge myself [too harshly].' Backwards he simply said **The childhood**. This reversal occurred on the exact forward words, 'too harshly.' Further discussion with the man revealed a very sad childhood, full of grief, heartache and harsh discipline. This upbringing had affected his ability to give and receive love and had also caused him to judge himself very harshly. Once again, the reversal occurred on the very first recording with the man and gave us a specific area to work on. That is: healing the pain of his childhood.

With one client I worked with, I asked her if there was a specific event in her life that had led to current behavioural difficulties. She replied by saying 'I can't recall any specific event.' A reversal occurred on that phrase that said **Hid the bad orphan**. When I played her the reversal I had an immediate response. This reversal prompted my client's memory of an event in her childhood where she had been naughty, punished, and her father had subsequently died of heart attack a few days later. Unconsciously she had blamed herself for her father's death and this blame was affecting her to this very day. With Reverse Speech we were able to isolate this event in just one recording and make appropriate corrective measures.

There was another client who came to me with problems of severe temper. He had a reversal that said **A crime with our father**. On discussion it was revealed that the man's father also had a vicious temper. We further discovered that this temper had been adopted by other siblings as well, hence the use of the phrase 'our' father in the reversal. Session work then centred around separating him from that negative energetic aspect of his father.

One man, who took session work to give up smoking, was talking about a time in his life when he had given up briefly. He then attended a social event and was offered a cigarette, which he accepted. This caused him to start smoking again. As he discussed

this event he had a speech reversal that said, **I had no one then.** Discussion with him about this reversal revealed that the man was a loner with no family left and very few friends. We realised that his cigarette smoking compensated for his feelings of being alone. We then knew exactly what needed to be worked on – his feelings of being alone. Using traditional psychotherapy we may never have uncovered the reason.

You see, your unconscious mind knows all about you. It knows your likes and dislikes. It knows and understands your emotional and psychological needs. It understands what causes your physical ailments and it even knows solutions to various problems – psychological and physical. Reverse Speech taps into this immense storehouse of knowledge and enables the therapeutic process to proceed at a far greater pace.

## SOLUTIONS

One Reverse Speech Practitioner reports on a case when a woman was talking forwards about improving her current state of depression. A speech reversal occurred that said, **Need more sunlight.** This reversal gave a seemingly simple solution to a much more complex problem. The woman subsequently took the curtains down from her windows, let the sunlight into her house and the problem shortly vanished.

Once I was doing session work with a woman who had a troubled child. This child used to get up and down all night and caused her parents no end of grief. In one forwards section she was talking about her daughter's symptoms of kidney weakness. A reversal occurred that said **Deal with it.** This was a direct instruction from the unconscious to deal with that particular problem. Following this reversal, the woman put her daughter on a regime of herbs and vitamins specifically designed to work with the kidney. Within only a couple of weeks most of her child's difficulties vanished.

In another session with a woman who had some difficulties in her current relationship, the reversal gave some very practical advice. It simply said, **Yeah walk away.** She followed the advice

of her reversals and within a very short space of time she met another man who she is now very happy with.

## UNCONSCIOUS SABOTAGE

There are times when speech reversals will communicate a message that is contrary to the desires of the conscious mind. In these cases the unconscious mind can sabotage our success as it follows pre-programmed behavioural patterns. In fact, these contradictory messages can be so entrenched, no amount of therapy will shift the undesired pattern until they are dealt with. It is for this reason that some attempts at therapy never seem to work. In the same vein, someone listening to subliminal recordings or saying affirmations will have no success if their unconscious messages are contrary to the message they are trying to adopt.

In one case where a businessman was trying unsuccessfully to build his business, a speech reversal occurred that said **I am stupid. Following new muck.** The message was contrary to the affirmations he had been saying for quite some time and this was the reason that he couldn't get further ahead. In order to change his outcomes, the unconscious message had to be dealt with, or no amount of trying would succeed.

There was a case where a person was constantly finding fault with himself. This also caused him to see only the faults in others, which made his relationships very difficult and cumbersome. A speech reversal occurred on this man that said **Feeding the force on the sloth.** Thus the pattern began in his unconscious as he gave energy to beating himself up.

In another case a man talked about confusion and emotional chaos in his life. This severely affected his self-esteem. He had tried various modalities to work with this chaos but none had been effective to date. When analysing his recording for reversals I found one that said, **This mess is worthy.** Thus, at the unconscious level, he believed that mess and chaos was a worthy pursuit. He would therefore create that in his life.

Yet another case saw a woman who had constant anguish in

her life, saying in reverse, **My need for pain**. At some stage in her past she had learnt that pain was somehow beneficial to her. This could be due to many factors – childhood, relationship history or whatever. The point being, though, that unless the unconscious sabotage is changed, this person is doomed to constantly have pain in her life.

So, how do you deal with unconscious sabotage and change the outcomes? Well, amazingly, Reverse Speech will give the answer for this as well. Just as the unconscious can sabotage us, it can also show us how to change this sabotage if asked the right questions. We will cover this in the next chapter.

## UNCONSCIOUS CONSENT

When I am working with clients, the one thing I am looking the most for is a condition I call unconscious consent. Does the unconscious consent and agree that the change being sought is beneficial for the client? Unconscious consent is the opposite of sabotage. It is where one part of the mind wants to evolve and improve and it knows exactly what to do to create this. As we saw earlier in this chapter it will often give very specific instructions for change. This fact is essential when performing Metawalks. (*See Chapter 11 Metaphor Restructuring.*)

In this first example, a man is talking about a possible career move to another country. He has a speech reversal that says **Feeling answers. God make it certain**. The phrase ‘God make it certain’ is a direct instruction from his unconscious mind to make this event happen. He did subsequently move overseas to his new position.

The following example sees a woman just embarking upon Reverse Speech session work. Her very first reversal says **Solve that sin**. This shows she is ready and willing to work with her issues and session work is likely therefore to be a complete success.

As a woman talks about setting up and marketing her new business she has a reversal that says **The blessing in it**. This shows us that her unconscious approves of her plans and the

business is going to be successful. Also, any session work that is done on improving her business is going to have no resistance but will work smoothly and effectively.

## SESSION TRANSCRIPT

As I was searching through my files looking for a transcript to post in this section I realised yet again just how metaphoric these Reverse Speech sessions were. I was unable to locate a session with mainly First Level (or conscious) reversals. Every transcript I looked at was filled with metaphors. So it should be re-emphasised that the majority of reversals in private sessions will be metaphoric in nature. This is how the unconscious organises behaviour – through metaphors. The understanding of Reverse Speech session work, therefore, requires a creative mind that can visualise, see beyond the words, and understand the essence of the pictures within.

The following transcript helps explain that process. It was with a woman who was suffering severe depression and anxiety, and was also very indecisive in her life. She felt lost, with no direction, and was unable to move forward. She had embarked upon Reverse Speech session work to help resolve these issues.

Please note that the meaning of metaphors in the transcript has been taken directly from the Reverse Speech metaphor dictionary.

### Transcript

- ◆ ‘I had quite a serious depression six or seven years ago, which I wound up [being taken by my husband], my then husband, to a hospital many states away. I was left there.’ **Let’s lock ’em up, forget me.** (Time: 48:18) Expansive Reversal, First Level. How she felt in the hospital. Locked up and forgotten.
- ◆ ‘And so I ended up staying there [for a couple of years] and I never, and I really lost my ability to feel.’ **See your microphone.** (Time: 01:23) Internal dialogue, First Level. She is aware she is being recorded.

- ◆ 'I'm really not sure about [anything that I'm doing] and I'm just putting one foot in front of the other.' **Nude madam with fear.** (Time: 02:08.81) Expansive Reversal, Second Level. *Nude*: to be exposed and not liking it; uncomfortable; oppressed, fear, inhibited; to be shut down emotionally. She is exposed, uncomfortable and afraid.
- ◆ 'I can't seem to really move myself forward. There's all kinds of things I could be doing but I don't really [want to do anything].' **You feel it use the soul.** (Time: 02:58.42) Internal dialogue, Third Level. *Soul* is a common word in Reverse Speech, appearing in almost every Reverse Speech transcript. She is feeling these issues down at the 'Soul Level'.
- ◆ 'I wake up every day and I'm in a real terrible state of anxiety. And, um, I just, [I know that, you know], I don't really sleep very well.' **I don't want it, I warn ya.** (Time: 04:48.16) Internal dialogue, First Level. This reversal shows unconscious consent. Some part of her psyche does not want this pattern. Session work with this woman, therefore, will most likely be a success.
- ◆ 'I know that I have to get up and do something or, [you know, I'll die] eventually.' **I got warning.** (Time: 04:57.91) Internal dialogue, First Level. Re-emphasising the warning she feels inside. This is probably why this woman was compelled to do session work. She could hear the warning bells.
- ◆ 'I'm on medication, which I have a hard time with because [I really don't like] medication.' **So why do it.** (Time: 05:17.34) Internal dialogue, First Level. Part of her psyche questions the wisdom of taking these medications.
- ◆ 'I kind of don't feel very hopeful but I know if I keep going and I keep [moving and I] keep putting myself out there something will happen.' **Selling your womb.** (Time: 05:48.95) Expansive Reversal, Third Level. *Womb*: to nurture; grow; create. *Sell*: to give away something of oneself for a return; an emotional exchange; giving up part of self to get

something from someone else; to persuade, convince, demand something in return. She is expending her energy pursuing the creative process.

- ◆ 'I very feel very much sort of outside the flow of life and [about six or seven] years ago I really did not want to live.' **The message is stubborn.** (Time: 06:31.13) Expansive Reversal, First Level. The message of not wanting to live stubbornly continues.
- ◆ 'It was really stuff that [was] exacerbated, you know, I had a wonderful but very complex and difficult childhood.' **Get hit.** (Time: 09:22.82) Expansive Reversal, First Level. She is constantly being hit or knocked down.
- ◆ 'I can't let go and really relax but at the same time I'm really [good at, at doing that] in the beginning but something falls off later.' **I knew that goddess.** (Time: 10:28.93) Internal dialogue, Third Level. *Goddess*: the part of us that can see the good, see the potential; can see long term goals; has hopes and dreams for the future. She has known hope and dreams in the past.
- ◆ 'I'd really love to feel like I've found what it is that I'm supposed to be doing, [why I'm here]. I'd like to find my life purpose.' **Free my owl.** (Time: 11:39.35) Internal Command, Third Level. *Owl*: knowledge that one has reasoned with the intellect; the part that intellectually reasons and understands. The reversal shows both a metaphoric solution to her problems and unconscious consent for change. This is the second time we have seen unconscious consent in her reversals. This only reinforces that session work will be successful for her. We would work with her 'owl' in a Metawalk in which she would be asked to 'free her owl' from wherever it was trapped. This would have the effect of allowing answers for her questions concerning her life's purpose to begin to form in her conscious mind.
- ◆ 'I don't want to be working, part of the working pool, I'd like

[to have a profession].’ **The shepherd develop.** (Time: 14:13.38) Internal Command, Third Level. *Shepherd*: the part of us that is ‘Christ-like’; the part of us that is very spiritually in-tune; teacher; leader; spiritual guide; one to be trusted; a servant of God; a leader seeking their sheep. This is another reversal of Instruction and Unconscious consent. She is asking for the part of her mind that is a leader and teacher to begin to develop.

- ◆ ‘I had a massage business for a [number of years] and I haven’t been able to make myself practise for about two years.’ **Running vermin.** (Time: 14:38.23) Expansive Reversal, Third Level. *Vermin*: bad attitudes; low life; unworthy; unpleasant; an insult. Explains the current pattern. *Run* means to run a behavioural pattern. She has bad attitudes that are keeping her from practising.
- ◆ ‘It feels like I really have to let go of everything. It’s almost kind of stupid in a way. Logically it doesn’t make [any sense at all].’ **Pour the mess in it.** (Time: 15:23.96) Internal command, Second Level. *Mess*: emotional chaos; disruption; self-sabotage. This is an unconscious sabotage pattern running. She is being commanded on some level to create emotional chaos. This command would need to be changed in any session work we did with her.
- ◆ ‘OK, this is what you want to do, this is the direction you want to go in, [you need to move] and make some steps.’ **The womb within you.** (Time: 15:35.68) Expansive Reversal, Third Level. This is the second reference to *womb*, which is significant. This woman has the means inside of her to create something new and nurture herself in the process.
- ◆ ‘And in some ways I’m afraid of the [future].’ **Hushed grief.** (Time: 20:48.17) Expansive Reversal, Second Level. Tells us why she is afraid of the future. She has unexpressed grief inside of her.
- ◆ ‘I had a hysterectomy two years ago and they said I had



cancer and all this [stuff and then] they said cervical cancer.’ **Then the fuss.** (Time: 23:16.18) Expansive Reversal, First Level. She was simply concerned about the cancer scare. Later tests turned out to be negative. It is interesting to note that she had a hysterectomy and there are two reversals in this transcript about her womb.

***Q: Is your unconscious willing to be changed?***

- ◆ ‘Yes, I think it is, [I want it to be], I hope it is, it better be.’ **Hear the soul wind.** (Time: 25:36.27) Internal command, Third Level. *Soul Wind*: the energy of creation; the logos; spiritual wisdom or message; emotional energy. The reversal shows strong unconscious consent as it instructs her to listen to the breath of the soul within.
- ◆ ‘I would like to be in a [relationship] and a commitment and the sharing and the caring.’ **Earth is shallow.** (Time: 26:26.18). Expansive Reversal, First Level. Giving us more information about a relationship. It is shallow on this earth and maybe hard to find someone.
- ◆ ‘That would be another goal. I would like to be [married in five] years.’ **Love the lamb.** (Time: 26:35.87) Internal command, Third Level. *Lamb*: innocence; pure, gentle spirit; the original untainted metaphor; the innocent seed of life. This is an unconscious instruction from her deep self to love that part of her that is innocent and pure. We may actually get her to see a lamb and love it in future Metawalks.
- ◆ ‘I felt a real sense of [futility] that on some level I wasn’t seen.’ **Hear the loss.** (Time: 27:22.79) Internal command, First level. She is listening to the negative voices inside of her.

Overall, this is an excellent transcript for this woman. Her issues are clearly shown but what is also apparent is that there is unconscious consent for change and some very positive metaphors there. I would expect to see her improve in leaps and bounds once metaphor restructuring began.

## REVERSE SPEECH CLUSTERS

So far in this book we have looked at the many tools that the Reverse Speech Analyst can use to analyse a recording and arrive at a meaning. We have examined Reverse Speech checkpoints, categories, structures and levels. The final step to comprehensive analysis is to determine what the Reverse Speech clusters are. Reversals frequently occur in a batch or cluster of a few reversals every few seconds, then a gap followed by another cluster. Frequently the reversals in a cluster will relate to each other and this can provide additional clues concerning their meaning.

For example, in the clusters listed below from the previous session transcript we can see that **See your microphone** is followed immediately by the reversal **Nude madam with fear**. We can surmise therefore, that she had become afraid and felt exposed by the microphone. The last reversal in the first cluster, **You feel it use the soul**, hints that she feels these feelings down at the level of her soul itself.

Clusters are determined by first of all working out the average rate of reversal occurrence in any given recording. In the previous transcript there were 22 reversals in a 28-minute recording, which gives us one reversal every 76 seconds. The clusters are then listed below the transcript with a line break between each cluster. Any reversal that occurs less than 67 seconds apart is included in the same cluster.

Examine the clusters, and each reversal in the cluster, in the transcript below and see if they give you any extra insight. If you read them together without the forward dialogue, they may even make a complete conversation.

Clusters: (One reversal every 76 seconds)

00:48.18: **Let's lock 'em up, forget me**

00:01:23: **See your microphone**

02:08.81: **Nude madam with fear**

02:58.42: **You feel it use the soul**

04:48.16: **I don't want it, I warn ya**

04:57.91: **I got warning**

- 05:17.34: **So why do it**  
 05:48.95: **Selling your womb**  
 06:31.13: **The message is stubborn**  
 09:22.82: **Get hit**  
 10:28.93: **I knew that goddess**  
 11:39.35: **Free my owl**
- 14:13.38: **The shepherd develop**  
 14:38.23: **Running vermin**  
 15:23.96: **Pour the mess in it**  
 15:35.68: **The womb within you**
- 20:48.17: **Hushed grief**
- 23:16.18: **Then the fuss**
- 25:36.27: **Hear the soul wind**  
 26:26.18: **Earth is shallow**  
 26:35.87: **Love the lamb**  
 27:22.79: **Hear the loss**

## SUMMARY

This chapter has shown some of the amazing analytical powers that Reverse Speech has to both give reasons for current patterns, and suggestions for change. This fact alone can greatly enhance the therapeutic process. It will allow therapists to get in contact with their client's unconscious mind in a way they have not be able to do before. This could lead to a revolution in the practice of psychotherapy.

A reversal I found on a workshop participant, as she realised the therapeutic potential of Reverse Speech, sums up its potential very nicely:

'[I think it's awesome]. In a healing situation it would be just wonderful. It's a bit like you cheat. You tell me what's wrong, you tell me how to fix it. How easy is that?' **The source to give help.**

In the next chapter we will explore ways that we can actually change these unconscious structures as revealed by Reverse Speech.

## METAPHOR RESTRUCTURING

# 11

**WH**EN I FIRST DEVELOPED THE THEORY of Reverse Speech in 1987, in conjunction with my then research partner Greg Albrecht, I immediately began to apply the technology to working with people and the human mind. I initially began to work with a therapist, analysing recordings of her consultations, and then eventually set up my own Reverse Speech practice in 1988. Almost immediately I was confronted with the problem of how do I work with these unconscious metaphors?

Yes, they were Structural Metaphors and, yes, they created human behaviour, as this book has discussed, but if the metaphors were creating undesirable behavioural patterns, how could you change them?

I took a course in hypnosis and Neuro Linguistic Programming to give me some tools to use, and in the process I gained a deeper understanding of how the human mind worked. I learnt about the power of pictures and visualisations and how by changing the pictures you could also change the behaviour. I promptly applied this principal to my Reverse Speech work and over the next few years the process of Metaphor Restructuring was born.

## THE INITIAL TRANCE INDUCTION

The basic principal behind Metaphor Restructuring is simple. I propose that at the base level of consciousness the human mind thinks in pictures and images, or metaphor. By changing these metaphors the behaviour that the metaphor represents can also be changed. The metaphors are changed using a visualisation procedure that allows the client to see their metaphors during a hypnotic trance.

This is a specialised trance that I have designed myself over a period of years. I call it a 'Metawalk'. Metawalk is a combination of two words: Metaphor, and Walkabout, which is a spiritual pilgrimage the Australian Indigenous people conduct in the outback. A Metawalk, therefore, is a spiritual journey through the metaphors of the unconscious mind as revealed by Reverse Speech session work.

The initial trance state is created with an induction I have developed using my knowledge of, and experience with, Reverse Speech. It goes like this:

I would like you to lie down now, close your eyes and just begin to relax. And as you relax, I would like you to imagine that with each breath in you are breathing in new life and with each breath out you are breathing out the old, so we are creating a cycle of breathing here, new life in followed by old life out, new life in followed by old life out. Excellent. And as you breathe, we're to going to imagine that the outside world is beginning to completely fade away, so that the only thing that's important now is you lying down, listening to the sound of my voice, allowing the conscious mind the opportunity to gradually begin to slow down, function by function, step by step, so that the unconscious mind can now begin to rise to the surface. Each breath that you take, each sound that I make allowing the state of your relaxation to grow and expand.

'All right, you're doing just great. Now, to continue this process I am going to give you a series of exercises that will allow your body and conscious mind the opportunity to

completely relax, because as your conscious mind relaxes, so too can the unconscious mind continue to rise to the surface. And the first thing that I would like you to do is to concentrate all of your attention onto your forehead. Just imagine that your forehead is the most predominate part of your body. And as you concentrate on your forehead I would like you to imagine that you can feel three tendons or muscles stretched very tightly across the surface of the forehead between the left and the right temples. And these muscles are stretched very tightly because of all the stress and tension of the day and the week.

‘And what I am going to do now, is I am going to count backwards from three down to one, and as I count I want you to imagine that each tendon or muscle is beginning to relax. And as each muscle relaxes, the conscious mind relaxes even more and the unconscious mind rises to the surface more. Each breath that you take, each sound that I make is allowing the process of relaxation to grow even more.

‘And I am going to begin now with the count of three. The first tendon relaxes like a rubber band that was once stretched tight, it now begins to hang loose. We now count down to two, the second tendon relaxes, conscious mind going on standby even more, the world of the unconscious rising to the surface more, tension and anxiety draining out of your body and mind, the couch upon which you are lying acting as a sponge, soaking up any excess tension and anxiety as I now count down to one. Final tendon relaxes, tension and anxiety fading completely away now, as a wave of relaxation now begins to flow all over your body.

‘Muscles in the cheek relaxing now, muscles around the eyes relaxing, eyelids becoming very heavy as you sink deeper and deeper into a state of relaxation. That’s right. Muscles in the neck and shoulders relaxing now, your arms and hands relaxing, your chest and stomach, your hips, your legs and finally your feet until the while body lies perfectly calm, perfectly relaxed, the unconscious mind rising completely to the surface now allowing us access to the core central structural metaphors within.’

Once the client is in a relaxed state they can then be prompted to see the metaphors as they had appeared in the Reverse Speech transcript. There is, however, a very definite procedure and technique to preparing these metaphors in an ordered journey that the client can see and accept.

## THE PRE-WALK RECORDING

The first thing we need is instructions for change. By that I mean reversals that actually tell us what to do in the trance. Sometimes these types of reversals will not appear in the first session transcript, which may only detail the problem that we are working on, and not always the solution. So, a second recording is conducted following the first recording. It is the purpose of this second recording to specifically seek instructions for change from the unconscious mind.

This recording is called the Pre-Walk recording. It is usually conducted a week after the initial session. It has been found that this week period is necessary to get the type of reversals we are seeking. It is assumed that some level of the mind is now processing the information the conscious mind gained through hearing the reversals. This creates a state of conscious and unconscious congruity. Knowing the problem has been revealed to the conscious mind, the deep unconscious then begins to work on a solution. This solution often appears in the Pre-Walk recording in metaphor form. Here are some examples of Pre-Walk reversals from my library and their possible Trance Images:

**1. AS A WOMAN** talked about being overwhelmed in her life with emotion, she said in reverse, **Get wolf, I feel the marks.** ‘Get wolf’ is what I call a Trance Instruction. Under trance I would have the woman look for a wolf and get the wolf close to her. *Wolf* appears in most session transcripts and is often written into trances. It is friendly and helpful and a very good way to start this lady’s Metawalk.

**2. HERE, A LADY** was saying she did not know how to change her behavioural pattern. In that sentence a reversal occurred that said **Have a new egg in the hand**. Egg means to have a new beginning, to create something new. I would have the woman imagine under trance that she was literally holding a new egg in the hand. I have noticed, incidentally, that clients generally see the pictures with great ease and clarity, even clients who claim to have trouble visualising. I believe this is because we are using the unconscious mind's own images as revealed by the reversals. In other words, we are speaking the language of the unconscious. Some clients have even dreamed some images in their Metawalk the week previously!

**3. ANOTHER WOMAN** was talking about how to access her innocent, carefree nature, which had appeared in the first session. A reversal occurred that said **You must warm me in the ship**. I would have this woman see herself in a ship sailing on the ocean, and the sun would shine down on her quite literally warming her in the ship. This one image alone has the potential to create a major change in her life.

**4. NOW HERE IS A BUSINESSMAN** who was talking about his financial future in very positive terms. A reversal occurred that said **See Earl with the wolf**. *Earl* is a common metaphor that means the part of us that is successful and prosperous. I would have him see an Earl standing with his wolf under trance. This would create a behavioural change that would ensure his success and enhance it even more.

**5. ANOTHER BUSINESSMAN** was talking about how he could improve his business, which was in a slump at the time. He wondered whether he should be making some new flyers. His reversal said **See the whirlwind to shift this devil out**. *Whirlwind* is another common metaphor. It refers to our energy and life force. *Devil* refers to overwhelming, crippling emotions and/or behaviour. In his Metawalk I would first have him imagine a devil, and then I would ask him to see a whirlwind coming and sweeping the devil away. This would create a behavioural change of increased energy and less crippling emotions and dysfunctional behaviour.



## THE METAPHORIC MAP

In order to provide a foundation stone for Metawalks, a map of the unconscious mind has been created. This map has been written after performing literally thousands of Metawalks and working with an equal number of Pre-Walk recordings. I'm not saying that this map is accurate or that it necessarily represents an actual landscape that exists within the unconscious mind, but it does provide a good framework for Reverse Speech Practitioners to work with. You can see the map in the Appendices.

Most Metawalks will begin either on the ocean, or in the desert depending on what metaphors appeared in the reversals. They will then proceed South to the Unconscious Kingdoms that reside in the desert. These include Camelot, Rome and Jerusalem, to name just three. They will eventually come to Eden and may rest by the River of Life. While in Eden they can visit their soul which resides in Heaven vertically above Eden..

## THE MAIN METAWALK

Once the Pre-Walk reversals have been prepared, the main metaphor journey can then be written. This can take a few minutes or a couple of hours depending on the complexity of the reversals and the skill of the Practitioner. A sample generic Metawalk is shown below. This can be performed once the initial inductions detailed earlier have been done.

‘And to begin this process now, I would like you to imagine the image of a vast desert landscape. Perhaps you can see the occasional cactus and saltbush scattered here and there, some low-lying mountain ranges on the horizon. Maybe you can hear the sounds of the desert, a gentle breeze blowing, some small animals scurrying. And I'd like you to imagine you can feel the sun beating down on you, it is empowering and invigorating, giving you life and strength.

‘Now, I would like you to walk forward in the desert and as you walk we are going to access another one of your

collecting a ball of light in the palms of your cupped hands. As you collect the energy and life force of the sun so too does the unconscious mind open this area of light that resides in the deep self, allowing its energy and power to be transferred to all parts of consciousness

‘And now, carefully cradling the ball of light in your hand, I want you to walk into the whirlwind itself, and you will find that you can walk into the twirling winds with perfect ease, through its powerful currents right into the centre of the whirlwind where it is still and calm. Now I want you release the ball of light from your hands and it rises into the air and fills the whirlwind with its power and light. Watch this light as it travels higher and higher into the wind, filling it completely with light, so that the entire whirlwind glows and shines. And now, I want you to imagine that the whirlwind begins to spin around you faster and faster and as it spins you begin to merge into the whirlwind, becoming one with the whirlwind, as the unconscious mind continues to shift and alter and processes all these images very powerfully and clearly over the next few days and weeks.

‘Now as you and the whirlwind are one, we have to come to the end of this journey and I’m going to bring you back to full awareness very shortly now, and the unconscious mind is going to process all these images that you have seen over the next few days and weeks, and make changes accordingly, and these changes will gradually filter out from the deepest part of your being, eventually affecting your conscious behaviour and manifesting in your physical world.

‘I am now going to slowly count from one to five and gradually bring you back from this relaxed state to full awareness again. On the count of one, the pictures gradually begin to fade now, and two, the unconscious mind gradually returns to where it was, and three, breathing and heart rate gradually return to normal, and four, conscious mind returns to full awareness, and five, you can begin to open your eyes now and return to the room wide awake and fully refreshed.’

## THE POST-WALK RECORDING

The above Metawalk is a sample only. In practice, Metawalks are wide and varied. Each one is different depending on the client and the reversals we are working with. Sometimes only one Metawalk will be performed but usually it is divided into two or more, each one a week apart. After the Metawalks are performed another recording is made a couple of weeks later to monitor the progress of behavioural changes we were seeking. This is called, unsurprisingly, the Post-Walk recording. Reversals in this recording will generally show us what changes have taken place, what still needs to be worked on, and occasionally what new issues have surfaced. Here are some examples of Post-Trance reversals:

1. **IN THIS EXAMPLE A WOMAN** is talking about her life after completing Reverse Speech session work. ‘With the feedback from the [reversals that I’ve done though it’s], for me it’s not hard anymore. It’s really lovely.’ **Spirit and the Goddess will serve her.** This is a wonderful reversal for this client to have after all her session work. *Goddess* is a metaphor for hope and dreams. It is also feminine energy. *Spirit* is a rare metaphor in Reverse Speech, unlike the *Soul*, which occurs frequently. The reversal shows us that the session work has helped her and she now has hope in her future.
2. **HERE IS A BUSINESSMAN** who had a weak *Wolf* in his first session transcript. We worked on his wolf in the Metawalks and now he talks about new found success. ‘Just [implement the program I’ve got] in mind. I mean I can see it, I can actually see it working and all the things that I read say that it’s a service that people want.’ **I’ve got a new wolf within me.** The reversal shows that we have successfully restructured his *Wolf* metaphor and the business he is contemplating will most likely be a success for him.
3. **THIS EXAMPLE SHOWS A WOMAN** talking about how she enjoyed her Metawalks. ‘I also enjoyed the scene in the vineyard.’ **Living in the earth with joy.** The reversal is a wonderful affirmation of their success.

metaphors, and that is the metaphor known as the wolf, your hunter and protector. As the unconscious mind now accesses the metaphor of the wolf it rises to the surface and it appears in the desert sands. I want you to ask your wolf to come up to you and the first thing I'd like you to do is to check out the size of the wolf. Its head should be up to your waist; if it is too large I'd like you to decrease its size, if it's too small I'd like you to increase it and as you adjust the size of your wolf so will the internal wolf within you also adjust to normal healthy proportions. Now I'd like you to look into the eyes of the wolf, I'd like you to notice its intense gaze, feel its strength and wisdom. And as you and the wolf connect with each other in the desert sands so do you also connect with the wolf metaphor within, as the unconscious mind continues to shift and alter. Each breath that you take, each sound that I make allowing you to sink deeper and deeper and even deeper still.

'And now we are going to walk forward in the desert with the wolf by your side, and access another metaphor and this is the metaphor known as the eagle. In Reverse Speech the eagle represents our insight and intuition; the eagle acts as a scout for the wolf. I want the unconscious to access this metaphor now as you see a large eagle soaring in the sky above. Adjust its size so its wingspan is about three feet in width. And now raise your arm in the air and have the eagle come and land on your outstretched arm. Feel its talons in your skin, look into its eyes and feel the magnitude of its vision. And as you connect to the eagle so too do you connect to your own intuition, your ability to see ahead and scout the way before you

'Now, I want you to let the eagle soar in the sky. It flies ahead and the wolf follows the eagle, and you look ahead and see the eagle flying towards a large garden that appears on the horizon, as the unconscious mind now accesses the metaphor of the Garden of Eden. And this garden represents the birthplace of consciousness, the passageway to the soul. We go to this place to find peace and fulfilment, to have contact with the universe and the Divine, to connect to our real

power and strength inside. And the eagle continues to fly ahead, finding a safe passage through the desert for you and the wolf to travel, and as you do this so too does your unconscious mind begin to transfer to the conscious mind the wisdom, knowledge and ability that you need to travel your life's path and achieve the goals that you have set for yourself.

Now, as you begin to approach the Garden of Eden, the eagle flies inside and lands on a tree, while you and the wolf leave the desert sands and walk inside. You are suddenly surrounded by a totally different world, a world of wonder and beauty. You see flowers and trees, and birds singing, and gentle rolling meadows and fields. You continue to walk through the Garden of Eden until you come across the river of life. The state of the river represents the state of your emotional and physical energy. I want you to examine the flow of the river and see if there are any blockages anywhere. Clear those blockages and adjust the state of the river so it's flowing at a steady pace, not too fast, not too slow, and as the river flows smoothly so too do your emotional states flow smoothly and calmly, allowing you clearness of mind and steadiness of purpose. And now you can pause by the river momentarily, perhaps even lie down with the wolf by your side and enjoy the nice peaceful atmosphere and feeling and allow this state to remain with you long after this journey has finished.

Now it's time to move to the final stage of our journey, and that is to travel to the whirlwind that resides in the very centre of the Garden of Eden. As the unconscious mind now accesses the metaphor of the whirlwind it rises to the surface, as you sink even deeper and deeper still, accessing some of the deepest parts of consciousness. You walk towards the centre of the Garden now and see the large whirlwind spinning in the very centre. This whirlwind represents your life force. I want you to adjust the rotation of the wind so that it spins from the left to the right, so it's not spinning too fast and not too slow, just at a nice gentle pace. Now as you stand outside the wind I want you to cup your hands and raise them towards the sun. You are now going to imagine that you are

**4. HERE WE SEE A WOMAN** talking about the changes she has noticed in her life since completing the round of session work. ‘That’s been changing a lot as well because I’m [looking at all these oth]er ideas to do with the shop.’ **I see a Lord eagle.** The reversal shows that she has accessed amazing insight and vision into her current situation and is rapidly creating a new vision.

**5. NOW WE SEE A MAN** talking about how he has restructured his business since his Metawalks. ‘[It’s been redeveloped] and it’s focused only at the Asian market now.’ **My love with you lives.** This is a great reversal, showing that he is making some positive moves.

## THE MAIN METAWALK

After the Post-Walk recording I will usually do one final Metawalk to clear any issues that still remain.

## SUMMARY

Metaphor Restructuring added the final piece to the puzzle for me when I had completely developed it by the mid-1990s. I had first developed Reverse Speech so that it could be analysed and interpreted accurately. Then using the lessons Reverse Speech itself had taught me about metaphors, and unconscious consent, plus many other factors, I eventually created Metawalks. I have seen many lives completely transformed over the years and I remain in awe of its majesty and power.

# USING REVERSE SPEECH 12

**In** ORDER TO START EXPERIMENTING WITH Reverse Speech for yourself, there are a few skills that will you need. First of all, you need to know how to conduct a conversation so that a high proportion of speech reversals will occur.

## **PROMPTING TECHNIQUES**

Successful prompting for speech reversals requires a fine balance between several contributing factors. As the Analyst you control the interview and its success or failure is largely dependent on you.

The first thing you must attempt to do is to relax your client and encourage free flowing natural conversation. The more structured the interview is, and the more thought that goes into it, the less will be the occurrence of speech reversals. It is important, therefore, to keep the conversation lively and spontaneous, and try to avoid lengthy monologues.

The second thing to be aware of is rapport. When two or more people are in good rapport, speech reversals are frequent

and reverse dialogue between them is common. It is important, therefore, for the Analyst to be able to create and maintain rapport with the client.

To be in rapport with someone means to be in sync, or in tune, with them. This can manifest in many ways. For example, a similar body position, similar language and speech tonality. By learning how to pace and/or subtly mirror a person's non-verbal communication you will greatly enhance the experience of rapport and free flowing dialogue. Also, the people you are 'pacing' will sense that you like them and are easy to get along with. They will be encouraged to relax even more and this will increase the flow of speech reversals.

When you have created good rapport with your client you may be sitting in the same position, using the same types of gestures, and speaking at a similar speed, pitch and volume as the other person. In high cases of rapport you will even be breathing at the same rate and in the same part of the chest as the other person.

As you become skilled with the art of gaining rapport you will begin to experience energetic rapport. This is a degree of rapport that goes beyond mirroring and pacing your client's nonverbal signals. It is when your *Whirlwind* becomes connected and in tune with their *Whirlwind*. In Reverse Speech the *Whirlwind* is a common metaphor that refers to a person's life force or energy field. Certain aspects of this energy field can be felt as an 'aura' that surrounds the physical body. People who are energetically sensitive will be able to feel this whirlwind as a gentle pressure against their skin.

You can create energetic rapport by literally imagining an energy field surrounding your physical body. You then imagine this energy field extending out beyond your physical body and surrounding your client. This has the effect of creating a sense of oneness. Your client will feel more relaxed, the conversation will flow far more smoothly and the subsequent speech reversals that you find will be clearer and more frequent.

You can also create energetic rapport over the phone, simply by imagining your *Whirlwind* stretching out across the miles and surrounding the other person where they are sitting. You will be amazed at how effective this simple technique is.



The next thing to remember when prompting for speech reversals is the principle of speech complementarity. What is spoken about in forward speech is what the reversals will also speak about. This very simple principal, when followed, will yield amazing results in your session work. Keep the conversation on topic. Don't discuss work when the issue at hand is relationships. If your client is seeking information about the future, then talk about their perceptions of the future. What do they see ahead of them? What would they like it to be? This will encourage future tense reversals to occur that may actually reveal their future

Don't ever forget that you are in charge. You must walk a fine line between leading the conversation, maintaining rapport, staying on topic, asking specific questions, and keeping the conversation informal and unstructured. In time as you continue to practice these techniques you will become quite skilled and it will become second nature to you.

## **FINDING SPEECH REVERSALS**

Once you have successfully prompted a conversation for speech reversals, you can then begin to find them. Finding speech reversals is a slow, painstaking task and can only be achieved by spending several hours in front of your computer with headphones on. You will need the right equipment. The Reverse Speech website sells computer software to locate and analyse reversals, and also has an app for the iPhone.

As you begin you must know and understand what you are looking for. When you play recordings of speech in reverse you can get lost in all these unusual sounds. 'Words', or sounds that sound like words, may pop out everywhere. Thus we come to an important lesson. That is the dreaded word – imagination. Without knowing what you are looking for, or having a basic understanding of the normal structure of speech reversals, it is possible to imagine anything you want into the gibberish. This section will teach you how to not do that and how to find the very clear genuine speech reversals that occur regularly amongst the gibberish.

One of the very first lessons I teach my students is that I am not teaching them how to document more, I am teaching them how to document less. In other words, it is quality we are looking for, not quantity. I would rather that students document ten reversals in a recording and they all be there instead of fifty reversals and half of them are doubtful.

So what are you looking for? First of all, you are looking for clear, grammatically correct sentences of anywhere between two and seven to eight words, with four or five words being the most common. You want this phrase to be distinct from the surrounding gibberish. In other words, there is a clearly defined ending and beginning to the phrase, often with a small gap in the gibberish before and after the backwards message. You want the backwards message to have a distinct singsong, melodic tone that is quite obvious amongst the usual bland tone of backwards audio. All the letters must be there, the beginnings and endings of words must be clear and precise and the syllable count of the phrase must be correct. Once you have found the reversal you must check meticulously that all these factors are present. If they are not, then discard the reversal and move on. Use the Reverse Speech checkpoints detailed earlier in this book as your guide.

It's got to jump out at you after you've found it, and have that Wow! factor to it. There will be no doubt when you find a genuine reversal. You won't have to strain your ears to hear it, or stretch sounds to make them fit. The reversal will just be there.

Now, as strange as this may sound, sometimes the clearest reversals are the hardest ones for the newcomer to find. The common mistake is to listen too intently to every sound in the gibberish, trying to find a syllable or word here and there that sounds familiar. This approach will lead to projection into gibberish, or imagination. The correct approach is to flow with the backwards sounds, listening to the rhythm and tone of the gibberish. It's the shift in tonality that you are looking for. This is what will alert you to the presence of a speech reversal. So, rather than trying to dissect each sound and syllable as you play the recording backwards, you need to sit back, relax and let the reversals find you, rather than you find the reversal. Sometimes you may have to listen for a while before you hear a reversal. But be patient, they will come.

You'll be listening to the reversed recording and suddenly hear the tone change. It's then that you go back and check the audio again to hear if there are any words in that tonal shift. Go forwards and backwards over the sound to try and determine what it says. Be strict with what you find. Now is the time to check every sound – once you have found the reversal and *not* while you are trying to find them. If even one sound doesn't match what you think the suspected reversal says, then discard it and move onto the next one. Also, don't go over the same section of track trying to determine what the reversal says any more than six times. If you can't get the reversal after six tries then discard it and move on. This approach means you will not document as many reversals as you may like to, but you can be sure that what you have found will be accurate.

As we have already noted in this book, in normal relaxed everyday conversations genuine speech reversals occur approximately once every 15-30 seconds, but don't expect to hear that many when you first start. If you hear one clear and obvious reversal every two to three minutes you will be doing very well. The best place to find them is in casual relaxed conversations. Don't begin with media broadcasts or prepared speeches as this is the worst place of all to find genuine reversals. Sometimes you might only find one genuine reversal in a thirty-minute political speech. This unfortunately leaves a whole lot of gibberish to project anything into if you don't follow the accepted research procedures and checkpoints. For this reason we advise newcomers to steer clear of political broadcasts until they have refined their skills with regular speech.

You will also notice a distinct difference between the backwards sounds of normal conversation compared to media broadcasts. Media broadcasts tend to be very bland and emotionless backwards, whereas normal conversation in reverse is full of rapidly varying sounds, tonal fluctuations and emotions. That's where the reversals are!

Some researchers and new students, when they are first starting, only listen to the whole recording backwards from end to beginning, rather than working through it a few minutes at a time. This is a good way to get started and it also reduces bias. Without knowing what is being said in the forwards you are less likely to

project or imagine into the gibberish.

Once you have found your reversal, the next step is to determine what it means. Hence we come to the corner foundation stone of Reverse Speech Theory, and that is the principle of speech complementarity. In more than 90% of all cases there will be a direct relationship between the forwards and reverse speech. The reversal can confirm what is being said forwards, it can say the opposite thing, or it can reveal more information behind what is being said forwards. So in order to understand the reversal you must look at what is being said forwards. If you are finding many examples of alleged Reverse Speech that don't meet this rule of speech complementarity then you need to suspect your findings and make sure they meet all the requirements for a genuine reversal as detailed earlier in this book.

Finally, the best way of all to learn Reverse Speech is to take professional Reverse Speech training. Classes can be conducted online, via correspondence, or occasionally you might be lucky enough to find a live class being conducted in your area.

## **FINDING REVERSALS IN THE MEDIA**

As has been previously stated, finding reversals in the media is more difficult than normal conversation and session work. Reversals are generally few and far between. This is because most media presentations are highly scripted, contain little rapport, and also the extensive speech processing that is used for the media can muffle speech reversals. This means that you will need to exercise a lot of patience as many hours of work may yield only one or two good, clear reversals.

Often, the best reversals on media figures will be found on live interviews that aren't scripted beforehand, or in the questioning time after a major political speech.

To record from the TV, you need to create a direct audio source to the sound card of your computer. Some TV sets have a headphone jack. If this is the case, then the task is easy. Simply connect the headphone plug of the TV set to the Line In plug on the sound card of your computer. Other TV sets will have an RCA audio out jack on the back of the TV. Once again, simply connect

a lead from the TV set to the sound card of your computer. Note: you cannot simply hold a microphone up to the speaker of the TV set. This will introduce background noise and also create an echo effect. It must be a direct line recording.

Make sure your levels are set right so you are not overloading the audio or recording too faintly.

If you are serious about getting media reversals then you may wish to subscribe to a satellite or cable TV service. This can give you access to some great interviews with world leaders and other celebrities. Alternatively, you can find major news events archived on <http://www.cspan.org>. Also <http://www.whitehouse.gov> has many speeches on the US President. YouTube also has many wonderful audio clips on a variety of topics, including politicians and celebrities. Go to <http://www.youtube.com>. You can also search on google for audio clips on many topics. Your local library may also have audio recordings from archived news events. There is also a Reuters newsfeed at <http://feeds.reuters.com/reuters/audio/newsmakerus/rss/mp3/>.

## **THERE IS NO GIBBERISH – AND OTHER REVERSE SPEECH FALLACIES**

With the growing popularity of Reverse Speech comes the inevitable copycatting, with a variety of differing theories and ideas about this complex phenomenon. It is the purpose of this section to explore some of these different theories and point out their weaknesses.

Probably the most pervasive of these other theories is the one that says there is no gibberish, and that every sound in reverse means something. There have been many proponents of this theory over the years, however the evidence they produce to support it is weak at best. The problem comes down to one of comprehension. If Reverse Speech is ever to be taken seriously it must be able to produce clear reversals that meet a predetermined set of criteria that can be clearly heard by other listeners. This is not the case with the majority of recordings that are run backwards.

One is usually greeted with a variety of unintelligible sounds, some of which may bare resemblance to syllables and half words but only occasionally come together to form anything intelligent. When they do come together to form an intelligent phrase, this phrase is usually very obvious amongst the gibberish and can be clearly heard by other people. These incidences are called Genuine Speech Reversals and they occur at regular and predictable intervals in backwards run recordings.

The proponents of the 'no gibberish' theory claim that every sound means something. They will produce pages of transcripts to support their theory. However, these transcripts can rarely, if ever, be heard in the backwards recordings they produce. They will claim the recordings need to be listened to many times in order to hear them. Some of them claim to have listened to the recordings fifty plus times to transcribe it all. In doing so they have often completely missed the genuine speech reversals amongst the gibberish they have attempted to document. It's a case of not seeing the forest for the trees.

It must be emphasised that genuine speech reversals do exist, but they are scattered periodically throughout the gibberish and can be hard to find. Without guidelines to follow it is possible to hear anything you want in the gibberish in-between genuine reversals.

I have been training students in the art of finding speech reversals for twenty-six years now. In that time I have learned that it takes a student several months to begin to locate the genuine reversals and stop projecting into the gibberish. Frequently the first set of homework assignments will contain many phrases that are mere projections. The students swear they can hear them but no one else can. It is like trying to learn another language, or understanding someone speaking with a thick accent. It takes time, and misinterpretations and misunderstandings are common.

Genuine reversals that are clear and unambiguous occur at regular intervals in backwards run recordings. However, there is a sea of gibberish in-between these genuine reversals that, without training, it is possible to project anything into.

Another common fallacy circulating about Reverse Speech concerns its source. This theory will state that Reverse Speech

does not come from the unconscious mind but rather it has a spiritual source. Some will credit this source to demons or angels or even God, others say that it is the voice of dead people speaking; others yet again claim it is aliens or ETs. These theories show a basic misunderstanding of what Reverse Speech is.

I subscribe to a more natural explanation to Reverse Speech. In my classes I teach that all parts of the human mind are speaking. This book has already shown how the conscious mind speaks in reverse at times, i.e. thoughts we are actually aware of having as we are speaking. At other times, Reverse Speech comes from unconscious areas of the mind. It may talk about physical disease, giving warnings and at times solutions. Additionally, it will discuss behavioural patterns and personality quirks. There are also rare occasions where Reverse Speech will seem to stem from a deep wisdom within.

The key thing to point out here is that even though different parts of the human mind, or psyche, can speak in reverse, the phenomenon itself is natural and simply another function of the human condition. In that sense, it is unconscious, like body language.

Another area that creates a lot of misunderstandings is the occurrence of metaphors. There is no easy way to explain the meanings of metaphors. There are volumes of books written on metaphors and dream symbols and their psychological significance. The one thing that seems to be in common, though, in many of these books, is that metaphors are coming from some deep part of the human mind. It is this approach that I teach in my classes. The metaphoric images that we hear in reverse are describing various deep mental functions. The meanings in the Reverse Speech Metaphor Dictionary have been determined over thirty-two years of research by comparing the forwards dialogue where the metaphors have occurred. When the same metaphor has appeared under the same circumstances many times, a meaning has been able to be devised.

Reverse speech metaphors show the wonderful complexity of the human mind and, once understood, can give amazing insights into human behaviour. But they are not demons, Satan or ETs!

There have been a few websites appearing recently that are

making some rather dire predictions using their own version of Reverse Speech. In fact, one website has predicted no less than six nuclear attack warnings in 18 months alone, issuing red alerts on his website and generally panicking people. Other websites have predicted massive ET landings and other such fantasies. Needless to say, their predictions have not come true. In all of these cases the claims have been based either on faulty reversals or poor understanding of those reversals, often metaphors.

Reverse Speech is a complex phenomenon, both in its location and interpretation. Without adhering to some basic guidelines it is possible to make it say anything you want it to. I caution people to be sceptical of claims made by fringe Reverse Speech websites. Stick only to those accredited sites by trained and certified Reverse Speech Analysts and Practitioners.

## **REVERSAL REACTION AND OTHER PHENOMENON**

There is a lot more to Reverse Speech than simply playing recordings backwards to find hidden messages. Ever since I first began to research Reverse Speech I have observed consistent and varying reactions from people exposed to the phenomenon. These reactions have ranged from mild to severe. In their mild form these reactions will manifest as an emotional reaction to hearing speech reversals. Sometimes this emotional reaction will be experienced as a physical sensation in the body. This experience can be brief or it can linger for days or weeks.

As the new student of Reverse Speech begins their studies they may notice other reactions, such as an increase in dream states, fluctuating emotions and/or a heightened state of awareness. Some students will begin to experience an increased sense of intuition, and as time goes by they may even begin to notice the occurrence of unusual phenomenon in their homes. The most common form of this is the appearance of unexplained odours in the house, such as roses, or peach, or even burning rubber. Other people report a sensation of someone 'watching' them and may even find unexplained voices on their audio recordings.

These reactions can accelerate significantly if the new student begins to spend an inordinate amount of time looking for rever-



sals, and especially their own reversals or reversals on family members. I have seen a marked increase in family tensions and dynamics, emotional states becoming extremely intense and even medical intervention being necessary in some cases. At times, the student may begin to feel extreme anger towards Reverse Speech itself. This anger can be directed at me, or another Trainer. In these cases the student is experiencing the phenomenon of transference and may see their own faults in the Reverse Speech Trainer.

Transference is a very common symptom of the phenomenon termed 'Reversal Reaction'. This term describes the abreactions that students, clients and even the casual observer can experience as a result of their exposure to Reverse Speech.

Reversal Reaction can be triggered by many things, some of which have already been noted in this book. The Reverse Speech client may experience Reversal Reaction if they are unable to accept the message of their reversals. Even though they may acknowledge acceptance consciously, the psyche can become extremely troubled by the revelations contained. The client may begin to experience symptoms described above and, as a defence mechanism, will totally shut down to any suggestion that they may be experiencing any abreactions. The behaviour that has been exposed by the reversals will begin to manifest in an exaggerated form. The client will be unable to see this and transfer these symptoms to the Reverse Speech Analyst who conducted the session.

For example, if the reversals revealed that the client suffered from an extreme temper, and they were unable to accept or see this, they would begin to shut down conscious recognition of their temper. At the same time, their temper will begin to accelerate. Unable to see this increased temper they will then transfer this sensation to the Analyst and begin to see their temper in them. The client then begins to get very angry at the Analyst, accusing them of having a bad temper. A client whose reversals reveal that they are uncompassionate may have an abreaction to this information and accuse the Analyst of being uncompassionate.

This is how Reversal Reaction and transference works. It is usually a marked reaction to the reversals and/or the Analyst delivering the information contained in the reversals.

The solutions for these abreactions are varied. In its mild form with new students I suggest to stop reversing recordings for two or three days and let it subside. This usually works. I have noticed, though, that its symptoms will usually fade in a few weeks anyway in its mild forms.

In its more severe forms, especially if transference has set in, it does not simply fade in time. I have seen it set in for many months or even years. The only solution in these cases that I have seen is for the person experiencing the reaction to recognise its symptoms and accept personal responsibility for the information contained in their reversals, or the situation, that triggered the reaction. This can be very difficult because the very nature of reaction precludes one realising that they are in reaction. Catch 22.

I can remember one client with a weight issue who went into severe reaction after her Metawalks. She stormed out of the office without paying her bill and we didn't hear from her for years. She contacted us recently, thanking us and apologising profusely. She had eventually come out of her reaction, recognised what had happened and shed all her excess weight! She even paid her outstanding bill.

As I have gained more experience with Reverse Speech and Reversal Reaction, I have learned how to avoid it. I have found that if new students are warned beforehand, they can be aware of its symptoms and take corrective actions before it gets severe.

In my work with clients I have found that a very soft, gentle approach will also reduce the symptoms of reaction. I rarely experience reaction with my clients now compared to my earlier days, although it still occasionally appears and takes me by surprise. In these cases I have learned that often the best approach is to back right off and wait for the symptoms to fade.

The most important thing for the new student and analyst is to be aware that it exists and learn by experience how to avoid it. In time, as we understand it more, we may be able to eliminate it altogether.

## **THE TRACK RECORD OF REVERSE SPEECH**

Reverse speech has been in the public arena for more than twenty-five years now. During that time it has amassed an impressive

public track record for accuracy in predictions and information obtained.

The first time I experienced this success was in 1987 when I went public with a speech reversal on the then Australian Prime Minister, Bob Hawke. This reversal said **Used to smoke the best marijuana**. Within two weeks of the Australian press going public with this reversal I had received several phone calls into my office by former workmates of Bob Hawke who confirmed the reversal.

Shortly after this incident I went public with a reversal I found on a murder suspect that said **Revenge, killing the lad**. Subsequent investigations found further reversals that suggested the man's son had committed the murder on the orders of the father. The case was successfully prosecuted and a conviction obtained. Reverse Speech had got it right in a major public case!

The next significant event to occur in the public career of Reverse Speech concerns Operation Desert Storm in 1991. Before the Desert Storm was officially announced, American troops were conducting operations in the Gulf, entitled Operation Desert Shield. During the time I was analysing public statements by President Bush and Secretary of Defence, Cheney. I kept on finding one word that appeared several times. The word was **Simoon**. It appeared in a complete phrase on President Bush, saying **Simoon, Simoon in the sands**. I later found that this was an Arabic word meaning a 'dust storm in the desert' – or Desert Storm. I went public with this information in several radio interviews and was stunned when Operation Desert Storm was eventually announced. Reverse Speech had found the name of the operation before it was officially announced.

We had another success in finding the names of military operations in reverse several years later while Bill Clinton was in office. I found a reversal on weapons inspector, Scott Ritter, that said **Our wrath won't shake the fox**, referencing Saddam Hussein. Shortly afterwards President Clinton announced fresh missions in the Gulf and Iraq, entitled Operation Desert Fox.

On the subject of Bill Clinton, when he was re-elected for his second term, I found a reversal on him that said **World will come to damn you**. I made an announcement on my website to watch for a significant disastrous event in his second term. Of course, as we all know, he came under intense scrutiny when he was subject

to impeachment proceedings. I began finding reversals of a sexual nature on Bill Clinton halfway into his Presidency. One phrase in particular said **Had sex with an Oregon Madam**. I played this and other reversals on several media outlets and was accused of bias by some commentators. Imagine my surprise when the eventual sex scandals went public and it came to light that Monica Lewinski had gone to college in Oregon. Reverse Speech had got it right again!

Another public success story occurred when I was a popular guest on Coast to Coast with Art Bell. Someone, who claimed to be a NASA employee, had contacted Art Bell claiming to have high resolutions photos of Mars that showed the ruins of ancient cities. He was interviewed on the air and I subsequently analysed the interview. Reversals showed he was lying and his story had been manufactured. When confronted with this information on the air he broke down and confessed and said that Reverse Speech had busted him. The whole thing was a scam.

Around the same time I analysed reversals on the FBI talking about the crash of TWA Flight 800. Reversals showed that the flight had been shot down and evidence hidden. Although this has never been confirmed publicly there are over 200 witnesses who have signed affidavits claiming they saw a missile headed for the plane.

Also in the late nineties I found disturbing reversals on Colonel Gaddafi that talked about plans in the works for a plot against the President. I found reversals like **We see more meetings, they go for the President**, and **Crazy dog needing bomb**. Whilst the reversals made no sense at the time I believe I was eavesdropping in on the very first planning stages for '9/11'.

When 9/11 occurred, reversals on President Bush were strong and resolute, stating in no uncertain terms that he intended to go to war over this. Indeed, war is what happened, and it shows no signs of easing. Two weeks before America sent troops into Iraq I found a reversal on George Bush that said **We will sit in Bagdad**. I did several radio shows and a couple of lectures where I announced that, based on this reversal, America would move into Iraq straight into Bagdad and overthrow Saddam Hussein. And indeed it happened just as Reverse Speech said it would.

A recent success story for Reverse Speech concerns the case of JonBenét Ramsey. A man named John Mark Karr confessed to the crime. However, in analysing the reversals of his confession it became apparent that he was not the killer. The fact was announced on the Reverse Speech website and a week later his DNA results came back negative. It did not match the DNA found at the crime scene and the charges against Karr were dropped.

Reverse Speech has had an impressive public track record for accuracy. Its track record in private therapy work is just as impressive, often finding facts and names in reverse that were not known by me. It literally gives us a look into the human mind, capturing snapshots of thoughts both conscious and unconscious. Its applications are only just beginning to be realised.

## **WHERE TO NOW**

This book has detailed the incredible phenomenon of Reverse Speech. It has analysed its structure and patterns as well as explored some of its uses and successes. Its impact on society, in time, will be great. It essentially means that the human mind is no longer private. Reverse Speech gives us a reliable, easily accessible means to access the human psyche at its many different levels.

In time this will lead to a quantum leap in our understanding of ourselves.

My current plan is to continue training in Reverse Speech. The more people who are skilled in the techniques and are out there using it, the more exposure Reverse Speech will have. I am very active in my therapy practice and I look forward to adding more colleagues to this field. I also work actively on my website, updating it periodically with the latest reversals on our public figures. I see this as an important aspect of my role, keeping this side of Reverse Speech active. If you have any reversals that you think are worthy of the website please email them to me at <redwolfe@adam.com.au>.

We stand on the brink of a new frontier with Reverse Speech. I invite you to come and explore it further.

Welcome to the world of Reverse Speech.

## appendix **A**

### **LINGUISTIC ANALYSIS OF SOME REVERSALS**

**BR**ETT ALROY HAS A MASTER'S DEGREE in Applied Linguistics, and has studied phonetics and phonology. He is also a certified Reverse Speech Analyst.

We are pleased to present here a linguistic analysis by Brett of ten reversals quoted in this book, and also presented on the Reverse Speech website. The first eight reversals are linguistically sound and the final two reversals have some issues. It should be noted, however, that in the attempts by the unconscious to communicate, there may well be glitches (as is the case with the last two reversals). There are parameters and boundaries to how much distortion we should accept, depending on quality and quantity, otherwise RS may as well be thrown in the monkey cage for the monkeys. This is why it is important that people doing RS have adequate training about RS, are disciplined and scientific in their approach, are professional, firmly control biases and prejudices, and have a good knowledge of the properties of speech and sounds and their interrelationships.

**'IT'S AN HONOR'** (Bob Dole, on resigning from the US Senate)

Documented reversal	It's an honor
Example phonemic transcription	'Its ən ɒnəʳ
Phonetic transcription	'Its ən ɑ̃'nəʳ

### ANALYSIS

This is an accurate documentation of the sound segment. The articulation of the vowels and nasalisation of the first vowel in **honor** is an excellent representation of American pronunciation.

**'MY ADVICE IS RANCID'** (Bible teacher, Dr McGee, giving a sermon)

Documented reversal	My advice is rancid
Example phonemic transcription	mae ədvɪs əz rænsəd
Phonetic transcription	maɛ ədvəɪs əz ɹænsəɹp

### ANALYSIS

This is a very good representation of the words documented. We can see good linguistic sense at work here. The diphthong vowel in **my** does not rise to a high vowel as a result of the particular articulation occurring in the forwards speech. But this also makes sense linguistically when we look at it from the Reverse Speech side. The influence of the low front vowel following, /æ/, in **advice** would have the effect of stopping the rise of the diphthong to a high vowel. We can also look at this from a different perspective. If the diphthong vowel had risen to a high front vowel, the following vowel (the initial of **advice**) would have probably been a centralised vowel closer to a *schwa*. Therefore the initial in **advice** in the reversal is a more natural vowel in light of the final position of the preceding diphthong.

**‘YOU’RE FRIGHTENED, LEAN ON ME’** (Reverse Speech Practitioner, Jack Johnston, seeking advice from his reversals.)

Documented reversal	You’re frightened, lean on me
Example phonemic transcription	jər fraetnd li:n ən mi
Phonetic transcription	jəʳ fɹaet̃ n̩ʲ: li:n̩ ãmni:

### ANALYSIS

This is a good representation of the documented words. Even though there is no clear evidence of an actual /d/ articulation at the end of **frightened**, we can see here how it is simulated through the length of the /n/ which has a simultaneous velar articulation, and the increasing pressure in the palatal area. There is evidence of some alveolar articulation at the end of the vowel and before the onset of /n/. However, a lack of it would not have changed the structure of the word and would remain fully recognisable as **frightened**. The lack of an /n/ in **on** is a natural linguistic occurrence whereby the /n/ assimilates in part to the following /m/. Also, the fact that the vowel /ɑ/ is nasalised produces a natural perception of the /n/. However, there is an /n/ between the /m/ and the final vowel, which is coming off the forward speech /n/. It is produced in a way in Reverse Speech that allows our perception to easily ride over it. The first two points discussed here are explainable as linguistic phenomena and the last point is a perceptual issue.

**‘I’M SO FULL OF SHIT’** (Taken from a business discussion with a prospective partner.)

Documented reversal	I’m so full of shit
Example phonemic transcription	ɪən sɒʊ fʊləʃɪt
Phonetic transcription	ĩɛn sɒʊ fʊləʃɪt



## ANALYSIS

This is a good representation of the documented sentence, even though /m/ doesn't occur in **I'm**. The existence of an obvious /n/, however, doesn't detract from a clear understanding of the sentence. Perhaps it was unnecessary for the unconscious to interfere and influence at this point because of this. As well, in speech, the fact that /s/ is an alveolar articulation would mean that its place of articulation would likely mean that some influence over a preceding consonant occurs to assimilate to the same position (which /n/ has), particularly in moderate to faster speech. From the onset of **I** in **I'm** the tongue is travelling upward through the vowel glide to the sibilant /s/. We can deduce here that it was probably unnecessary for the unconscious to interfere in order to influence production of an /m/, as not producing /m/ in this case doesn't really detract from clear understanding.

**'I'M NOT TELLING'** (An eight-year-old girl talking about her schoolwork.)

Documented reversal	I'm not telling
Example phonemic transcription	ɛIm nɒt tɛlɪŋ
Phonetic transcription	ɛːnɑʊ̯ t̪ˈɛlɪŋ

## ANALYSIS

The sounds are appropriate representations of the words **I'm not tellin'**. The child produces the reversal in a British accent. There is a couple of things to note – the vowel sound in **not** starts with the unrounded vowel immediately followed by the rounded version of the same vowel. (The vowel sounds are a little higher than the standard IPA sounds, but as the diacritic that I want to use is unavailable on Lucinda Unicode I have not put it in). There isn't an /m/ before the /n/, however, and the lips come closer together after the /n/ in line with the partially articulated /m/ in

the forward speech. However, this doesn't affect clear recognition. In the forward speech **English but I'm not** we can note the assimilation of the /m/ in **I'm** to the /n/ in **not**. In fact, if the /m/ had been pronounced more strongly by the speaker it may have affected negatively the good quality of the reversal. There is another reversal option here — the missing /m/ could indicate that it is **Are not tellin'**.

**'HEAL MY FRIEND'** (US Senator, John Kerry, running for President in 2004.)

Documented reversal	Heal my friend
Phonetic transcription	hɪəʔ mæe fɪɛn

### ANALYSIS

The documented reversal is a good representation. As can be heard behind the forward speech there is an extra syllable produced at the end, which may give the impression of **there** where the 'th' assimilates to /n/ before it. It presents some issue, however, in light of the good quality of **heal my friend**, it should be considered safe to document this.

**'I'D DO IT AGAIN'** (Senator John Edwards, 2004 Democratic Party nominee for Vice President speaking at the Democratic National Convention)

Documented reversal	I'd do it again
Phonetic transcription	aɪdɔwɪtɪgɛn

### ANALYSIS

The selected audio section is representative of the words **I do it again**. It is questionable whether there is alveolar contact by the

tongue preceding the production of the /d/ in **do**. However, this is not such a serious point. There is one real issue here in the phonemics. In listening to the longer section of forward speech in reverse, there is *sk* at the beginning and this is not separate from the **I**. However, it may be that this part is separate to the rest and it is actually **do it again**. In the forward speech Edwards is speaking about relentless negative attacks against John Kerry and that this will continue in the weeks ahead. So Edwards is not talking about himself and what he would do personally. There are two ways to interpret **do it again**. First, it just confirms the expectation that Kerry will continue to be attacked. Second, it represents a hidden mischievous aspect of Edwards that doesn't always have the best wishes for Kerry. One must be very careful about considering that the second interpretation is true and watch that one doesn't just desire it to be true. This is a danger of interpretation and analysis. There is yet another issue that should be considered, that it represents a constant, that is, it is typical behind the specific forward speech words. That is a real danger one must be aware of. If it is typical, then the unconscious may not be manipulating or influencing the speech. Therefore whatever interpretation you lend it is irrelevant.

**'THEY CANNOT KILL IN ANY FORCE. SEE THAT PRESSURE'** (Former US Defence Secretary, Donald Rumsfeld, talking about the situation in Afghanistan.)

Documented reversal	They cannot kill in any force. See that pressure.
Phonetic transcription	ɔ̃tɪkɛnɐxkɪlɪŋəni fɔ̃s sɪdʒɛʔɪpɹɛʃɹɪ

### ANALYSIS

The reversal on the whole is fairly sound. **They** alters shape in normal running speech and is therefore reasonable here. The vowels in the other words are all within an acceptable range. We see the assimilation of the /t/ in **cannot** to the velar following it,

which is a normal occurrence in forward speech. There is a strong impression of /f/ in **force**, however it may be that the sound is only being caused by the nonverbal noise of the recording. This could, therefore, be a case of phonemic restoration, a perceptual phenomenon. The constriction in the throat at the onset of the vowel may also help to give the impression of a consonant. However, the sheer number of phonemically acceptable segments, the good prosodic quality and correct grammar of nine words makes this a strong speech reversal. I found this reversal at the start of the Afghanistan campaign in late 2001. The US government was trying to make the Northern Alliance effective against the Taliban and I remember that there were media articles that week about the frustration of the US leadership towards it. I would say that the reversal refers to that pressure.

**‘THAT MAN IS JUST AN IDIOT’** (An Indian reporter asking former US Secretary of State, Colin Powell, some questions.)

Documented reversal	That man is just an idiot
Example phonemic transcription	ðæt mæn ɪz dʒʌst ən ɪdɪət
Phonetic transcription	dʒæd mɛɪəb dʒɪt <sup>s</sup> θ əŋɛɪdɪɛŋ

## ANALYSIS

Considering normal running speech, **that** and **just** are acceptable. There is frication occurring in the initial of **that** and the length of the vowel indicates a /d/ ending rather than /t/. The initial in **just** has a degree of devoicing and there is an unclear frication occurring at the end. However, in light of the speaker’s Indian accent and the facts of running speech, they are acceptable here as representations. **Man is**, however, possesses a clear /l/ without indication of an /n/ influence. There is no **is**. **An idiot** is problematic. There is a lack of evidence of a /t/ final while the /n/ final is quite clear (from behind the first /n/ in **Indian**). When **an idiot** is uttered in forward speech there is generally a constriction

occurring in the throat/back of oral cavity after and before **idiot**. However, that doesn't happen here. There is also a diphthong vowel occurring after the /n/ in **an**, whereas the initial /i/ in **idiot** would have a single vowel only. The fact that there are three issues present puts it in doubt. The closest possible word would seem to be **Canadian**. However, there is a lack of supporting evidence of a velar initial /k/, yet at a certain point it may be perceived. I have not put it in the transcription.

**'THEY PULLED OUT THE GRASS'** (Sandra Bernhardt from Madonna's video "Truth or Dare")

Documented reversal	They pulled out the grass
Example phonemic transcription	ðeɪ pʊld ʊt ð grɑs
Phonetic transcription	(ð)ðeɪ pʌʔɪ'lɜʔɪ p <sup>h</sup> f brʰeɑz(p̃)

## ANALYSIS

Listening to the reversal gives us the perception of the five words. However, there is a greater complexity of sounds occurring that is not perceived through general listening. We can get the perception of a /d/ in **pulled out**, because of its strength and precise position after the previous sounds, however, on closer listening it bears the quality of a strongly articulated /l/. The vowel sounds in **pull out** are not adequately similar to the target vowel sounds. However, their glide movements can give the impression of the words on less focussed listening. The strong acoustic intensity of the vowel sound in **out** drowns out the following sound and can give the assumption that it is **the**. However, the sounds are closer to a /p/ but with the lips being drawn in a little and tensed with a slight aspiration followed by an /f/ like sound. An impression of a velar /g/ sound in the last word can occur as a result of the strongly articulated /r/ that has some velar articulation itself. However, if you forget for a moment the impression of a /g/, there is also a /b/ before the /r/ (from **before** in the forward

speech). Therefore it could just as well be **bras**. One might think that if it ends in a voiceless sibilant as the word **grass** does, then that would make it sound like **brass**. However, there is voicing of the sibilant occurring before it becomes voiceless. The question is, is the unconscious acting on this vocalisation, and if so, how is it doing it? Has the unconscious influenced the speaker to produce a higher acoustic intensity at certain sections to create the perception of language?

—BRETT ALROY, MAAL, BAsianStud, DipSc

## appendix **B**

### **BLIND TESTING**

**THE** FOLLOWING TEST WAS CONDUCTED by the 2002 Byron Bay Reverse Speech Analyst class. It was part of a larger report that addressed issues raised by the 1997 report by linguists from Monash University.

#### **METHODOLOGY**

For this experiment an advertisement was placed in a local paper calling for volunteers to participate in the experiment. No monetary consideration was offered, sought or given. Selection methods were quasi-random in as much as all people who responded to the ad were accepted. No assessment was made as to their linguistic capabilities as seems to have been the case in the Monash experiment. Not all participants were native English speakers. It might be argued that certain types of people would respond to such an ad and thus selection was not truly random but no criteria were set for selection, hence the term quasi-random.

Volunteers were randomly divided into four groups of five and given four different sets of instructions. We followed the same format as Monash. All conditions were identical for all groups, apart from instructions. The setting was the same and the same ten sound files were played to each group. Each sound file was played three times at three separate speeds. The instructions were for groups A and B to indicate in writing whether they could hear any of the sentences, words or syllables on the instruction sheets. Group A was told the real reversals (as agreed by the class) and group B was given a set of bogus reversals. Group C was told there were intelligible sequences and asked to write down what they heard, and Group D was told there may or may not be intelligible sequences. However, after the first group we noticed that the instructions were a little ambiguous and changed the following groups' instructions from *Indicate in writing whether you can hear ...* to *Indicate in writing what you can hear ...*. The reason for this change was that many participants wrote *Yes, can hear all*, and similar indications that they had heard the reversal. This did not allow accurate scoring of sentence, word and syllable numbers.

A set of ten high validity reversals was selected for the test. A set of bogus written reversals was created for Group B. These bogus reversals were created so that they sounded similar, when verbalised, to the real reversals and so that the number of words and syllables were identical to the real reversals in each case.

The reversals used in this experiment were as follows:

- |     |   |   |
|-----|---|---|
| 1.  | I/ skinned/ them/ all/                      | 4 |
| 2.  | My/ ad/ vice/ is/ ran/ cid/                 | 6 |
| 3.  | You're/ fright/ ened/ lean/ on/ me/         | 6 |
| 4.  | I'm/ the/ on/ ly/ one/                      | 5 |
| 5.  | I'm/ so/ full/ of/ shit/                    | 5 |
| 6.  | We'll/ just/ snip/ out/ the/ eye/ ar/ tist/ | 8 |
| 7.  | I/ have/ an/ ol/ der/ sis/ ter/             | 7 |
| 8.  | Help/ me/ with/ this/                       | 4 |
| 9.  | Need/ more/ sun/ light/                     | 4 |
| 10. | Sad/ ba/ by/                                | 3 |



Syllable divisions are shown by the slashes and a syllable count is recorded at the end of each sentence.

For Group B, bogus reversals were used. These were chosen because of similarity of sound and identical syllable count. These were as follows:

- |     |   |   |
|-----|---|---|
| 1.  | Why/ spin/ the/ ball/                   | 4 |
| 2.  | Buy/ a/ slice/ in/ tran/ sit/           | 6 |
| 3.  | More/ height/ ened/ dream/ a/ bee/      | 6 |
| 4.  | Man/ the/ lone/ ly/ run/                | 5 |
| 5.  | Lime/ soap/ fills/ the/ pit/            | 5 |
| 6.  | He/ must/ tip/ out/ the/ rye/ bas/ ket/ | 8 |
| 7.  | I/ have/ been/ bold/ and/ kissed/ her/  | 7 |
| 8.  | Hurt/ knee/ with/ fist/                 | 4 |
| 9.  | Meet/ your/ fun/ site/                  | 4 |
| 10. | Sat/ da/ vie/                           | 3 |

Each participant was given a score out of a possible 10 for sentences, 43 for words and 52 for syllables, and 105 overall. Means were calculated for each group for each of the above categories and an overall mean was calculated for each group using the sums of the scores for all categories. The means derived were tested for significance using two sample 'T' tests. (*Minitab for Windows, Student Edition, 1995*). For simplicity the figures stated below are those for the overall total score, including sentences, words and syllables. However, the 'T' tests carried out for each category are included in the appendixes. The subsequent 'T' values with 95% confidence intervals were as follows:

Group A vs Group B	T = 1.96	Not significant
Group A vs Group C	T = 2.36	Not significant
Group A vs Group D	T = 2.45	Not significant
Group B vs Group D	T = 1.60	Not significant
Group B vs Group C	T = 2.58	Not significant
<b>Group C vs Group D</b>	<b>T = - 0.24</b>	<b>Not significant</b>

Table 1 Scores and means for each group

<b>OVERALL MEANS FOR EACH GROUP</b>				
	<b>Group A</b>	<b>Group B</b>	<b>Group C</b>	<b>Group D</b>
Sentences	7	0.8	1	1.6
Words	31.6	16.8	10.75	11.6
Syllables	37.2	26	14.25	14.2
	N = 5	N = 5	N = 5	N = 5
<b>SCORES FOR SENTENCES</b>				
	0	9	0	3
	9	1	2	0
	9	2	2	2
	10	1	0	1
	7	0	0	2
Total:	35	13	4	8
Mean:	7	2.6	0.8	1.6
<b>SCORES FOR WORDS</b>				
	0	23	10	17
	40	12	10	1
	36	15	13	13
	43	18	10	12
	37	17	0	15
Total:	156	85	43	58
Mean:	31.2	17	8.6	11.6
<b>SCORES FOR SYLLABLES</b>				
	0	27	12	22
	49	19	13	1
	52	24	17	15
	52	21	13	15
	49	20	0	18
Total:	202	111	55	71
Mean:	40.4	22.2	11	14.2

## REVERSE SPEECH RESEARCH PROJECT

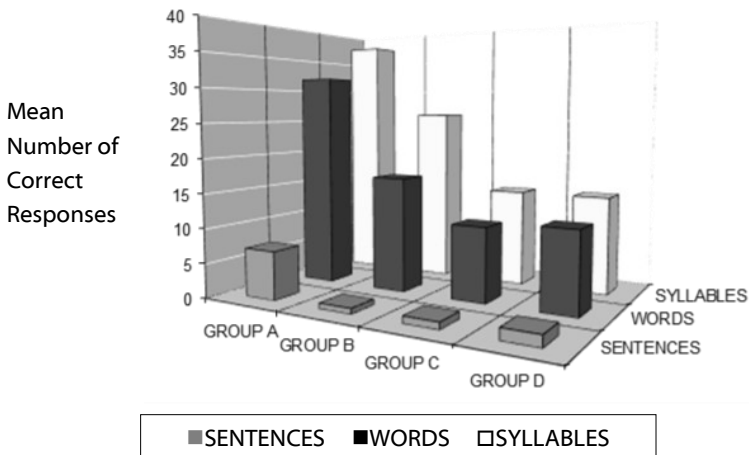


Figure 1 Mean number of correct responses for each group

## RESULTS

The results of this experiment are quite similar to those obtained by Monash with the exception they were overall higher means and all groups performed better on words and syllables than those in the Monash study.

According to the 'T' tests no significant difference exists between the responses of the four groups. Although the test results are not significant we can conclude from figure 1 that something was happening differently in groups 'A' and 'B' compared with groups 'C' and 'D'. According to the Monash paper the answer lies in giving people information about what is there, at least for group 'A'. But this does not explain the higher correct response rate of group 'B'. It might be suggested that giving this group information that was so similar in sound had the same effect and this is suggested by Mr Newbrook and Ms Curtain. However, of all responses for group 'B', who were given the bogus reversal, 81% heard the correct reversal. In both groups

'C' and 'D' most responses also favoured the real reversal.

It is obvious therefore that information as to what sounds to expect can greatly increase peoples' success in hearing them. Interestingly, group 'D' had a higher success rate than group 'C'. This fact, maybe more than any other, supports the existence of some coherent sounds in reversed dialogue. The Monash paper found a similar phenomenon and proposes that this group concentrated more while group 'C', believing the sequences would be obvious, gave up when they proved too difficult to hear. It seems to run contrary to human nature to try harder to find something that may or may not exist than something that is believed to exist. Given the expectations of the people conducting the experiments it seems likely that in the Monash experiment participants would have been sceptical about the existence of any reverse sequences at some subconscious level and therefore less inclined to concentrate hard in any group. This may also be a contributing factor in the overall better scores in this experiment. Even if participants were not told of the bias of the experimenters it may have been conveyed in many nonverbal ways. It seems possible that group 'D' participants were more relaxed and thus more open to hearing what was there. The results obtained in this experiment were considerably better for words and syllables than those of Monash and somewhat worse for whole sentences. There may be some influence from the fact that all their participants were native speakers of English while several of the participants in this experiment were non-native speakers of English. This may explain why the participants in this experiment scored better on words and syllables and worse on the whole sentences. As with anyone listening to a non-native language you tend to pick up bits and pieces without being able, necessarily, to put it all together in a coherent sentence.

## **CONCLUSION**

Given these results, and those of Monash, as well as those of David Oates's own blind test, it is obvious that something is happening here. The results of the blind tests are considerably

better than pure chance predicts. From the point of view of those conducting this experiment there is no question that Reverse Speech exists. It appears to be obvious also that there is some skill involved that needs to be learned and practised and even then reversals can be difficult to hear. The language of reversals, being couched in metaphor, needs to be learned and understood in order to interpret what is heard.

The sample sizes in both the Monash experiment and this experiment are much too small to infer anything about the entire population.

If Reverse Speech is to gain academic credibility a great deal more research needs to be conducted.

## appendix **C**

# **ANSWERING THE SCEPTICS**

### **OUR RESPONSE TO WIKIPEDIA**

*by Dina Patel, Reverse Speech Practitioner*

When a critical viewpoint is assigned to any new theory or invention, it is an acceptable fact that it will initially attract approval as well as scepticism from the wider audience and some may even label it with the word ‘pseudoscience’ as they do not fully comprehend the new concept in which it is to be applied. However, this kind of attitude and labelling can have a very prohibitive and damaging effect on any new discovery and can not only jeopardise its future evolution but also suppress new concepts and ideas taking shape so the word should be used with great caution and an in-depth evaluation with an unbiased approach is absolutely necessary before describing it in such a manner.

Reverse Speech is one such technology which has been unjustifiably branded in this way and is in dire need of correction and so this article proposes to counter the negative connotations which have been baselessly attached to it. What is more, there are

many adherents of Reverse Speech who will vouch for its validity for use in a wide context but whose opinions, unfortunately, were not sought when compiling so-called evidence against it so there deserves to be a properly informed and balanced approach to the self-limiting views that have been aired in the past.

The founder, David Oates, has worked tirelessly and painstakingly in its development for over thirty years to present it in its current format so that when honestly reviewed it holds up to scrutiny. It therefore seems unfair to judge it in such a harsh manner as has been done by certain parties when a great deal of meticulous research and endeavour has been undertaken and especially, as mentioned before, when there are countless beneficiaries throughout the globe who are able to corroborate these concepts and who will attribute the positive transformation that has been afforded to them in its application and the lasting positive change that has been achieved in their lives as a result. Such irrefutable and far-reaching validations cannot be ignored and must be given opportunity for further examination to prove their efficacy.

David certainly does not claim to be a scientist, nor is he 'more interested in making a profit than educating others'<sup>1</sup> but like any person wishing to make a living he is proposing a new hypothesis, which should be given at the very least, an airing, and at the very most an opportunity for further academia research that is open and transparent in its approach in order to validate his methods, rather than have them ridiculed by so-called 'experts'.

If we examine the word 'pseudoscience' in detail it is explained as a <sup>2</sup>'claim, belief, or practice which is presented as scientific, which does not adhere to a valid scientific method, lacks supporting evidence, cannot be reliably tested, or otherwise lacks scientific status'. Reverse Speech does not deserve to be characterised by this label as David has documented evidence of countless hours of recordings over the many years of research he has carried out and even produced successful outcomes for recipients of this technology — individuals like you and me, who have greatly benefitted from his invention.

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<sup>1</sup> [https://en.wikipedia.org/wiki/Reverse\\_speech](https://en.wikipedia.org/wiki/Reverse_speech)

<sup>2</sup> [www.scientificamerican.com](http://www.scientificamerican.com) › Mind & Brain › September 2011 › Skeptic

It is also interesting that <sup>3</sup>Princeton University historian of science, Michael D. Gordin, summed up his interpretation of pseudoscience in his book *The Pseudoscience Wars* (University of Chicago Press, 2012) ‘individual scientists designate a doctrine a pseudoscience only when they perceive themselves to be threatened — not necessarily by the new ideas themselves, but by what those ideas represent about the authority of science, science’s access to resources, or some other broader social trend. If one is not threatened there is no need to lash out at the perceived pseudoscience.’

When delving into this even more, what is more revealing is that the word pseudoscience is bandied about at random and <sup>4</sup>‘is subject to adjectival abuse against any claim one happens to dislike for any reason’. Furthermore, many of Freud’s theories and even Einstein’s theory of relativity could not be disproved (in the case of the latter the theory was later proven) but they have nonetheless withstood intense scrutiny and the test of time and so are now accepted as the norm in their respective fields.

There are several cases in point to give further ammunition to the incorrect labelling of pseudoscience to Reverse Speech and we only have to look at past evidence where science has been proven to miscalculation.

<sup>5</sup>Nassim Haramein predicted as early as 1991 that all galaxies are centred by black holes. He was dismissed and ridiculed at the time by mainstream science, but now the very community that disparaged him are in awe of him and agree with the theories he expounded only because new technology can now reveal that this is what the forty closest galaxies do indeed contain.

Greek philosophers believed that the earth was spherical but could not prove it. Pythagoras in the 6<sup>th</sup> century BC and Parmenides in the 5<sup>th</sup> both thought this to be true but their theories were denounced by the Church and only given credence when around 330BC the Greek philosopher Aristotle, through his observational

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<sup>3</sup> <http://www.scientificamerican.com/article/what-is-pseudoscience/> What Is Pseudoscience? Distinguishing between science and pseudoscience is problematic - By Michael Shermer | Aug 16, 2011

<sup>4</sup> <http://www.scientificamerican.com/article/what-is-pseudoscience/>

<sup>5</sup> [http://www.thrivemovement.com/the\\_code-fundamental\\_pattern](http://www.thrivemovement.com/the_code-fundamental_pattern)



evidence and physical theory of a lunar eclipse, wrote about it.<sup>6</sup>

Complementary therapies are another example of how science and its flag-bearers dismissed it as a passing fad and labelled it as a pseudoscience because of insufficient data to prove otherwise. Many decades later these therapies are an acceptable part of treating individuals and have been found to work so effectively that they have been integrated within the NHS (National Health Service in the UK) in the US and several other countries around the world by the very profession that chose to denounce it before.

<sup>7</sup>Edwin B. Twitmyer, a Professor of Psychology, originally discovered the conditioned reflex and presented his data to The American Psychological Society in 1904 but his theories had no impact on his peers and so, due to a lack of support, he abandoned his experiments. Significantly, a few years later when a Russian, Ivan Pavlov, put forward a similar hypothesis he was given a platform to explain what he had discovered and then given credit for the discovery, and the scientific community that rejected Twitmyer's work now lauded Pavlov's work, despite showing similar results.

Although not categorised as pseudoscience, the example above is a classic case where science, with its restrictive thinking at the time, failed to embrace new ideas and concepts, a result of which has the effect of restraining and even strangling new ideas which stunt development in various fields and it further prevents us from evolving into better informed individuals. We should be more open to those people who possess 'forward thinking minds' and dare to explore and go beyond the norms of restrictive current thinking and these lessons of the past should be learnt. Edwin B. Twitmyer (as mentioned above) surrendered to the negative responses from his peers and gave up further research he was conducting regarding the conditioned reflex, only to discover years later that, had he continued his work, he would have contributed greatly to the understanding of the mechanism of behaviour, and subsequently gained the recognition from his peers that was instead conferred upon his successor, Pavlov, who took up the

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<sup>6</sup> [https://en.wikipedia.org/wiki/Flat\\_Earth](https://en.wikipedia.org/wiki/Flat_Earth)

<sup>7</sup> <http://www.ncbi.nlm.nih.gov/pubmed/6749963>

baton in this field of research.

<sup>8</sup>In a similar vein, articles by Byrne and Normand on their Skeptical Inquirer website concerning Reverse Speech, entitled *The Demon Haunted Sentence: A Skeptical Analysis of Reverse Speech*, claim that the research they have carried out condemn Reverse Speech as unethical and an attempt to fleece money from the unsuspecting, even quoting various research papers to substantiate their views.

It is unfortunate that they have not taken their task of research seriously and only focussed their attention solely on web articles about Reverse Speech as this is a very narrow-minded view whose approach inevitably leads it towards a conclusion that is biased and limited. Had they been more judicious in their research they would have found insurmountable evidence in its favour, instead of belittling the work that has been put forward by David Oates.

What is more, some of the referencing they have utilised dates back to an era when new technologies were unavailable and in a specialised field where clarity of audio input is essential to gain notable results. It is indefensible that they have not been so discerning in their research and opted to disregard the evidence that has been mounting to support what is regarded as a very powerful tool by the beneficiaries who have experience of it and who can therefore vouch for its efficacy in the formats that David has described.

There are two sides to a coin and if Byrne and Normand had taken the time to peruse all the available data at their disposal their conclusions would have shown Reverse Speech to be precisely what it is.

Furthermore, in referencing an article by <sup>9</sup>Vokey and Reid, they fail to understand that the primary purpose of that research was to identify how the impact of messages inserted in the media affected behaviour in the listener or viewer (they concluded that

<sup>8</sup> [http://www.csicop.org/si/show/demon-haunted\\_sentence\\_a\\_skeptical\\_analysis\\_of\\_reverse\\_speech1/](http://www.csicop.org/si/show/demon-haunted_sentence_a_skeptical_analysis_of_reverse_speech1/)

<sup>9</sup> [http://www.academia.edu/7175118/Subliminal\\_Messages\\_Between\\_the\\_Devil\\_and\\_the\\_Media](http://www.academia.edu/7175118/Subliminal_Messages_Between_the_Devil_and_the_Media) John R Vokey & J Don Read- Psychology in action , *American Psychologist* 40: pp 1231-1239 - November 1985 American Psychologist

this was not the case.) In fact some of the messages that Vokey and Reid refer to were recordings of music where messages were placed in records intentionally by artists who then engineered them in such a way as to be inaudible when played normally but when played backwards revealed clear and distinct messages. This type of recording known as backward masking was prevalent in the late 60s, 70s and 80s and artists readily admit that the concept was devised as a novel way to gain publicity and sell more records (see website <[www.backwardmasking.com](http://www.backwardmasking.com)>) and so Vokey and Reid's statement 'that the apparent presence of backward messages in popular music is a function more of active construction on the part of the perceiver than of the existence of the messages themselves' can easily be refuted by those artists.

Byrne and Normand go on to add that '... Existence of reverse speech is ecologically invalid' and another statement in which they comment that '... Backwards language does not convey meaning to a listener – in other words it does not make any sense ...' and 'To our knowledge there is not one empirical investigation of reverse speech in any peer-reviewed journal ...' only adds to their ignorance of this subject, as the founder of Reverse Speech, David Oates, can corroborate with over thirty years plus documented evidence to counter their statements. They cannot 'peer review' a subject of which they have no prior knowledge of and for which there are, at present, no peers to refer to because it is such a novel and unique concept.

<sup>10</sup>Byrne and Normand also use Skinner's experiments and his invention of the Verbal Summator to substantiate their claims regarding Reverse Speech but Skinner, in his experiments (1936) used recordings which were played softly and so the subjects were already at a disadvantage when that experiment was being conducted because the spoken word was difficult to decipher and the results themselves confirmed this when it was concluded that 'illusory changes occur if the repeated word is faint or indistinct ...' The recordings that have been compiled through years of application by David Oates are clear and distinct and what is spoken cannot be mistaken. Furthermore, the recordings used in

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<sup>10</sup> Auditory Perception: A New Synthesis P180  
By Richard M. Warren

the experiment by Skinner used technology that was available at the time — records which were placed on a turntable, which then revolved in order for sound to be heard, or cassette tapes later on. In the current age of digital revolution that is available to us, sound is much more audible and technology more advanced to allow us to achieve further clarity and definition that would not have been possible then and so surely research should be conducted using modern methods, which will prove to be more productive.

We would therefore invite further research before disparaging remarks about Reverse Speech are made.

In fact, as far back as 1988, experiments conducted by an Adelaide psychologist who ran brain wave analysis tests confirmed that brain activity was altered significantly in both right brain and left brain hemispheres when reverse speech occurred so it would be more appropriate to conduct further in-depth tests before comments such as those made by Byrne and Normand are made.

<sup>11</sup>Prior to this, in a report by Robert Cohn in *Science Magazine* in 1971, another experiment to differentiate cerebral processing of data has also ‘indicated that the right cerebral hemisphere processes noises and other nonverbal data and that the left cerebral hemisphere processes verbal material’.

<sup>12</sup>In another experiment to analyse neural responses during speech the results were that ‘different neural events occur in the left hemisphere during analysis of linguistic versus non-linguistic parameters of the same acoustic signal’.

This coincides with what David himself has stipulated, that the right hemisphere of the brain deals with imagery and other precepts whilst the left hemisphere deals with linearity and logic and other functionalities. This theory is also shared in other models, which are more readily accepted now but were once themselves similarly open to ridicule.

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<sup>11</sup> <http://www.sciencemag.org/content/172/3983/599.abstract> - Science 7 May 1971: Vol. 172 no. 3983 pp. 599-601 -DOI: 10.1126/science.172.3983.599

<sup>12</sup> Auditory Evoked Potentials during Speech Perception -Charles C. Wood<sup>1</sup>, William R. Goff<sup>1</sup>, Ruth S. Day<sup>2</sup>  
 Science 24 September 1971:  
 Vol. 173 no. 4003 pp. 1248-1251  
 DOI: 10.1126/science.173.4003.1248

As to the presence of Reverse Speech, an experiment conducted by Monash University in Australia concludes that ‘... for any Forward Speech sequence, there will obviously be some alleged Reverse Speech sequences, which are more readily heard than others ... and we do not deny that in some cases Oates has been adept at finding such sequences ...’ The University was unwilling to further their research and promptly halted any further investigations into this matter.

<sup>13</sup>Byrne and Normand add ‘In their critique of Oates’s theories, Newman [*sic*] and Curtain (1998) conducted a simple experiment in which subjects under various conditions tried to detect examples or reverse speech from Oates’s audiotapes. As expected’ (note: negative bias ‘as expected’), ‘they found that subjects who were told what to listen for were much more successful in hearing the phrases than those not expecting what they would hear.’ However, what Newbrook and Curtain actually found was quite the contrary, which privately they have admitted. After conferring with Oates on the experimental model, they proceeded to ignore those protocols (having gone to the trouble to confer and gather them), and still found and noted *positive* results.

<sup>14</sup>In their article, Byrne and Normand compare RS with facilitated communication and their lack of understanding of Reverse Speech becomes evident — they state themselves that facilitated communication ‘is no longer considered to be scientifically valid by most professionals’ and so to then compare it to RS is a misnomer. What is more interesting is that the experiment they refer to was conducted with subjects who presented with communication handicaps in speech and its conclusion also confirmed that that model would be inappropriate with those individuals possessing motor skills ‘... In facilitated communication, a non-speaking individual receives assistance from a ‘facilitator’ who guides his or hands across a keyboard so that a message can be typed. Curiously, many nonspeaking individuals who seemed to benefit from facilitated communication did not have motor deficits ... it was therefore unclear why motor

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<sup>13</sup> <http://reversespeech.com/2000/03/response-to-skeptical-enquirer/>

<sup>14</sup> [http://www.csicop.org/si/show/demon-haunted\\_sentence\\_a\\_skeptical\\_analysis\\_of\\_reverse\\_speech1/](http://www.csicop.org/si/show/demon-haunted_sentence_a_skeptical_analysis_of_reverse_speech1/)

assistance would help them communicate ...’

So if there is to be an argument against Reverse Speech it would be appropriate to challenge it with evidence that has been compiled in this era, rather than research that has been gathered in the past which has no validity or bearing on this subject.

It is interesting that when David was invited to speak to the US Secret Service organisation circa 1991 his files and notes were ‘borrowed’ and he was never to hear from them again. Is this the type of response you would expect if Reverse Speech is adjudged to be ‘A potential disaster’ as claimed by Byrne and Normand? To further claim that there is ‘Great potential for harm’ discredits all the hard work he has been doing; after all, he has been in the field of therapy for well over thirty years, even before he started Reverse Speech, and he has other qualifications to boot – he is a certified youth pastor, counsellor and hypnotherapist, to say nothing of the experience he has accumulated over the years.

The article by Byrne and Normand infers that there is a lack of empirical evidence to substantiate the claims that David Oates makes so let us first define what empirical evidence is. In an article submitted by Alina Bradford to [livescience.com](http://livescience.com) she defines it as <sup>15</sup>... information acquired by observation or experimentation. This data is recorded and analysed ... and is a central process as part of the scientific method. The scientific method begins with scientists forming questions, or hypotheses, and then acquiring the knowledge to either support or disprove a specific theory.’ The information that David Oates has in his possession has been gathered using this criteria.

Aside from the evidence he has accumulated over the years, the speech reversals that have been documented by David Oates adhere to strict protocols which would meet the structure required for grammatical sentencing and there is a stringent list of conditions that must be passed. To then claim the phenomenon of pareidolia (where the human brain perceives there to be patterns of speech in random noise) and phonetic reversal without being

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<sup>15</sup> <http://www.livescience.com/21456-empirical-evidence-a-definition.html>

privity to all of the documented evidence he has gathered is completely nonsensical.

<sup>16</sup>In his article *From Abracadabra to Zombies* in the *Skeptic's Dictionary*, R. T. Carroll goes on to criticise the theme when David relates to his experience with infants and children being able to communicate in reverse language before being able to converse in 'forward speech' by stating '... And where is the evidence for his claims about infants and speech, claims which contradict everything that is known about the development of the human brain and speech in children? ...' It appears to be a very limited view as there is current research that suggests otherwise, in that <sup>17</sup>'new-born brains are full of feverish activity and ... are already gathering and processing important information from the world around them. At just two days after birth, babies are already able to process language using processes similar to those of adults ... researchers have demonstrated that they are sensitive to the most important parts of words, the edges, a cognitive mechanism which has been repeatedly observed in older children and adults.' What is more, <sup>18</sup>'Several findings have observed that from birth until the age of six months, infants can discriminate the phonetic contrasts of all languages. Researchers believe that this gives infants the ability to acquire the language spoken around them ...' and even Steven Pinker, from MIT no less, confirms that <sup>19</sup>'Babies can think before they can talk ... babies achieve the feats of phonetic distinctions used in their parents' language before they produce or understand words ... it is virtually impossible to show how children could learn a language ... they have a considerable amount of non-linguistic cognitive machinery in place before they start.' So we can discount Mr Carroll's criticism.

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<sup>16</sup> <http://skepdic.com/reversespeech.html>

<sup>17</sup> <http://www.sciencedaily.com/releases/2015/07/150721081725.htm>

<sup>18</sup> [https://en.wikipedia.org/wiki/Language\\_acquisition](https://en.wikipedia.org/wiki/Language_acquisition) - Main articles: Sensitive periods § Language and Critical period hypothesis

<sup>19</sup> <http://users.ecs.soton.ac.uk/harnad/Papers/Py104/pinker.langacq.html> - Steven Pinker Massachusetts Institute of Technology

Chapter to appear in L. R. Gleitman, M. Liberman, and D. N. Osherson (Eds.), *An Invitation to Cognitive Science*, 2nd Ed. Volume 1: Language. Cambridge, MA: MIT Press.

David also mentions the idea of metaphors and correlates it with past traditions and mythology and his ideas originate from past luminaries who themselves have researched these ideas and which have gained respect and acceptance by their peers.

Language is a complex and unique form through which we humans communicate and Reverse Speech just adds to that kaleidoscope.

For any novice, Reverse Speech is a fascinating and perplexing concept to grasp and, as in all new endeavours, with practice comes proficiency, so we should not be disenchanted by the misinformation that is presented by a narrow mind-set. Instead we should be more emboldened and committed to demonstrate the validity of Reverse Speech through our practice and the challenge is to achieve and accumulate more evidence in order to generate enthusiasm for further research into this less well-known field.

As Samuel Smiles, the Scottish author and well-known government reformer, said ‘The very greatest things — great thoughts, discoveries, inventions — have usually been nurtured in hardship, often pondered over in sorrow and at length established with difficulty’.

—DINA PATEL



**RESPONSE TO *SKEPTICAL ENQUIRER*****An Analysis of Unresearched Blithering  
(The Dimwit-Haunted Article)**

A Scientific Analysis of Byrne and Normand  
by Joseph Scanlon

Re: *Skeptical Inquirer* Volume 24, No. 2  
March/April 2000

*An Analysis of Reverse Speech, The Demon-Haunted Article*  
by Tom Byrne And Matthew Normand

For the sake of finishing this analysis during the calendar year, I will spare the noting of every single pejorative and prejudiced statement of opinion by the authors Byrne and Normand. If they think what follows is harsh ... they have no idea.

To be fair, the article does state of itself that it is a 'sceptical' analysis – rather than a scientific analysis. Perhaps that is enough squirm room in and of itself to excuse the authors for being blithering idiots. Indeed in modernity there is a vast and ever-widening gulf between science and 'scepticism'. But matters are not discussed, much less dismissed, upon the opinions of persons unarmed to intelligently debate, nor so slothful as to forgo any actual research into a matter before pontificating over it.

Whatever one may think of *Skeptical Inquirer* (that 'gravis' being *far* greater within its walls than without), Byrne and Normand have managed to embarrass the magazine. And that's quite a statement. One might take a cheap shot at its Fellows as being (three picked) a magician, a pianist/comedian, and Nickelodeon's Bill Nye the science guy. But this bears not upon the authors Byrne and Normand, for they are not even CSICOP fellows – and indeed published authors are specifically disavowed by CSICOP/*Skeptical Inquirer* on the inside cover page. Perhaps after Byrne and Normand's cloak-and-dagger work, an editorial staff might consider review for evidentiary rules and investigative authority (if any) regarding SI's ensuing content.

No breath being held.

Byrne and Normand's (hereafter B&N) article makes its first

prepossession over Reverse Speech Enterprises existing as a for-profit organization. Being students and assistant professors, it's conceivable B&N find the idea of operational income a damning feature. Let me enlighten them that there is a real world out there, which — someday — they will see. They might even grow up (a lot) to be scientists in it. Crazier things have happened. In the meanwhile, I'd invite them to alleviate this 'damning' condition through efforts to secure operational Grants for RS if they're so worried about it. Also I'd direct them to the inside cover of *Skeptical Inquirer*, the very same spot that disavows itself of their tripe, wherein address and terms of subscription to SI are outlined. \$35 dollars per 6 issues. Visa and MasterCard accepted. +\$10 for shipping.

(Seems CSICOP sells magazines. At their website too. Internet price is \$18.)

Continuing point-by-point. Next, B&N note how RS has a 'large and detailed web page'. Too large it seems for them to have reviewed it. Most of their article would not exist if they had taken even the most perfunctory glance at the mentioned web pages. As we'll see again and again.

B&N state 'The burden of proof for any phenomenon lies upon the shoulders of those claiming its existence.'

The mark of true ignorance.

Certainly B&N are not scientists, nor really do they claim to be. But in investigative matters there must be *some* degree of experience with the subject at hand, experiments, models to prove or disprove the subject in its own terms. That is to say — one does not proceed from ignorance of the subject matter. Here's a comparative statement for what a *scientist* does: 'The burden of proof is on me to investigate the matter in its own terms and to model out experiments to see whether it fails in those terms. I do this because I am not a slack-ass student expecting everything to be handed to me. I refrain from running my mouth until I know what the hell I'm talking about. If I need help in modelling the experiments, I'll pause to obtain it.'

Likely anyone not laughing right now is a sour grape slack-ass non-scientist.

Did B&N critique methodologies? Did they discuss possibly

superior experimental models? Did they investigate Reverse Speech in its own terms and then find it failing? ... D) None of the above.

In prepossession, they — thought — the matter was absurd (or as the article's cartoon caption puts it 'nonsense'). They did a net search to see if anyone else had done the experiments, which they are too lightweight or lazy to do. (As if all things are published to the web ... perhaps they next can look up the FBI and CIA *research* publications on Body Language Analysis — calling that crap as well after no search results pop up.) And finding nothing handed to them, they set off on a spoiled rant. 'Either RS is garbage' (which how would we know since we didn't investigate it?) 'Or else it's too unimportant to have published web pages on it' (the way Germany would have, say, surely published web pages upon their enigma machine between 1925 and 1940).

Yeah right.

'It's the information age. Everything that's anything is published for our armchair perusal. Else it's 'nonsense'!

And again ... of the major information source that is available to their half-assed 'analysis', did they read it? ... No.

B&N: 'However, there are no good data to support the existence of Reverse Speech or Oates's theories about its implications.'

Note terminology there not used in scientific investigation — the subjective nth matter of 'good'. In their bias B&N subconsciously realise there is supporting data, but dissemble it as being, although indeed supporting data, not 'good' enough to sway them from their un-researched prejudice. They're in good company ...

B&N: 'To our knowledge there is not one empirical investigation of Reverse Speech in any peer-reviewed journal.'

And in a new field, 'peers' are whom?

Linguists perhaps? Without training ... No, but let's proceed. B&N's armchair net-search 'investigation' did turn up one reviewed source: Newbrook/Curtain 1998.

B&N: 'In their critique of Oates's theories, Newman [*sic*] and Curtain (1998) conducted a simple experiment in which subjects under various conditions tried to detect examples of Reverse Speech from Oates's audiotapes. As expected' (Ed. note: negative

bias ‘as expected’), ‘they found that subjects who were told what to listen for were much more successful in hearing the phrases than those not expecting what they would hear.’

B&N then continue to combine categories, being more error, and equate Reverse Speech to seeing ‘Elvis in a cloud’. And was that ever scathing. The field has never heard that ‘zinger’ before ... (eyes roll).

But what Newbrook and Curtain actually found was quite the contrary, which privately they have admitted. After conferring with Oates on the experimental model, they proceeded to ignore those protocols (one could only imagine why — having gone to the trouble to confer and gather them), monitored with negative bias, and still — despite — found and noted *positive* results.

It was amusing to see B&N offer this as evidence for their view. ‘Linguists studied Reverse Speech without using the proper protocols, had operational negative bias throughout, and still found positive results. Ergo — Reverse Speech is either a hoax or a cult of delusionals?’ (See next.)

B&N continue ‘debunking’ Reverse Speech with the conclusions of one Susan Brombacher who’d noted that the RS website sells books upon the matter, tools to investigate the matter, and classes for structured study of the matter.

It has books, tools, and technical classes ... so surely it is hoaxsterism. Right? Really? Well, not necessarily ...

B&N: ‘We are not claiming that Reverse Speech is a simple hoax. In fact it is quite possible that Oates and his followers are convinced of its existence.’

Nice of the authors to condescend a Hobson's choice ... ‘Reverse speech might not be an intended hoax, it might actually just be an odd *cult* of delusionals.’

Thanks again to *Skeptical Inquirer*, as ever, for its balanced, erudite, and scientific investigations. (The handwashing clause from the inside cover wears a little thin.)

B&N in self-absurdity continue: ‘The ability to communicate through language is an incredibly complex marvel of evolution.’

Just not so incredibly complex apparently as to have extra content. It’s, we guess, only a *slightly* ‘incredibly complex marvel’.

Moe and Curly continue: ‘If Reverse Speech existed’ (Ed note: authors’ a priori bias showing) ‘it would not be comprehensible and would have no practical value. Therefore there would be no selection mechanism by which it would evolve.’

Clearly it is comprehensible in its natural state — several EEG tests have shown this, and shown comparison of the contrary. This stuff is all over the RS site. One wonders how our heroes managed to miss it. It is From subconscious To subconscious. It seems in these early tests to be responsible for the subconscious phenomenon referred to as ‘intuition’. There is then a ‘practical’ value for it. (Again I find such to be a subjective nth qualifier ... our blithering authors debating opinions of merit when they have yet to study existence.) As for its worth in breed supplanting, the authors atrociously presume that it was not Always a hand-in-hand component of human speech, of which the evidence they have is what? I had to laugh over this one for a couple of minutes.

This is what passes for Scepticism?

Should we go on? ... Please, Let’s.

They closed the last thought by proclaiming RS to the realm of ‘miracles’. Again, aspersions with no evidence backing their position. Indeed, continually they demonstrate the inability to understand the implications of points they do present, and fail further to consider counterpoint to the arguments they proffer.

- Does the ‘incredibly complex marvel’ of ‘human speech’ not allow for extra subconscious content?
- Do Moe and Curly have evidence that subconscious content would have, or would *have had* to have, developed in any regard separately from normal speech?
- Do they not see how positive evidence is supportive data?
- Do they realise tests they’ve missed by being slack-asses show conscious reaction to subconscious stimulus?

Seems not. Moe and Curly respond to the above with this barrage:

- It’s ‘miracle’.
- It’s ‘nonsense’.

- It has ‘no value’.
- It’s ‘insidious’.
- It’s ‘pseudoscience’.
- It’s a ‘potential disaster’.
- It’s a ‘hoax’.
- It’s a ‘cult’.
- ‘They sell Books and Machines.’
- ‘Negatively biased peer review found positive evidence.’ (?)
- ‘Our netsearch didn’t turn up anything’ (though see the above Newbrook/Curtain example — it did — didn’t it).

Truly there is weight to their argument. It crashes down upon its own self in result.

A moment here to compile with brevity the RS preconditions of study. Perhaps, with fingers crossed and some Ritalin, M&C can muddle through for the first time what they missed during their ‘investigation’.

- Use common — free — PC software or a Reversing Machine to acclimate to the reverse tonalities. This can take 3 to 6 months. (Note: anyone who has not done this first step needs to stop, shut up, and do this first step. Refusing to study a matter in its own terms leaves one unable to discuss it intelligently. As we see.)
- Continue listening and transcription practice 15 hours per week, or more. More = quicker.
- The above will go more smoothly under guidance in technical classes, but if one finds the idea of structured study offensive then — whatever. Plow your own trail.
- By the time one gets to 6 months, or even 2 (two)!, they will be skilled enough to quite casually realise the reverse content is a real and useable phenomenon.

And in a nutshell, that’s it. What Oates should do, IMHO, is gather together the ever-growing supply of former sceptic

testimony to his website. Anyone who puts in the practice time will acclimate. That skill gained, they all see that the condition exists. Which makes for three broad classifications in any debate:

1. Skilled, did the practice time.
2. Unskilled, opinions reserved for they are intellectually honest and realise that they don't know.
3. Unskilled, egoist blithering idiot.

Mostly the world is the second option, but option three gets the most press.

Continually, this very simple first step regarding acclimation is completely ignored. In this, Moe and Curly are being no different from their predecessors. At least three times their article resorts to the non-issue of unskilled persons being rather bad at discerning content. Should we be stunned? 'Look, these untrained, non-practiced test subjects — mostly — couldn't discern a common finding for a test reversal.'

M&C, though really completely in character for them, had the gall to include this part: 'We encourage Oates or anyone interested in the possibility of Reverse Speech to conduct empirical investigations.'

We conclude that Byrne and Normand were then wholly *not* 'interested' for they certainly did no empirical investigation, nor even cursory investigation, before the publishing of their 'analysis'. (In another sense they absolutely did do an empirical investigation as we'll see next.)

B&N paint Reverse Speech as a 'sound salad' where one puts meaning to nonsense. They state it is invalid since one often needs prompting to hear the content. (But then again, often not always - - even untrained.) Precisely the way one is prompted by text over various 9/11 recordings played on television night in and night out. Does anyone want to guess how the dispatchers and officers can comprehend that in real-time without prompting? If you just thought 'it's because they're exposed to it all the time, they are acclimated — they're fluent of the strained phonemes, that they have 'Skill at the matter' — go to the head of the class. In the reversal content, one is dealing with phonemic anastrophe. One is missing the plosive and fricative elements. It's a — simple — matter of skill from practice. And no matter *how many* unskilled

listeners are trotted out, that's still as inane as it is non sequitur. Persons unskilled at a matter have no bearing upon it in any capacity.

Let me tell you that you do *not* want me doing hemangioblastoma resectioning on you. (I'm not a brain surgeon.) I have to hate it for all the Reverse Speech debunkers in the world, but it is a skill matter. Put in your six months, or less, and pontificate *afterwards*. What's so hard about that? Who reading this right now doesn't understand that point?

Yet back to hearing the reversal content correctly ... negatively biased researchers find positive data even among unskilled, unacclimated listeners. (Researchers who didn't do what they were told and subjects who had no training in the field — find positive evidence.)

And just to take a quick shot at empirical data and empiricism generally in this vein for Byrne and Normand:

- Pertaining to, or founded upon, experiment or experience.
- What belongs to or is the product of experience or observation.
- Depending upon experience or observation alone, without due regard to science and theory; said especially of medical practice, remedies, etc; left wanting in science and deep insight.
- The method or practice of an empiric; pursuit of knowledge by observation and experiment. Specifically, a practice of medicine founded on mere experience, without the aid of science or a knowledge of principles; ignorant and unscientific practice; charlatanry; quackery.
- The philosophical theory which attributes the origin of all our knowledge to experience.

What Byrne and Normand call for amounts to only direct experience, which is this:

*What one can comprehend of what they can observe.*

Being aurally 'blind' is no way to observe this phenomenon. One will not 'see' very much.



So, do the practice. Gain the skill. If one pretends that they are indeed researching the matter, then they must do so in its own terms — and that first step is acclimation through practice.

Byrne and Normand mention a Reverse Speech URL (and misspelled it), deriding it for claiming courses in the therapeutic use of Reverse Speech. In their bias and laziness, B&N posit such use as ‘unethical practice’. If they’d visited either of the client or professional testimonial pages they’d have found them buried in praise from all manner of MDs, multiple PhDs, including what they are not — full professors and doctors of psychology. As for Reverse Speech being invalid or unethical as a therapeutic tool — RS has hundreds of thrilled clients. (Of all the ignoramus methods of attacking RS, this is the worst.) I have no doubt that Oates could contact literally dozens of them to shove down B&N’s throats. If B&N will not challenge him to do it, I hereby do. Perhaps the next batch of idiot ‘analysts’ to examine Reverse Speech will somehow manage to review the website and see the results of application.

As seen more than somewhat in these: <<http://reversespeech.com/testimonials/>>.

Some other things they might find at the RS website:

- This research field dates back to the 1960s.
- Oates has done this full time for over thirty years.
- Oates, to a request, lectured the FBI and other agencies on reverse speech in DC circa 1991, whereupon they took his files and notes and showed him the door.
- Contact information for Oates, since all other articles (for example *Discover Magazine*) have contacted him during their own ‘analysis of Reverse Speech’.
- Oates, far from being a therapeutic quack wannabe, has been in the therapy field for over forty years, dating to before Reverse Speech, is a certified youth pastor, counsellor, as well as a certified hypnotherapist.

By contrast, our heroes who did in effect zero research for

their ‘analysis’, Moe and Curly are — who? ...

That’s what I thought.

And with such work as ‘*The Demon-Haunted Sentence*’ they are on-course to remain that way.

BTW to B&N, I’m not affiliated with RS in any capacity, have never been a student, and I’m not even the webmaster. So grab your knees — they were likely jerking.

Such are the debunkings of Reverse Speech.

Next?

—JOSEPH SCANLON

appendix **D**  
**CONSTANT REVERSALS**

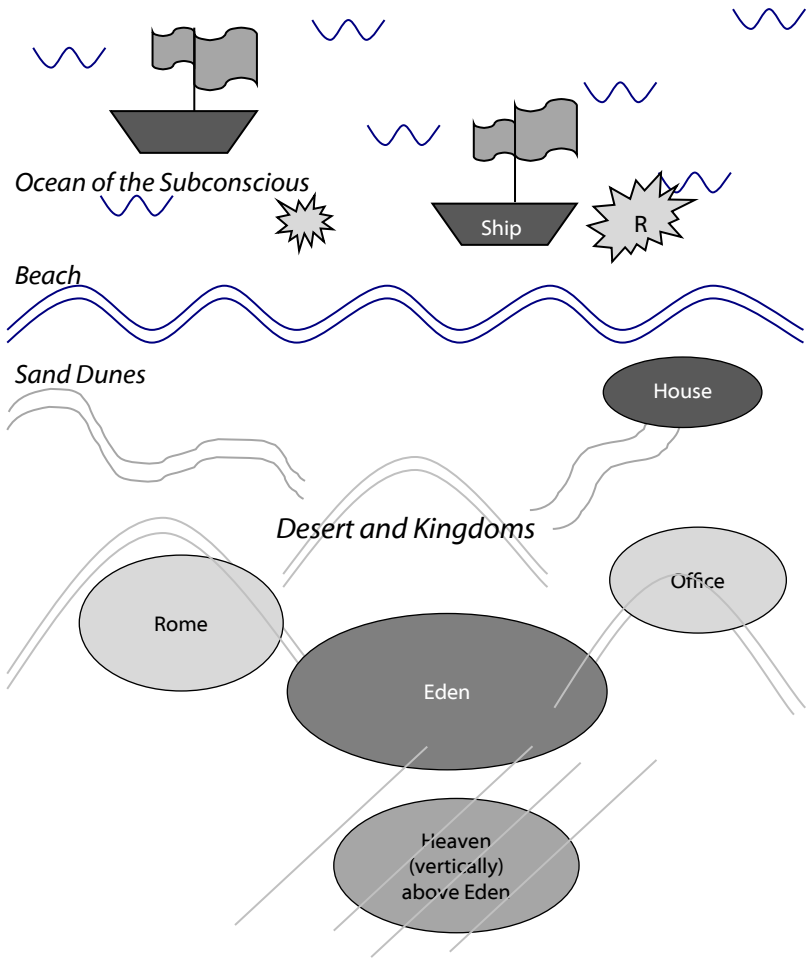
**BE**LOW IS A LIST OF SOME WORDS that usually reverse to say the same thing no matter who is speaking at the time.

<b>Reversed word</b>	<b>Usual forward sound</b>
Answer	<i>Understand</i>
Beat	<i>People</i>
Beloved	<i>Develop</i>
Censored	<i>Business</i>
Crime	<i>America</i>
December	<i>Message</i>
Deserve this	<i>President</i>
Earl	<i>Learn</i>
Feel	<i>Believe</i>
Force	<i>Self</i>
Fuck	<i>Confront</i>

<b>Here I am</b>	<i>Married</i>
<b>Kill</b>	<i>Look</i>
<b>Lion surf</b>	<i>Personality</i>
<b>Love him</b>	<i>Father</i>
<b>Murder</b>	<i>I don't</i>
<b>My mum</b>	<i>Mother</i>
<b>Oates</b>	<i>Story</i>
<b>Rave</b>	<i>Very</i>
<b>Rome</b>	<i>More</i>
<b>Say</b>	<i>Yes</i>
<b>Serve</b>	<i>Reverse</i>
<b>Sex</b>	<i>Discuss</i>
<b>Shallow</b>	<i>Relationship</i>
<b>Share broker</b>	<i>Corporation</i>
<b>Show me</b>	<i>Emotion</i>
<b>Sick Wolf</b>	<i>Focus</i>
<b>Skill</b>	<i>Week</i>
<b>Sniff</b>	<i>Thing</i>
<b>Soul</b>	<i>Was</i>
<b>Suck</b>	<i>Because</i>
<b>Surf</b>	<i>First, person</i>
<b>The lie</b>	<i>Reality, theology</i>
<b>The lock</b>	<i>Psychologist</i>
<b>Wolf</b>	<i>Forward</i>
<b>Woman</b>	<i>Number One</i>
<b>Yes</b>	<i>Say</i>

# appendix **E**

## THE METAPHORIC MAP



## appendix **F**

### **CASE STUDY: CREATING A METAWALK**

**SE**VERAL STEPS MUST BE FOLLOWED in order to create a successful Metawalk. These are detailed in this appendix in order.

#### **STEP ONE: PREPARE FIRST SESSION TRANSCRIPT**

##### **SPECIAL NOTES:**

##### **1. Trance Instructions**

Note the reversals underlined with a single line in the following transcripts. These are called Trance Instructions. They contain specific steps from the unconscious mind as to what needs to be done in the trance. Many of these reversals fall into the category of Internal Commands. For the most part they must be used in the creation of a Metawalk. For example, the reversal **See a View, desert** tells us that we have to have this person see a desert at some stage in the Metawalk. Pre-Trance recordings will contain a lot more trance instructions than first session recordings.

## 2. Trance Images

The reversals underlined with a double line in the transcript are Trance Images. They give an unconscious image that can be used in the Metawalk. For example, the reversal **Why pus that I have** does not give a specific instruction but it could be used as a trance image; e.g. *Pus*.

## 3. Unconscious Consent

Important things to look for in Pre-Trance transcripts are reversals that give Unconscious Consent (wavy underline) for change, i.e. reversals that actually give consent to change an unconscious pattern. Without any reversals of unconscious consent the Metawalks are unlikely to be successful. For example, the reversal **Let's change this eel** in the transcript is giving consent to alter the *Eel* metaphor, hence the unconscious pattern. If there is no unconscious consent, a specialised trance called a Congruency Trance must be used to create this change.

### TRANSCRIPT

Following is a session with a woman who wanted to lose weight:

*Time: 28:01 - 50:76*

'I feel that I'm reinventing myself at fifty, of course what I've brought forward is a lot of fat from thirties and forties.'

**Our battle sofa.**

*Time: 03:31.69 - 03:38.61*

'I've only known one (psychic) that was thin, the rest had a lot of weight on them. To me it doesn't make any sense.'

**Seen again with the themes.**

*Time: 03:40.78 - 03:47.18*

'There was a part of me that said I'd give up my livelihood if it meant I could lose weight.'

**They'll heal.** — Unconscious Consent.

*Time: 03:51.61 - 03:54.25*

'I think I should be able to come to terms with it.'

**There's muck.** Trance Image.

*Time: 03:57.97 - 04:00.53*

'I'm not the original inhabitant of this body.'

**Get out.** Trance Instruction.

*Time: 04:29.34 - 04:31.61*

'I just wanted to be lighter.'

**Early I'll leave.**

*Time: 04:54.18 - 04:58.64*

'Looking myself in the mirror in the eye and envisioning myself.'

**Force their music.** Trance Instruction.

*Time: 04:58.68 - 05:00.81*

'Being that more slender person.'

**The surfer.** Trance Image.

*Time: 07:14.30 - 07:20.28*

'And it's not this crap that muscle weighs more than fat, that's true.' **The worst cut.** Trance Image.

*Time: 07:47.15 - 07:54.88*

'Accept other ideas that I never would have in the past. Ya know that one's needle oriented, and for me to consider a needle oriented thing.'

**The earl will be nervous.** Trance Image.

*Time: 08:01.28 - 08:04.45*

'It almost felt like it came from a more educated place.'

**Makes me feel up.**

*Time: 08:23.99 - 08:28.40*

'But as I've read more on it they say that it (liposuction) works best for people of average weight.'

**Eels do buy a bow.** Trance Image.



*Time: 08:44.79 - 08:46.28*

‘I only consider that.’

**Lnervous.** Trance Image.

*Time: 09:23.42 - 09:31.44*

‘And I also wondered what would happen to the fibroids that are there? Would they still be there, or would they be burned off or something.’

**Be dead the worry.** Unconscious Consent.

*Time: 11:35.83 - 11:48.23*

‘OK and I did get a thing from St Joe’s imaging today stating that my mammo was clear. Because you didn’t have that report last time we spoke.’

**You must tell Earl.** Trance Instruction.

*Time: 12:35.84 - 12:50.63*

‘He’s going in to look at that cyst in my ovary, and if it changes he’s gonna maybe decide.’

**The acid.** Trance Image.

*Time: 13:42.88 - 13:46.80*

‘I’ve always felt that hormones were driving my weight problem.’

**Fucks you over.**

*Time: 15:27.93 - 15:33.11*

‘Cos I do think that I’m active enough to not warrant this kind of weight.’

**Eel one exit.** Trance Image.

*Time: 15:47.65 - 15:50.18*

‘I’m getting so fat my head is like a pea.’

**They’ll see the ham.** Trance Image.

*Time: 16:49.47 - 16:51.59*

‘I’m not one to go out and seek publicity but if.’

**Better be the silver.** Trance Image.

*Time: 17:09.71 - 17:14.40*

‘I guess there’s part of me that feels if I have trouble getting past this weight, other people may too.’

**I have this life.**

*Time: 17:21.57 - 17:25.86*

‘But I do try to change my mindset. I do but it’s just so hard.’

**There are horses.** Trance Image.

*Time: 18:12.71 - 18:21.11*

‘But you look thinner, and that just made me feel great because I know that I’m not, well I’m pretty sure I’m not. I won’t get on the scale.’

**My elf hikes.** Trance Image.

*Time: 18:46.17 - 18:51.66*

‘I want to be able to see myself thinner too. I want it to be a reality not a perception.’

**The lie raves.**

*Time: 24:58.92 - 25:00.08*

‘Obviously it’s not working.’

**The girl wants the eel.** Trance Instruction.

*Time: 28:28.28 - 28:29.75*

‘But even with my family.’

**Heal my family.** Trance Instruction, Unconscious Consent.

*Time: 28:30.81 - 28:31.95*

‘Cos I’ve never gone in.’

**In our urban desert.** Trance Image.

*Time: 28:41.30 - 28:45.88*

‘And maybe this is why this is coming up with Sally right now because I’ve never stood up.’

**One mocks the city outside.** Trance Image.

## STEP TWO: PREPARE A STANDARD PRE-TRANCE TRANSCRIPT

◆ *Just in general, what did you think about the reversals we did last week?*

*Time: 45.77 - 46.62*

‘I took it encouraging because I believe what you said about there were some positive reversals there.’

**See a view desert.** Trance Instruction.

*Time: 49.11 - 50.63*

‘I took it encouraging because I believe what you said about there were some positive reversals there.’

**Eyes will serve you.** Trance Instruction.

*Time: 55.45 - 56.37*

‘That maybe will help lead to the cure.’

**I wish for the view.** Trance Instruction.

◆ *One of the things we had talked about was the muck. In your opinion what is the muck?*

*Time: 01:39.90 - 01:40.99*

‘If I had it sucked out.’

**Why puss that I have.** Trance Image.

*Time: 01:50.13 - 01:51.51*

‘To me that’s muck. My brain says it’s a lot of emotional crap that leads to this thick yellowy fat.’

**Have you like it.** Trance Instruction.

◆ *How do you think we can clear it?*

*Time: 02:21.01 - 02:21.90*

‘I would scoop it up and throw it away to get rid of it.’

**I better rake it.** Trance Instruction.

*Time: 02:29.86 - 02:30.88*

‘Unless I went through liposuction or something like that.’

**I fell in the search (surge).**

◆ *You had talked about wanting to be lighter. The reversal is Early I’ll leave.*

*Time: 08:50.04 - 08:51.08*

‘But I really think it goes back to that other magnificent reversal that so astounded me. Get out.’

**Must have been gander.**

◆ *How can you get rid of the eels?*

*Time: 09:34.16 - 09:34.71*

‘Smack it (the eel) on the head.’

**The hammer.** Trance Instruction.

*Time: 09:39.11 - 09:40.30*

‘A fight and flight situation.’

**Let’s change this eel.** Trance Instruction, Unconscious consent.

◆ *Talking about fibroids you said ‘Be dead, the worry.’ What does that mean?*

*Time: 10:15.68 - 10:17*

‘I think that reflects the fact that I really don’t have to worry about it.’

**I tried to stop your wheelers.**

*Time: 10:36.14 - 10:36.94*

‘Because I’m really not concerned about this I don’t think it’s an issue. I worried about this more for you than I did for myself.’

**Force hammer.** Trance Instruction.

◆ *Then you talked about the cyst in your ovary, then you say ‘The acid’.*

*Time: 13:55.37 - 13:56.36*

‘Yeah the acid. The very first thing that came to my mind is maybe my system is too acidic.’

**Make him the surfer.** Trance Instruction.

◆ *Metaphorically, can you talk about ways to do away with the acid?*

*Time: 15:03.46 - 15:04.33*

‘You know when I talked about it yesterday when I was upset about the family matters with my (sister).’

**Hands on my gizzard.** Trance Instruction.

*Time: 16:20.36 - 16:20.95*

‘It was almost more in retrospect I actually.’

**Feel sad.** Trance Instruction.

*Time: 16:21.84 - 16:22.46*

‘You know, a little bit better today about this.’

**I had the skirt.**

*Time: 16:23.88 - 16:24.36*

‘Like it’s easier to let it go.’

**Get on water.** Trance Instruction.

*Time: 16:46.75 - 16:47.45*

‘In my mind is to what happens when you shove emotions inside.’

**I house it.** Trance Image.

◆ *You exercise, you do the right things, you’re not losing weight. In reverse you say Eels one (won) exit.*

*Time: 17:50.47 - 17:51.44*

‘I don’t know how to make sense of that. I don’t have any inner inclinations one way or another.’

**Wasn’t ashamed of me.**

◆ *How can you get rid of the eels?*

*Time: 18:46.73 - 18:47.65*

‘So I don’t know if an eel were here and I had nothing but my hands.’

**Onward Alice.** Trance Instruction.

*Time: 19:00.30 - 19:01.43*

‘Now if it were a cat that would be a different story you know.’

**Earl surfer David.** Trance Image.

◆ *We’re going to the next step now. How do you think you might sabotage this process?*

*Time: 26:27.15 - 26:28.31*

‘Because before I ever had this weight problem.’

**Dagger they are awful.** Trance Image.

*Time: 26:34.13 - 26:34.96*

‘Before Ali I never had to diet a day in my life.’

**Feel the maid.** Trance Instruction.

### STEP THREE: PREPARE METAWALK

#### 1. LIST ALL TRANCE INSTRUCTIONS AND TRANCE IMAGES FROM THE PRE-TRANCE RECORDING ONLY

<b><u>See a view desert</u></b>	Trance Instruction
<b><u>Eyes will serve you</u></b>	Trance Instruction
<b><u>I wish for the view</u></b>	Trance Instruction
<b><u>Why pus that I have</u></b>	Trance Image
<b><u>Have you like it</u></b>	Trance Instruction
<b><u>I better rake it</u></b>	Trance Instruction
<b><u>The hammer</u></b>	Trance Instruction
<b><u>Let’s change this eel</u></b>	Trance Instruction, Unconscious Consent
<b><u>Force hammer</u></b>	Trance Instruction
<b><u>Make him the surfer</u></b>	Trance Instruction

<u>Hands on my gizzard</u>	Trance Instruction
<u>Feel sad</u>	Trance Instruction
<u>Get on water</u>	Trance Instruction
<u>I house it</u>	Trance Image
<u>Onward Alice</u>	Trance Instruction
<u>Earl surfer David</u>	Trance Image
<u>Dagger they are awful</u>	Trance Image
<u>Feel the maid</u>	Trance Instruction

**2. THE IMAGES ARE THEN GROUPED INTO THEIR RESPECTIVE POSITIONS ON THE METAPHORIC MAP**

*Ocean, Surf*

<u>Earl surfer David</u>	Trance Image
<u>Make him the surfer</u>	Trance Instruction

*Beach, eel*

<u>The hammer</u>	Trance Instruction (in same cluster)
<u>Let's change this eel</u>	Trance Instruction, <u>Unconscious Consent</u>
<u>Onward Alice</u>	Trance Instruction (this image belongs here due to complementarity)

*Desert*

<u>See a view desert</u>	Trance Instruction
<u>Eyes will serve you</u>	Trance Instruction
<u>I wish for the view</u>	Trance Instruction

*Negative Metaphors, junk*

<u>Why pus that I have</u>	Trance Image
<u>Have you like it</u>	Trance Instruction
<u>I better rake it</u>	Trance Instruction
<u>Hands on my gizzard</u>	Trance Instruction
<u>Feel sad</u>	Trance Instruction (Belongs here because it answers a question)
<u>Get on water</u>	Trance Instruction (Belongs here because it answers a question)

*Miscellaneous images*

<b><u>Force hammer</u></b>	Trance Instruction
<b><u>I house it</u></b>	Trance Image
<b><u>Dagger they are awful</u></b>	Trance Image
<b><u>Feel the maid</u></b>	Trance Instruction

**3. AN INITIAL FOUNDATION STONE OF THE METAWALK CAN THEN BE WRITTEN, BRINGING IN POSITIVE METAPHORS FIRST,** then proceeding to negative metaphors that are usually introduced in the beginning of the desert. An initial draft would look like this:

*Start at the beach, see David surfing, dressed an Earl. See an eel and someone named Alice. Change the eel with a hammer. Walk towards the desert beyond the beach with Alice. See a view of the whole desert, standing on the dunes. Walk down into the desert. See a pile of junk, acid and puss. Feel strangely attracted to the puss, liking it and feeling sad at the same time. No more images to proceed further.*

**4. THE REVERSALS FROM THE FIRST SESSION RECORDING CAN THEN BE ADDED**

*Ocean, Surf*

<b><u>Earl surfer David</u></b>	Trance Image
Plus <b><u>You must tell earl</u></b>	Trance Instruction
Plus <b><u>The earl will be nervous</u></b>	Trance Image
<b><u>Make him the surfer.</u></b>	Trance Instruction
Plus	
<b><u>The surfer</u></b>	Trance Image

*Beach, eel*

<b><u>The hammer</u></b>	Trance Instruction (in same cluster)
<b><u>Let's change this eel</u></b>	Trance Instruction, <u>Unconscious Consent</u>
<b><u>Onward Alice</u></b>	Trance Instruction (this image belongs here due to complementarity)
Plus	
<b><u>The girl wants the eel</u></b>	Trance Instruction
<b><u>Eel one exit</u></b>	Trance Image



Eels do buy a bow Trance Image

*Desert*

See a view desert Trance Instruction

Eyes will serve you Trance Instruction

I wish for the view Trance Instruction

Plus

Heal my family Unconscious consent

In our urban desert Trance Image

*Unconscious Kingdoms*

One mocks the city outside

*Negative Metaphors, junk*

Why puss that I have Trance Image

Have you like it Trance Instruction

I better rake it Trance Instruction

Hands on my gizzard Trance Instruction

Feel sad Trance Instruction (belongs here because it answers a question)

Get on water Trance Instruction. (belongs here because it answers a question)

Plus

The acid Trance Image

Better be the silver Trance Image

The worst cut Trance Image

There's muck Trance Image

*Miscellaneous images*

Force hammer Trance Instruction

I house it Trance Image

Dagger they are awful Trance Image

Feel the maid Trance Instruction

Plus

My elf hikes Trance Image

They'll see the ham Trance Image

There are horses Trance Image

<u>Be dead the worry</u>	Unconscious Consent
<u>I nervous</u>	Trance Image
<u>Get out</u>	Trance Instruction
<u>Force their music</u>	Trance Instruction
<u>They'll heal</u>	Unconscious Consent

## 5. COMPILE COMPOSITE METAWALK, USING THE IMAGES OF BOTH RECORDINGS

When compiling the Metawalk remember the following points:

- ◆ Remember the Metaphoric Map.
- ◆ Begin the Metawalk with positive metaphors and images if possible.
- ◆ Move to dysfunctional metaphors and images next.
- ◆ Use the Whirlwind Collapse to deal with negative metaphors.
- ◆ Note all trance instructions and follow them.
- ◆ End the journey with positive metaphors.

## 6. PREPARED FINAL METAWALK

*Ocean, Surf*

<u>Earl surfer David</u>	Trance Image
Plus <u>You must tell earl</u>	Trance Instruction
Plus <u>The earl will be nervous</u>	Trance Image
<u>Make him the surfer</u>	Trance Instruction
Plus	
<u>The surfer</u>	Trance Image

*'See a surfer on the ocean. He is dressed as an Earl and his name is David. Tell the Earl that he is strong and healthy, and worry free. The Earl comes and joins you.'*

*Beach, eel*

<u>The hammer</u>	Trance Instruction (in same cluster)
<u>Let's change this eel</u>	Trance Instruction, Unconscious consent

**Onward Alice**

Trance Instruction (this image belongs here due to complementarity)

Plus

**The girl wants the eel**

Trance Instruction

**Eel one exit**

Trance Image

**Eels do buy a bow**

Trance Image

*'Standing by the surf with the girl named Alice, and now the Earl, you see there are eels wriggling in the surf, they are aggressive. A part of you wants the eels, but mostly you are nervous and want to get rid of them. Taking a hammer you smack the eels in the head, after which they are changed to become harmless.'*

*Desert*

**See a view desert**

Trance Instruction

**Eyes will serve you**

Trance Instruction

**I wish for the view**

Trance Instruction

*'The Earl and Alice and you all walk off the beach to the top of the sand dunes. Here your eyes serve you as you see a magnificent view of the desert that lies beyond. Walk down toward the desert.'*

*Unconscious kingdoms*

**Heal my family**

Unconscious consent

**In our urban desert**

Trance Image

**One mocks the city outside**

*'See your family outside a city in the urban desert. Someone is mocking the city, yelling insults.'*

*Negative Metaphors, junk*

**Why pus that I have**

Trance Image

**Have you like it**

Trance Instruction

**I better rake it**

Trance Instruction

**Hands on my gizzard**

Trance Instruction

**Feel sad**

Trance Instruction (belongs here because it answers a question)

**Get on water** Trance Instruction (belongs here because it answers a question.)

Plus

**The acid** Trance Image

**Better be the silver** Trance Image

**The worst cut** Trance Image

**There's muck** Trance Image

*'On the desert floor next to the city is a pool of refuse, muck, piss, gizzards, acid, and ham. Your feelings are ambiguous toward the muck, both liking and hating it. Your family has gathered to view the muck with you. You take a rake and rake the muck and other things together. Then a whirlwind appears that grows gradually and sucks up the entire mess. As the whirlwind reaches its peak there is a flash of white light and the scene calms to a clear view of the desert, restored to pristine beauty without muck.'*

*Miscellaneous images*

**Force hammer** Trance Instruction

**I house it** Trance Image

**Dagger they are awful** Trance Image

**Feel the maid** Trance Instruction

Plus

**My elf hikes** Trance Image

**They'll see the ham** Trance Image

**There are horses** Trance Image

**Be dead the worry** Unconscious Consent

**I nervous** Trance Image

**Get out** Trance Instruction

**Force their music** Trance Instruction

**They'll heal** Unconscious Consent

*'With the negative junk cleared you see horses appear, led by an elf in a hiking outfit. You follow the horses and elf with your family onwards into the desert, feeling revitalised, listening to your favourite music, knowing that your family has been healed.'*

## appendix **G**

### **SAMPLE FINAL ANALYST ASSIGNMENT**

**THE** FOLLOWING IS A COMPLETED FINAL analyst assignment detailing all the steps that lead to the final Session Overview. It is a good model to follow when Reverse Speech students are preparing their own final assignment.

This assignment was prepared by Dina Patel in London, 2013.

Please note the formatting of this assignment. Learning how to correctly format a Reversal Transcript is an integral part of studying to become a qualified Reverse Speech Analyst. All students are now taught to format their transcripts in the manner laid out below.

#### **STEP ONE: MAIN TRANSCRIPT**

F1: I had a test on dyslexia a few years ago about 4 years ago [and they found like] I had a mild ...

R1: **They're laughing at that** - VF5, 1st Level, Expansive, Trail and Lead

F = 13.73 to 15.27, R = 13.73 to 15.27

F2: ... I want to understand is the mind playing up [and telling me that] because the reason ...

R2: **Learning to live with that** - VF5, 1st Level, Congruent, Trail and Lead

F = 22.86 to 24.03, R = 22.86 to 24.03

F3: Because I'm not a [fast learner] at school I wasn't accomplishing ...

R3: **They'll laugh at her** - VF4, 1st Level, Trail and Lead

F = 27.33 to 28.33, R = 27.33 to 28.33

F4: I'm learning more about [things] how the mind works.

R4: **Need love** - VF5, 1st Level, Expansive

F = 01:05.64 to 01:06.18, R = 01:05.64 to 01:06.18

F5: I had to do a few tests [where she was asking] me questions.

R5: **It's out of its shell** - VF5, 2nd Level, Expansive

F = 01:34.73 to 01:35.91, R = 01:34.73 to 01:35.91

F6: The lady had [loads and loads of paperwork] and she kept noting ...

R6: **Earl can't stand still** - VF4, 3rd Level, Expansive

F = 01:44.76 to 01:46.48, R = 01:44.76 to 01:46.48

F7: ... to complete [my paperwork] and I wasn't sure ...

R7: **How was it help me out** - VF4, 1st Level, Expansive

F = 03:07.51 to 03:09.49, R = 03:07.51 to 03:09.49

F8: They didn't know [the subject I was studying] so she was just a lady ...

R8: **See that ... loves you** - VF3, 1st Level, Expansive

F = 03:45.67 to 03:47.39, R = 03:45.67 to 03:47.39

F9: [But actually] whatever there was technical questions ...

R9: **Milder weather, will she like that?** - VF4, 2nd Level, Trail and Lead

F = 03:59.44 to 04:00.88, R = 03:59.44 to 04:00.88

F10: ... technical questions [but she wasn't able to answer those] and because ...

R10: **See that's nice to hear, it's obvious that** - VF5, 1st Level, Trail and Lead

F = 04:03.86 to 04:06.12, R = 04:03.86 to 04:06.12

F11: You have to go over and over the topic [so that] ...

R11: **Shake his hands with us** - VF5, 1st Level, Expansive

F = 04:28.62 to 04:30.07, R = 04:28.62 to 04:30.07

F12: ... plastic layers [to put right on my] screen.

R12: **Him will help you** - VF4, Level 1, Expansive

F = 04:37.14 to 04:38.17, R = 04:37.20 to 04:38.17

F13: [Knowing that] it was slightly better.

R13: **Help me out** - VF5, Congruent, 2nd Level, Trail and Lead

F = 04:39.36 to 04:40.01, R = 04:39.36 to 04:40.01

F14: Knowing that [it's slightly better for me to read].

R14: **Eve was able to help me out** - VF4, 3rd Level, Congruent, Trail and Lead

F = 04:43.43 to 04:44.95, R = 04:43.43 to 04:44.95

F15: ... but otherwise [I find sometimes it's a bit distorted] but maybe it's just I fall asleep.

R15: **It's wolf sheep can help us, help us** - VF4, Level 3, Congruent, Trail and Lead

F = 04:49.66 to 04:52.27, R = 04:49.66 to 04:52.27

F16: None of that reading skills [I'm not that sure maybe] it just because ...

R16: **Even emotions live on that** - VF5, 2nd Level, Incongruent

F = 05:13.87 to 05:15.77, R = 05:13.87 to 05:15.77

F17: ... and I had different associations with that [but even back at school] ...

R17: **Wolves help ... back their leader** - VF4, 3rd Level, Expansive

F = 05:24.17 to 05:26.61, R = 05:24.17 to 05:26.61

F18: Back at school [I remember even] biology which I'm interested now.

R18: **Maybe I remember that** - VF4, 1st Level, Congruent, Trail and Lead

F = 05:26.61 to 05:28.13, R = 05:26.61 to 05:28.13

F19: um [I couldn't really remember] things.

R19: **I remember feeling very crap** - VF4, 1st Level, Congruent

F = 05:32.37 to 05:34.05, R = 05:32.37 to 05:34.05

F20: [um I wasn't sure whether] it was something to do with my dyslexia.

R20: **Hear the wishes of what man** - VF5, 2nd Level, Expansive

F = 05:35.46 to 05:37.09, R = 05:35.46 to 05:37.09

F21: [Wouldn't say I was amazingly] good at it.

R21: **Here leaving him is the way I feel** - VF5, 2nd Level, Trail and Lead

F = 05:48.22 to 05:50.12, R = 05:48.22 to 05:50.12

F22: ... [good at it but I was able to] remember notes.

R22: **He's hold me at the wheel I'll take that too** - VF4, 2nd Level, Expansive

F = 05:52.07 to 05:55.05, R = 05:52.07 to 05:55.05

F23: I do enjoy listening to audio [even books sometimes ones that you] ...

R23: **Love he's in love with himself like he would dammit** - VF4, 3rd Level, Expansive

F = 07:14.66 to 07:18.01, R = 07:14.66 to 07:18.01

F24: Ones that you [um recommending me I got].

R24: **Not that he would he regret that** - VF4, 2nd Level, Expansive, Trail and Lead

F = 07:18.16 to 07:20.29, R = 07:18.16 to 07:20.29

F25: I got them [on my audio and it was just easy].

R25: **Did he say the reason why I'm not** - VF4, 1st Level, Trail



and Lead, Expansive

F = 07:20.74 to 07:22.42, R = 07:20.74 to 07:22.42

F26: ... [mainly on the go I could listen to them or go] over the chapters.

R26: **However life is difficult we're arguing with him** - VF5, 2nd Level, Expansive

F = 07:23.83 to 07:27.02, R = 07:23.83 to 07:27.02

F27: ... lie down or go to the park [I like to think]...

R27: **Rolf hates us** - VF4, 2nd Level, Trail and Lead, Expansive

F = 07:38.44 to 07:39.39, R = 07:38.44 to 07:39.39

F28: ... [the audio on] and listen to it.

R28: **Noise, noise is it** - VF5, 1st Level, Congruent

F = 07:48.60 to 07:49.75, R = 07:48.60 to 07:49.75

F29: Even people who had dyslexia who I know of [if I had] a problem with communication skills ...

R29: **Can I have it?** - VF5, 1st Level, Congruent

F = 08:08.61 to 08:09.27, R = 08:08.61 to 08:09.27

F30: People [I am associating with] the conversation I am having with them.

R30: **Said he could not help** - VF5, 1st Level, Expansive

F = 08:36.29 to 08:37.97, R = 08:36.29 to 08:37.97

F31: ... speak really fast [which makes me] speak really fast.

R31: **Seems he helps you** - VF4, Level 2, Expansive

F = 09:41.56 to 09:42.81, R = 09:41.56 to 09:42.81

F32: ... express myself [because we all] kind of different ...

R32: **Who is healthy** - VF5, Level 2, Expansive

F = 10:42.05 to 10:43.12, R = 10:42.05 to 10:43.12

F33: ... just like you know when you are trying [to find words].

R33: **Help me out** - VF5, 1st Level, Congruent

F = 13:35.11 to 13:36.05, R = 13:35.11 to 13:36.05

F34: ... planning on saying [but like with new people] it's almost like ...

R34: **Oh we've been together** - VF4, Level 2, Expansive

F = 14:06.93 to 14:08.57, R = 14:06.93 to 14:08.57

F35: But no it's probably [down to like] the environment as well.

R35: **Love is mine** - VF5, 2nd Level, Expansive

F = 14:17.88 to 14:18.92, R = 14:17.88 to 14:18.92

F36: Maybe it's the way [maybe I don't] don't know how.

R36: **To guide him/me** - VF4, 2nd Level, Expansive, Trail and Lead

F = 14:29.26 to 14:29.79, R = 14:29.26 to 14:29.79

F37: ... [don't know how to express] myself.

R37: **Have to use my hand a lot** - VF4, Level 1, Congruent, Trail and Lead

F = 14:30.06 to 14:31.16, R = 14:30.06 to 14:31.16

F38: [You know people in other don't like me].

R38: **If he asks still do not know a big word** - VF5, 2nd Level, Expansive

F = 15:11.23 to 15:12.99, R = 15:11.23 to 15:12.99

F39: um, my English [it would affect] my English.

R39: **Has he moved it** - VF5, level 2, Expansive

F = 16:51.85 to 16:52.89, R = 16:51.85 to 16:52.89

F40: um, I kind of try [to email them more].

R40: **All my worries** - VF5, Level 2, Expansive,

F = 17:05.37 to 17:06.75, R = 17:05.37 to 17:06.75

F41: ... open my mouth and when you [start talking to new people] they straight away ...

R41: **Please wish me good luck** - VF5, Level 2, Expansive, Trail and Lead

F = 17:51.90 to 17:53.41, R = 17:51.90 to 17:53.41

F42: It's not that [they ask where your from] but ...

R42: **I feel tired** - VF5, Level 2, Expansive, Trail and Lead

F = 17:59.36 to 18:00.87, R = 17:59.36 to 18:00.87

F43: [I think if you] haven't lived in the UK ...

R43: **If I hate that** - VF5, Level 2, Expansive, Trail and Lead

F = 18:02.41 to 18:03.36, R = 18:02.41 to 18:03.36

F44: I've lost it pretty well considering [before I couldn't even] before I had such a ...

R44: **Maybe because they're all sick** - VF5, Level 2, Expansive, Trail and Lead

F = 18:42.69 to 18:44.66, R = 18:42.69 to 18:44.66

F45: ... even more [and like that's why] going to a club for example is absolutely no go because ...

R45: **Elves that's elves in that** - VF5, Level 3, Expansive

F = 19:57 to 19:59.11, R = 19:57 to 19:59.11

F46: I went away on holiday with [friends and my ex-partner] and uh there ...

R46: **Elves in that** - VF5, Level 2, Expansive

F = 20:20.95 to 20:21.84, R = 20:20.95 to 20:21.84

F47: ... [and uh] there was a big group of people ...

R47: **We got our eyes in that** - VF5, Level 2, Expansive

F = 20:22.96 to 20:24.04, R = 20:22.96 to 20:24.04

F48: ... it just depends on the [people other people who] are a lot funnier.

R48: **Would meet a lot of people** - VF4, Level 1, Congruent

F = 21:29.28 to 21:30.32, R = 21:29.28 to 21:30.32

F49: Now [with some people] I am like that.

R49: **All people love you** - VF5, Level 2, Congruent, Expansive

F = 21:47.74 to 21:49.61, R = 21:47.74 to 21:49.61

F50: I just find that I'm [like even people I've known] for a long time ...

R50: **Fear that would be living hell** - VF5, Level 2, Congruent Expansive

F = 22:39.55 to 22:41.25, R = 22:39.55 to 22:41.25

F51: ... and people I hear they say [she's foreign] and let's say ...

R51: **They're all fishes** - VF5, Level 2, Congruent, Expansive

F = 23:00.36 to 23:01.62, R = 23:00.36 to 23:01.62

F52: [You know] I'm trying to be as civilised as I am

R52: **I is Allah** - VF5, Level 3, Expansive

F = 23:10.93 to 23:12.24, R = 23:10.93 to 23:12.24

## **STEP TWO: CLUSTERS**

Clusters: (1 reversal every 27.00 seconds)

13.73.00: **They're laughing at that**

22.86.00: **Learning to live with that**

27.33.00: **They'll laugh at her**

01:05.64: **Need love**

01:34.73: **It's out of its shell**

01:44.76: **Earl can't stand still**

03:07.51: **How was it help me out**

03:45.67: **See that ... loves you**

03:59.44: **Milder weather will she like that**

04:03.86: **See that's nice to hear it's obvious that**

04:28.62: **Shake his hands with us**

04:37.20: **Him will help you**

04:39.36: **Help me out**

04:43.43: **Eve was able to help me out**

04:49.66: **It's wolf sheep can help us help us**

- 05:13.87: **Even emotions live on that**  
05:24.17: **Wolves help ... back their leader**  
05:26.61: **Maybe I remember that**  
05:32.37: **I remember feeling very crap?**  
05:35.46: **Hear the wishes of what man**  
05:48.22: **Here leaving him is the way I feel**  
05:52.07: **He's hold me at the wheel I'll take that too**
- 07:14.66: **Love he's in love with himself like he would  
dammit**  
07:18.16: **Not that he would he regret that**  
07:20.74: **Did he say the reason why I'm not**  
07:23.83: **However life is difficult were arguing with him**  
07:38.44: **Rolf hates us**  
07:48.60: **Noise, noise is it**  
08:08.61: **Can I have it?**
- 08:36.29: **Said he could not help**
- 09:41.56: **Seems he helps you**
- 10:42.05: **Who is healthy?**
- 13:35.11: **Help me out**
- 14:06.93: **Oh we've been together**  
14:17.88: **Love is mine**  
14:29.26: **To guide him/me**  
14:30.06: **Have to use my hand a lot**
- 15:11.23: **If he asks still do not know a big word**
- 16:51.85: **Has he moved it**  
17:05.37: **All my worries**  
17:51.90: **Please wish me good luck**  
17:59.36: **I feel tired**  
18:02.41: **If I hate that**

18:42.69: **Maybe because they're all sick**

19:57.00: **Elves that's elves in that**

20:20.95: **Elves in that**

20:22.96: **We got our eyes in that**

21:29.28: **Would meet a lot of people**

21:47.74: **All people love you**

22:39.55: **Fear that would be living hell**

23:00.36: **They're all fishes**

23:10.93: **I is Allah**

### **STEP THREE: COMPREHENSIVE REVERSAL ANALYSIS**

#### Reversals 1-5

R1: **They're laughing at that**

R2: **Learning to live with that**

R3: **They'll laugh at her**

R4: **Need love**

R5: **It's out of its shell**

These first few reversals reflect the concerns of this individual about her condition and the first reversal suggests that she feels very self-conscious and that others are 'laughing at her'. She is learning to accept the condition '**Learning to live with that**' and needs to love herself despite it '**Need love**' and the tests have identified what the condition is '**It's out of its shell**'.

#### Reversals 6-11

R6: **Earl can't stand still**

R7: **How was it help me out?**

R8: **See that ... loves you**

R9: **Milder weather, will she like that?**

R10: **See that's nice to hear, it's obvious that**

R11: **Shake his hands with us**

These reversals relate to the help she needed in order to get through her course **‘How was it help me out?’** and the first reversal in this batch one refers to a ‘mentor’ she had been assigned to **‘Earl can’t stand still’**. However reversals 8, 9, 10 and 11 do not give a clear understanding and so the client will be asked to expand on their interpretations. (In a subsequent conversation, she was unsure what this was about.)

#### Reversals 12-15

R12: **Him will help you**

R13: **Help me out**

R14: **Eve was able to help me out**

R15: **It’s wolf sheep can help us, help us**

These reversals state how she has been able to address the condition and so given her the stability and motivation to pursue her personal development. **‘Him will help you’** referring to the plastic sheet as he and how it assists her in making text easier to read **‘Eve was able to help me out’**. **‘It’s wolf sheep can help us’** reversals also confirm this.

#### Reversals 16-19

R16: **Even emotions live on that**

R17: **Wolves help ... back their leader**

R18: **Maybe I remember that**

R19: **I remember feeling very crap**

Recalling her experiences at school **‘Maybe I remember that’**. **‘Wolves help ... back their leader’** - this reversal refers to the fact that she was considered the leader in her group at school, a memory that she recalled when we discussed these reversals. However she still did not feel comfortable, even at school, because of the dyslexia (which at that time had not been identified) and because the subjects they were learning overloaded her brain (chemistry, physics, and biology.)

Reversals 20-27

R20: **Hear the wishes of what man**

R21: **Here leaving him is the way I feel**

R22: **He's hold me at the wheel I'll take that too**

R23: **Love he's in love with himself like he would dammit**

R24: **Not that he would he regret that**

R25: **Did he say the reason why I'm not**

R26: **However life is difficult we're arguing with him**

R27: **Rolf hates us**

These reversals do not have any bearing on the conversation and when the client was asked about them she could not explain the significance of any of these reversals or even what they related to.

Reversals 28-29

R28: **Noise, noise is it**

R29: **Can I have it?**

The first reversal in this group refers to the fact that listening to audio '**Noise, noise, noise is it**' rather than reading, helps with learning and that she wants to have better communication skills '**Can I have it?**'

Reversals 30-35

R30: **Said he could not help**

R31: **Seems he helps you**

R32: **Who is healthy?**

R33: **Help me out**

R34: **Oh we've been together**

R35: **Love is mine**

Once again, unsure what the above reversals relate to and the individual could not clarify.

Reversals 36-38

R36: **To guide him/me**

R37: **Have to use my hand a lot**

R38: **If he asks still do not know a big word**



The above three relate to communication and how this individual uses hand gestures to communicate and guide **'To guide me'**, **'Have to use my hand a lot'**. The conversation especially when she is not sure of what to say and using simple English to communicate **'If he asks still do not know a big word'**.

#### Reversal 39

R39: **Has he moved it**

Unsure what this relates to as the client could not expand.

#### Reversal 40

R40: **All my worries**

Referring to her mother whom she worries about and with whom she is in regular communication.

#### Reversal 41-43

R41: **Please wish me good luck**

R42: **I feel tired**

R43: **If I hate that**

Broaching another subject - here we are talking about her interaction with other people. She feels that she is an outsider, not born in the UK and is having to make effort to communicate with, and make friends ... **'Please wish me luck'**. Furthermore, she gets tired of people continuously asking her if she is from the UK, **'I feel tired'** and does not like that inquisition, **'If I hate that'**.

#### Reversal 44

R44: **Maybe because they're all sick**

As above, the fact that they keep asking her, she wonders if there is something wrong with them.

Reversal 45-46

R45: **Elves that's elves in that**

R46: **Elves in that**

Using her brain a lot when she is in a group.

Reversal 47-51

R47: **We got our eyes in that**

R48: **Would meet a lot of people**

R49: **All people love you**

R50: **Fear that would be living hell**

R51: **They're all fishes**

Once again, her interaction in a group, she feels everyone is watching her - when she went away on holiday with a group of friends, there was a mainly male majority and she felt she was on the spot because of this '**We got our eyes in that**'. There are conflicting messages here because on the one hand she feels fearful in a crowd and that people are watching her closely, '**Fear that would be living hell**', yet at the same time, she is trying to convince herself that she is amongst friends, '**All people love you**', even though she is with different people, '**They're all fishes**'.

Reversal 52

R52: **I is Allah**

This final reversal is reminding her to ignore the opinion of others and to be aware that she is a powerful individual in her own right.

## **STEP FOUR: SESSION OVERVIEW**

The number of reversals in the conversation indicates that the individual was in a relaxed state and able to talk fluently and express themselves and so the conversation was lively and flowing.

There are a high proportion of reversals which were congruent, so the person has a level of honesty in the dialogue.

At the same time there are also a number of expansive reversals adding additional information to the forward dialogue and some of these will be pursued with the client in order to gain an understanding of their current thoughts.

Furthermore all the reversals are expressed either in the present tense or the past and so reflect that the person is presenting with questions about their current predicament because of their past experiences. There are no future reversals that were identified so all the issues discussed are, as stated before, present concerns.

There were some reversals which indicated a relationship issue but further questioning elicited no information so perhaps this may be something that may occur in the future.

appendix **H**

## **REVERSE SPEECH TRAINING**

I HAVE BEEN TRAINING STUDENTS in the art of Reverse Speech for twenty years now. Since that time the course has evolved considerably and now covers all aspects that the Reverse Speech student needs to know to become proficient in the field.

The course is divided into three main parts.

**PART ONE** of the course is entitled **Reverse Speech Investigator**. It consists of 42 hours of class time, or 6 days of training, 7 hours per day. Currently the course is taught one day per month on line, or 3 two-day weekends in person. Correspondence students can work at their own pace and may work through the course quicker if they desire by listening to class recordings and doing their assignments.

In addition to class time there is also homework to be done. How long this takes is up to you. Some students get through homework with only 2-3 hours of work a week. However, most students find they need to spend 10-15 hours a week on home-

work and other studies to become proficient at Reverse Speech.

The Investigator course covers the basic theories of Reverse Speech and the first analysis skills the new student needs to know to find and interpret genuine speech reversals. Course topics are:

- ◆ Reverse Speech theory and speech complementarity
- ◆ The history of Reverse Speech
- ◆ How to recognise a genuine speech reversal
- ◆ The seven reversal checkpoints
- ◆ The grammar and structure of Reverse Speech
- ◆ Reverse Speech in children
- ◆ How to spot deception and find hidden information

**PART TWO** of the course is entitled **Reverse Speech Analyst**. It also consists of 42 hours of class time or 6 days of training. This course covers metaphors, detailed prompting techniques and comprehensive reversal analysis. It also covers the very first steps in changing metaphors and some basic marketing techniques to build your own business. Course topics are:

- ◆ Reverse Speech metaphors
- ◆ Reverse Speech and the Soul
- ◆ The three levels of Reverse Speech
- ◆ Interpreting human behaviour and the workings of the unconscious mind
- ◆ Body language and other unconscious means of expression
- ◆ How to prompt for specific information in reverse
- ◆ Rapport building
- ◆ Reverse Speech clusters
- ◆ Building a Reverse Speech practice

By the end of Part Two of the course, or a year's training in total (Parts 1 & 2), the newly certified Analyst is equipped to go and establish their own business in Reverse Speech.

**PART THREE** of the course is entitled **Reverse Speech Practitioner**. It consists of 84 hours of training or 12 days, one day every 4 weeks. This course teaches hypnosis and the technique of Metaphor Restructuring. This technique creates a powerful behavioural change in the individual using information gained from Reverse Speech analysis. Course Topics are:

- ◆ The theory of Metaphor Restructuring and the pictorial nature of the unconscious mind.
- ◆ The basics of hypnosis
- ◆ How to induce a relaxed state and gain access to the deepest parts of the unconscious
- ◆ Creating a Metawalk
- ◆ High speed reversal location
- ◆ Hearing reversals consciously

Those students wishing to become **Reverse Speech Trainers** must complete both years of training and be certified as a Reverse Speech Practitioner. In addition to this they must repeat the Analyst class, or first year training, in order to train students to Analyst level, and repeat the Practitioner class in order to train students to Practitioner level. There are no additional fees for repeating the classes.

In addition to learning the techniques of Reverse Speech, training is also a deeply personal experience of self-discovery. Many students will come face to face with themselves as they see their own reversals in class and their private studies. This is an important phase of the learning process because in order to help others explore themselves, one must first of all have walked the same path. One past student of Reverse Speech described training as taking the path of a Jedi Warrior!

Sometimes even the very act of listening to reversals can stir deep emotions in students. This is because we are actually listening to the voice of the spirit with Reverse Speech. Students may also experience an increase in dream states or intuition, and sometimes have actually observed paranormal phenomenon as they have worked.

This is all a normal part of learning how to be proficient in this new field.

The students of today will become the leaders of tomorrow. Reverse Speech is still a new and evolving technology with only a handful of trainers and practitioners worldwide. Here at Reverse Speech Pty Ltd we are looking for entrepreneurs – those who can faithfully learn the techniques and then take these techniques to the world, building their own businesses and training their own students. The opportunities for success are many. I invite you to join us.

# Endnotes

## Chapter 1 A New Theory

1. This theory was first published in *Beyond Backward Masking*, by Oates and Albrecht, 1987.
2. Newbrook, M, and Curtain, J 1997, *Oates's theory of Reverse Speech: a critical examination*. *Skeptic*, 17:3, pp 40–44. This report can be viewed in full online at <<http://reversespeech.com/2015/08/monash-university-report-on-reverse-speech/>>.
3. Ibid.
4. The entire results can be seen online at <<http://reversespeech.com/2012/07/reverse-speech-blind-tests/>>.
5. These are binomial calculations using *Magic Mind Analyser*.

## Chapter 2 The Many Layers of Consciousness

6. This reversal was found by Reverse Speech Analyst, Mike Deane.
7. Extensively postulated in Carl Jung's book, *Archetypes of The Collective Unconscious*.

## Chapter 4 Reverse Speech Metaphors

8. The theory is extensively discussed in Carl Jung's book, *Archetypes of the Collective Unconscious*.
9. This theory was first presented in *Reverse Speech: Voices from the Unconscious*, by David John Oates, 1996.

## Chapter 5 Specific Areas of Research

10. This theory was first presented in *Reverse Speech: Voices from the Unconscious*.
11. Taken from the website *Wikipedia* <[http://en.wikipedia.org/wiki/Pleiades\\_\(star\\_cluster\)](http://en.wikipedia.org/wiki/Pleiades_(star_cluster))>.

## Chapter 6 Forensic Applications



12. Taken from promotional papers by Jack Johnston.

### **Chapter 8 Politics**

13. Neuro Linguistic Programming and its uses in Reverse Speech are explained in more detail in *Reverse Speech: Voices From the Unconscious*.

### **Chapter 9 Celebrities and Controversies**

14. I had no prior knowledge of the meaning of the term 'rubber duck'. This reversal was nonetheless still played on Coast to Coast AM. A caller subsequently called in and explained the meaning of the term.
15. Taken from - <http://www.rense.com/general77/chinsec.htm>

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## About the Author

David John Oates, an Australian aged 60 years, is the founder and developer of Reverse Speech technologies. He was the first person to ever document speech reversals in human speech in 1983 and has worked extensively since then on research and development, as well as maintaining a therapeutic and consulting practice.

David has had an active career spanning 32 years, furthering the field of Reverse Speech as his full-time occupation.

He has developed new theories and designed therapeutic and training techniques. He has published several books on Reverse Speech, including *Beyond Backward Masking*, *Voices from the Unconscious* and *It's Only a Metaphor*, as well as numerous recordings and training manuals. He has lectured around the world to crowds of thousands, and trained hundreds of students. He has also instigated some of the first mainstream studies and presented Reverse Speech on thousands of radio shows, including his own show, The David John Oates Reverse Speech Show, which ran successfully for three years syndicated coast to coast in the United States where David lived for ten years in the 1990s. In the United States he has appeared on dozens of television programs, including CNN's Larry King Live, Geraldo, Leeza Gibbons, Strange Universe, and Extra, to name a few. In Australia he has appeared on such shows as Good Morning Australia, Today Tonight, A Current Affair, and Today. His work has also been featured in hundreds of papers and well-known publications such as *The New York Times*, *Harpers Review*, *Omni* magazine and *Discover* magazine.

David has been compared to Thomas Edison, Alexander Graham Bell and Nicola Tesla and his work described as being of Nobel calibre with far-reaching ramifications in such fields as law enforcement, business and psychology.

He is a certified Hypnotherapist and Trainer, and currently attends to his therapy and corporate consulting business using Reverse Speech techniques. David is also an accomplished public speaker, maintaining an active international speaking and training schedule as well as being a popular guest on many international radio and TV programs.

He currently resides in Adelaide, South Australia.



