



*Clear Thinking newsletter from Uncommon Knowledge - Issue 70*

In this month's Clear Thinking...

1. How to avoid client discomfort in the Rewind Technique
2. Online Course: Rewind Technique – an essential therapeutic skill
3. Clear Thinking – speaking out for rewind

## **How to avoid client discomfort in the Rewind Technique**

### **3 specific protective language techniques to use when treating post-traumatic stress disorder and phobias**

The rewind technique is in itself an amazingly quick, comfortable and safe way to lift debilitating phobias and trauma. But the *language* you use when using the rewind technique is vital for both its effectiveness and your client's comfort.

Phobic or traumatized people often find that the slightest trigger 'sets them off'. And words can be powerful triggers. The very word 'spider' may spark terror in an arachnophobe. So sprinkling that word about while you work on a rewind with them can make the job of lifting the phobia harder than it need be.

Similarly, the words 'car crash' can frighten the traumatized car crash survivor, and even using the word 'memory' might have anxious connotations and set off an anxiety pattern.

For an effective rewind technique, we want the client to remain calm and relaxed throughout the session. However, we need to deal with very specific

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scary memories, so how can we do that *without* using potential ‘trigger words’?

### 3 protective language strategies

- **Use ‘code words’**  
When rewinding a specific terrifying spider memory, instead of talking of: *“the time when you were terrified by the big hairy spider jumping on your head from the grandfather clock”* I simply refer to: *“that wooden clock time”*. They know what I’m talking about, so I don’t need to use the word ‘spider’ or ‘jumped’. Similarly, the ‘code’ for a one-off car crash might simply be: *“That time”*.
- **Reframe a ‘memory’ as a ‘video’**  
Traumatized and phobic people are plagued by their memories, so using the word ‘memory’ can provoke anxiety. But we can encourage disassociation from the traumatic memory during rewind by describing it as *“that out of date video”*. A memory is *part* of a person, but a video is *outside* of them. The experience of *“watching an out of date video”* is very different from recalling a memory. And ‘watching’ something is also distinct from ‘feeling it’. Plus, helpfully, the ‘video’ format *is* now out of date!
- **Change tense**  
Traumatic memories feel as if they are happening *right now* (even if the original trauma happened decades before). After a rewind session, clients typically report that previously scary memories now feel distant. We can encourage this sense of distance in time by emphasizing the past in what we say – e.g. *“that old out of date video way back then...”* or *“that long ago you in that ancient old video...”*

Ensuring that trigger words are excluded as we work on the rewind technique means that we now have a good ‘test’ to check that the trauma or phobia is now gone. At the end of the session, we can reintroduce direct references to ‘spiders’ or the ‘car crash’ into the conversation. At this point we should see clear indications that these words are no longer scary triggers and have become completely neutral words for the client.

Such is the power of the rewind technique that it is likely to work even where the practitioner doesn’t specifically use these language tools, but I believe we owe it to phobics and trauma survivors to make their recovery as comfortable as possible, and protective language really helps with that.

## Learn to remove phobias and lift PTSD with Rewind Technique

You can learn to help people get rid of the most frightening phobias and recover from severe traumatic distress quickly and easily by signing up for our online course in the Rewind Technique.

But if you want to join us for the next course, get your skates on, because we’re starting on **Thursday 4 June** and there’s only a few places left!

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The rewind technique is so powerful that most clients report huge relief after even a single session, and for many clients one session is enough to effectively erase the problem.

Here's where to sign up for [Rewind Technique](#) and get the answers to all your questions.

## Clear Thinking – get rewinding

Hello

I'm almost fanatical about the rewind technique – even a party bore about it (so my partner says – everybody else is too polite)! But this has got to be one of the most amazing developments in effective psychotherapy in my time. Dealing with phobias and the after effects of traumatic experience used to be one of the most difficult and frustrating areas to work in. A few people got better, but many, many people found that all the counselling and psychoanalysis and CBT and whatever else they got did very little to really help relieve their distress.

In contrast, the rewind technique is often effective in a SINGLE session, even with very longstanding and severe PTSD or phobia. And the sufferer, far from reliving the trauma all over again, remains comfortable and relaxed throughout the process.

All right, I'll stop there. But do sign up!

All the best

Mark Tyrrell  
Creative Director  
Uncommon Knowledge LLP

### More Resources from **Uncommon Knowledge...**

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Who do you know that would benefit from this article? If this issue of Clear Thinking has been forwarded to you, you can sign up for [therapy techniques every two weeks here](#)

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