

STATE MANAGEMENT QUICK GUIDE

How to Replace Interview Anxiety With On-Demand Confidence

From Hypnotic Job Interviewing by Christopher Young

The 70/30 Rule

Here's the number that changes everything:

70% of the interview outcome is determined by your internal state. Only 30% is your actual answers.

This isn't motivational rhetoric. It's what the research shows.

- Mehrabian's communication research: 55% body language, 38% vocal tone, 7% words
- Kahneman on decision-making: Interviewers decide fast, then rationalize. What they're deciding on is how you feel to them
- Cialdini on liking bias: People hire people they like. Likability is a state you broadcast, not a line you deliver

Your internal state is not a "nice to have." It is the primary variable.

If you walk in anxious, your body broadcasts it. Your voice tightens. Your answers get shorter and more defensive. The interviewer senses something is off — they can't name it, but they feel it.

If you walk in grounded and confident, the opposite cascade happens. Your presence fills the room. Your answers flow. The interviewer relaxes. Trust builds fast.

This guide gives you two techniques to control that state on demand.

TECHNIQUE 1: THE SUBMODALITY SWAP

Time required: 10 minutes (one time). Effect: Permanent change in how you experience interviews.

WHAT ARE SUBMODALITIES?

In NLP, submodalities are the sensory qualities of your internal representations. Not what you picture — but how you picture it.

For example, think about a job interview right now. Notice:

- Is the mental image bright or dim?
- Is it close or far away?
- Is it a movie or a still frame?
- Where is it located in your visual field?
- Is there sound? What quality — loud, echoey, sharp?
- What feeling is in your body? Where exactly? Is it heavy, tight, buzzing?

These qualities (submodalities) determine the emotional response. Change the qualities, change the feeling.

THE SWAP PROTOCOL

Step 1: Map the anxiety image

Close your eyes. Think about an upcoming interview (or interviews in general). Notice the image that your mind generates. Catalog its submodalities:

- Size: (large / small)
- Distance: (close / far)
- Brightness: (bright / dim)
- Color: (vivid / muted / black-and-white)

- Motion: (still / moving)
- Location: (where in your visual field — left, right, center, above, below?)
- Sound: (volume, tone, location)
- Feeling: (what, where in body, intensity 1-10)

Write these down.

Step 2: Map the confidence image

Now think about something you are genuinely confident about. A skill you've mastered. A moment when you performed at your best. A domain where you have zero doubt about your ability.

Catalog the same submodality dimensions for this image:

- Size:
- Distance:
- Brightness:
- Color:
- Motion:
- Location:
- Sound:
- Feeling:

Write these down next to the first set.

Step 3: Find the differences

Compare the two lists. You'll notice clear differences. Common patterns:

ANXIETY IMAGE	CONFIDENCE IMAGE
Large, close, looming	Normal size, comfortable distance
Bright, harsh lighting	Warm, natural lighting
You're watching yourself (dissociated)	You're inside the experience (associated)
Located above you or in front	Located at eye level or slightly below
Sound is loud, echoing	Sound is clear, normal volume
Tight chest, shallow breathing	Relaxed body, steady breathing

Step 4: Swap the submodalities

Close your eyes. Bring up the interview image. Now systematically change each submodality to match the confidence image:

- If the anxiety image is large and close — shrink it, push it back to the distance of the confidence image
- If it's harsh and bright — soften the lighting to match
- If you're watching yourself — step into the image so you're seeing through your own eyes
- If there's loud internal dialogue — reduce the volume, change the tone to match the confidence version
- Move the image to the same location in your visual field as the confidence image

Hold the new configuration for 30 seconds. Breathe into it.

Step 5: Test and reinforce

Open your eyes. Shake it off. Now think about "job interview" again.

Notice what happens. The feeling should be measurably different. For most people, the anxiety response is dramatically reduced or completely gone.

If it's not fully shifted, repeat Steps 4-5 two more times. Each pass deepens the reprogramming.

Why this works: Your brain doesn't store "interviews are scary" as a belief. It stores it as a sensory configuration — a specific image with specific qualities that triggers a specific feeling. When you change the configuration, you change the trigger. The old response literally cannot fire the same way.

TECHNIQUE 2: CONFIDENCE ANCHORING

Time required: 5 minutes to install. 3 seconds to fire. Reusable forever.

WHAT IS AN ANCHOR?

An anchor is a stimulus linked to a specific state. You already have hundreds of them: a song that instantly puts you in a good mood, a smell that takes you back to childhood, a tone of voice that makes you tense.

Anchoring is the NLP technique for deliberately creating these links — so you can access any state on demand.

INSTALLATION PROTOCOL

Step 1: Choose your anchor

Pick a unique physical gesture you can do discreetly. Examples: - Press your thumb firmly against your ring finger (left hand) - Squeeze your left fist - Press the knuckle of your index finger against your thumb

The gesture should be: - Specific and repeatable (same pressure, same location every time) - Something you don't do randomly in daily life - Discreet enough to fire in a lobby or under a table

Step 2: Access the state

Close your eyes. Recall a specific moment when you felt peak confidence. Not just "kind of good" — the moment where you were ON. Where you felt powerful, competent, in flow. Maybe a presentation that landed perfectly. A negotiation you won. A physical achievement. A conversation where you were magnetic.

Step fully into that memory: - **See** what you saw — the room, the faces, the environment. Make it vivid, bright, life-sized - **Hear** what you heard — your voice, their reactions, the sounds around you - **Feel** what you felt — the surge in your chest, the groundedness, the certainty

Let the feeling build. Let it intensify. Notice where in your body the confidence lives — chest, core, shoulders, hands.

Step 3: Set the anchor

As the feeling reaches its peak intensity — right at the top — fire your chosen gesture. Press your thumb to your ring finger (or whatever you chose). Hold it for 5-7 seconds while the peak feeling is present.

Release the gesture. Open your eyes. Shake it off.

Step 4: Repeat 3-5 times

Stack the anchor by repeating Steps 2-3 with the same gesture but different peak-confidence memories. Each repetition strengthens the neural link between the gesture and the state.

After 3-5 repetitions, the anchor is installed.

Step 5: Test

Wait 30 seconds. Then fire the anchor — make the gesture. Notice what happens in your body.

If it's installed correctly, you'll feel a distinct shift: a warmth, a lift, a settling into confidence. It may be subtle the first time. It strengthens with use.

DEPLOYMENT PROTOCOL (INTERVIEW DAY)

In the car, 5 minutes before: Close your eyes. Fire the anchor. Hold for 10 seconds. Breathe into the state. Open your eyes.

In the lobby, 60 seconds before: Fire the anchor discreetly (hand in pocket or on your knee). 5-second hold. Release.

During the interview (as needed): If you feel your state dip — a tough question, a curveball, a moment of doubt — fire the anchor under the table. 3-second hold. The state returns.

MAINTENANCE

Use the anchor regularly — not just before interviews. Fire it before any high-stakes conversation, presentation, or difficult phone call. Each successful use strengthens the link. Within a few weeks, the gesture will reliably produce the state within 2-3 seconds.

THE COMBINED PROTOCOL (Interview Day)

WHEN	WHAT	TIME
Night before	Submodality Swap (if not already done)	10 min
Morning of	Fire confidence anchor 3x during morning routine	30 sec
In the car	Full anchor firing + 3 deep breaths + identity statement: "I am a valuable professional evaluating a mutual fit."	2 min
In the lobby	Quick anchor fire + environmental calibration (read the room's energy)	30 sec
During interview	Anchor as needed under the table. Between questions, breathe from diaphragm.	3 sec each

The Shift

Most interview prep focuses on what to say. This guide focuses on who you are when you say it.

When your state is right, the right words come more easily. Your body language aligns without effort. Your voice carries authority. The interviewer feels safe — and safety is the precondition for trust, which is the precondition for hiring.

Manage your state first. Everything else follows.

This guide covers techniques from Chapters 5 and 6 of **Hypnotic Job Interviewing** by Christopher Young. The full book includes The Killer Pattern, the THEY BELIEVE Framework, advanced language patterns, and the 21-Day Practice Protocol.

[Get the full book here →](#)