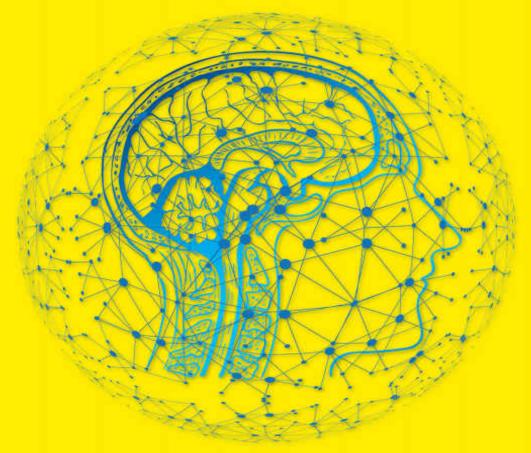
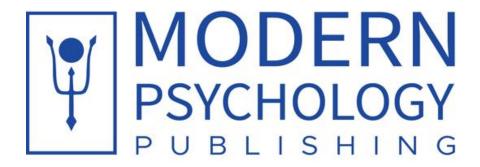
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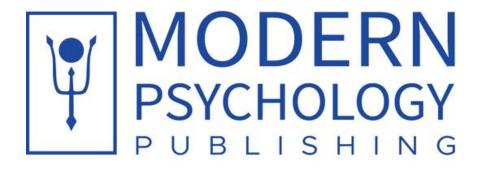
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# NLP: Persuasive Language Hacks Instant Social Influence With Subliminal Thought Control and Neuro-Linguistic Programming



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Language Hacks: Instant Social Influence with Subliminal Thought Control and Neuro Linguistic

#### Programming!

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#### After reading this book you will be able to:

- ✓ Apply the incremental persuasion method to lead your target to the desired outcome with no resistance
- ✓ Use the double bind strategy to control the outcome of your interactions no matter what
- ✓ Stimulate people's curiosity with a two-part technique that will get them hooked on what you are saying
- ✓ Use the four factors of impulse to get people to respond to you immediately
- ✓ And much, much more!

Let's get started!

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### **Introduction**

"I think the power of persuasion would be the greatest superpower of all time."

#### - Jenny Mollen, Actress and Bestselling Author

Yes, the power of persuasive language is amazing. Persuasive language refers to a type of language that has the ability to sway people and make them do what you want. If your clever conversational strategies sway people, you certainly possess the power of persuasion. For many reasons, persuasion is an essential skill to have.

Firstly, persuasion gives you the ability to communicate your message clearly and effectively. Often, when you convey your ideas to your listeners, your message gets lost because your listeners grasp only the information that appeals to them and filter out the rest. This also happens because your speech skills lack the power to communicate your message effectively. By developing the power of persuasion, you can easily get your message across the way you intend it.

Persuasion also equips you with the skills to change minds. When you confidently express your views and put your persuasion skills into action, you easily sway people and make them to pay attention to what you are saying.

In addition, persuasion helps you get your way. Since persuasion equips you with the power to use words to control your listener's subconscious minds, you can easily manipulate them. Manipulating people helps you get your

tasks done easily and allows you to use their social networks and other potentials to your advantage.

To help you understand the importance of this skill, here are a few examples:

Imagine you are the HR manager at a multinational construction company. You have been working for the company for a few years and you think you deserve a raise. You want to persuade your boss to give you a good promotion, but you do not want to sound needy, demanding, or pleading. In this scenario, the only way to emerge successful is if you have good persuasion skills.

If you have the power to persuade your listener, you will easily convince your boss to give you a decent raise and promotion. You will cleverly show your boss how big an asset you are to the company and how you have helped the company progress over the years.

Instead of focusing on yourself or sounding needy, you'll make the conversation about how your skillset help the company's progress. This will help your boss understand your worth. This strategy will convince your boss to raise your position and salary without making your boss aware of your hidden agenda. Basically, you want to appeal to your boss's emotions, rather than stating facts about how great you were at this project or that. Persuasion is about knowing how to step into someone else's shoes. How do you bring value to them? In the following chapters, we will discuss not only the best way to do this, but how to appeal to them on an even deeper, subconscious level to bring about the most powerful results.

Let us look at another example. Imagine you and your spouse are discussing renovating your house. While you like your spouse's ideas, you believe yours are better and you want your spouse to listen to you. Since your

spouse has a fiery temper, you know if you directly ask her to make your desired changes to the dining room, she will get angry.

In this example, if you have good persuasion skills, you will indirectly bring up the topic of how maroon curtains look better with beige walls instead of blue. Without using the word 'I' in the conversation, you will make your spouse feel that opting for maroon curtains is the better option in a way that makes her feel she is making the right choice. Hence, in this example, good persuasion skills will help you get your way.

These examples show how important it is to work on your persuasion and language skills. Even if you have no prior knowledge of hypnotic language or NLP, by using the exercises and methods in this book, you will become a master of persuasion.

This book provides you with actionable strategies you can use to become a powerful persuader so you can use the power of your language to persuade people.

### Chapter 1: Persuasive Language: The Key Principles

To develop the ability to communicate persuasively, you first need to understand the key persuasive language principles. This section highlights those principles, and seeks to help you understand the key elements you need to work on to improve your persuasion skills.

### True And Lasting Influence Occurs In The Subconscious Mind

To master persuasive language, the key principle you need to comprehend is that lasting and true influence occurs only on the level of your subconscious mind and not in your conscious mind.

Your subconscious mind is a gigantic memory bank with an unlimited capacity. It stores all the little and big information related to everything that happens to you. Your subconscious mind is in charge of storing and retrieving data and ensuring you respond in an appropriate manner. Your subconscious makes everything you do and say fit a pattern consistent with your master program and your self-concept.

Your subconscious is also subjective and does not reason or think independently. It obeys commands given by the conscious mind. The conscious mind works as a gardener that plants seeds in your subconscious mind, which serves as a garden wherein the planted seeds germinate and then grow.

Your conscious mind directs your subconscious to behave a certain way and your subconscious merely obeys it. While your conscious mind does command your subconscious, the subconscious mind holds all the power because it stores all data. Hence, to persuade and convince someone, you have to appeal to the person's subconscious mind.

Your conscious mind communicates using concrete thoughts and logic. Conversely, your subconscious mind communicates via feelings, emotions, and intuition. To persuade your husband to buy you a new car, using facts, figures, and logical data will not help you connect with him nor will it persuade him.

Instead, you should target his subconscious mind and use emotions and sentiments. You can do this by telling him how amazing he is and how you are glad he prioritizes; then, you will indirectly bring up the topic of purchasing a new car.

Similarly, if you want your boss to give you a raise, you will use the emotional element to convince him/her. You will focus on how much value you bring to the company instead of using logic to make your case that you deserve a raise. This tactic will help you easily accomplish your goal since humans are creatures of emotions.

### **Human Beings are Creatures of Emotion**

"When dealing with people, remember you are not dealing with creatures of logic, but with creatures of emotion, creatures bristling with prejudice and motivated by pride and vanity." - Dale Carnegie, American Writer & Lecturer

Dale Carnegie's meaningful quote clearly explains the following: to persuade humans, you have to target their emotions. To persuade someone, you have to focus on emotions while at the same time, maintaining a balance between feelings and logic. Logic and emotions are the keys to persuade anyone. As such, tactfully convincing your listeners means you have to strike a balance between them.

Emotions create action, movement, and energy. A logic driven conversation may seem boring, but by adding the right amount of emotions to it, you can instantly spice it up and effectively get your message across.

However, if your conversation is devoid of logic, it may not appeal to intelligent listeners. This is why it is important to maintain balance between emotions and logic: so you can appeal to all sorts of audience, those whose

sway lies in emotion, and those whose sway is reason. This skill is what this book shall teach you.

### **Subtlety is the Way to Persuade People**

Everyone has in their mind something called the *critical faculty*. The critical faculty acts kind of like a computer firewall; it filters ideas based on logic and reasoning. It is designed to protect us from harmful or incorrect information by allowing us to choose which information we would like to accept and which information is not good for us and should be rejected. However, it is also the biggest obstacle we face when trying to persuade someone, help them to see past their limitations, or guide them towards a new point of view.

In persuasion, the goal is to communicate with someone's subconscious mind without any objections, and get past this critical faculty. To bypass that person's critical thinking, you must add subtlety to your speech.

Subtlety refers to communicating your message in an effective, firm, and gentle manner. In order to get someone to see things our way, we don't want to have a battle of wits or try to prove someone as being factually wrong; in fact quite the opposite. Doing this will not help you persuade people. Rather, it will cause people to dislike you. Instead, we want to use suggestions and triggers to access their subconscious directly, in order to guide them gently to our point of view.

To sway people without hurting their feelings, you have to add subtlety to your speech, which is where emotions come in. Subtlety helps you use triggers and suggestions to access a person's subconscious mind and steer them gently towards your viewpoint.

Imagine you are working with a team on a project and you notice a good way to direct the project. However, you fear your idea may displease the group leader because it contradicts with the group leader's idea.

Here, to prove your point, you could reason with the group leader but you fear this strategy may alienate you from the group. However, since you feel your idea has a greater chance of success, you decide to use emotions to persuade the group leader.

You gently approach the group leader and compliment him or her on the good job he or she is doing directing the team. This instantly cheers the group leader who ends up liking you. Then, you cleverly enforce the need to work in the company's and project's best interests.

Once the group leader agrees to your notion, you steer the conversation towards your idea by stating you read it somewhere. By appealing to the leader's emotions, you gently direct his or her attention towards your idea without offending him or her.

As you can see, subtlety and emotions help you sway people. In this book, we will uncover many strategies that help you tap into people's subconscious and influence them in the most effective way possible.

### Chapter 2: Take Control Of Your Language Power

The first and basic step to becoming a master of persuasion is to realize the power of language. Many of us are unaware of the influence words have over others or how we convey messages to others.

To become a persuasive person, a person capable of using words to control everyone around you, you first need to realize and understand the amazing power hidden in your words. By doing something as simple as choosing the right words and correct speaking style, you can easily influence anyone in whichever way you want.

The possibilities of the amazing things language can help you achieve are infinite. As they say, the pen is mightier than the sword. To show you the truth in this statement, here are a few examples:

### Anne Frank: the Diary of a Young Girl

This brilliant book by Anne Frank is arguably the most significant and widely read Holocaust book. When the Nazis occupied the Netherlands, Anne Frank and her family hid for two whole years. During this time, Anne Frank maintained a secret diary. At that time, she was young.

On turning 15, she died at a concentration camp. After her death, her father got hold of her diary and had it published. The diary/book describes Anne's experience of the Holocaust and how she tried to retain normalcy even as the world around her seemed engulfed in complete darkness.

Because the book has an endearing teenage perspective, readers of different age groups can easily read and comprehended it. This simple book had a tremendous impact, and helped the following generations understand the holocaust, the mind of a young girl going through the holocaust, as well as the minds of other young kids like Anne.

### **Narrative of the Life of Frederick Douglass**

Frederick Douglass' book is another example of how language and literature have a great capacity for shaping the way people think. Frederick Douglass is one of the most popular abolitionists of all times.

Once a slave, this extraordinary man educated himself to escape slavery and even held talks with Abraham Lincoln on the issue. He soon gained popularity for his powerful oratory skills. However, when some people doubted he had lived a life of slavery, partly because of his excellent writing skills, he decided to write a book.

His book turned into one of the most popular and best-selling narratives by a slave of that period and is still one of the most widely read first-hand accounts of slavery. The book helped many break the shackles of slavery and live a free life.

If you have read these books or heard someone talk about them, you understand the power of words. These books changed the world and shaped how people thought because they targeted people's emotions and rightfully used persuasion skills.

The language used in these books and many others like these is the hypnotic language that aims to hypnotize the readers through the power of words. With this guide by your side, you too can acquire this skill. But first what is hypnotic language?

Hypnotic language is a type of NLP (Neuro-linguistic programming) technique. NLP is an approach to language, programming, and psychotherapy developed by John Grinder and Richard Bandler.

Now that you know how beneficial persuasive skills are, your first step along the journey of becoming a master of persuasion is to visualize yourself as a powerful orator – one who easily convinces and successfully achieves motives and goals. Think of this scenario for a while until it becomes strong. Write down details of your vision, as well as any reflections or emotions that come up while you practice this exercise. This will help to solidify your intention. Don't skip this step! Taking this simple action step will help place the suggestions in your subconscious mind that you are going to become a great persuader.

Master of Persuasion Visulaization Exercise	0
Decribe your visualization and reflect on any related thoughts or emotions	

Now that you have a basic understanding of the power of language, let us move on to discussing hypnotic language techniques.

Keep in mind that you can use the knowledge of these techniques to your advantage by becoming very observant of how you and the people around you communicate. The more you are willing to actively take note of these patterns occurring in your daily life, the easier it will be to practice these techniques and become an expert master of language and subliminal manipulation.

### **Chapter 3: Hypnotic Language Techniques**

We have outlined the mindset you need to adopt to understand the use of hypnotic language, and the fundamental principle persuasion uses to work. Now let us get into the actual persuasive techniques you need to learn and apply.

### 1. Priming

For months, Philadelphia Freedom, a popular song by Elton John, revolved in my head 24/7; I could not understand why. After I became aware of the priming technique, I understood what the song did to me.

The priming technique works on the principle that you can plant ideas and concepts into the mind without people's awareness. Let us explore this technique a bit deeper.

### What Is Priming?

Priming refers to when a certain stimulus influences your responses long after exposure to the stimuli. To explain this, let me give you an example.

If someone gives you a list of words containing pet, cat, and wolf, then, someone later asks you to think of a word that rhymes with log, your most likely answer will be dog. The word 'wolf' will remind you of a dog; the word 'cat' usually pairs with dog and since a dog is a pet and rhymes with log, you are likely to give 'dog' as your answer.

As you can see, that little list directed your mind to select the word dog. This is how priming works. It works on your subconscious and produces an effect that usually lasts a day or two, but sometimes, this effect can last longer.

You can use the knowledge of this technique to become very self-observant. If you really pay attention, you will realize that most of our decision making happens on a subconscious level. Have you ever wondered why it just felt right to wear that blue shirt today, only to realize that your friend had just recently told you she was feeling blue? Have you wondered why you decided that you wanted to eat spaghetti for dinner, only to realize that

you glimpsed an Italian travel billboard on your way home from work? If you really pay attention, you will realize that a tremendous amount of your actions have actually been predetermined for you based on the way your subconscious mind reacts to certain signals.

The first step to mastering this technique is to write down 2-3 examples of the priming technique working on you. How can you do this if you are not aware of it happening? Simple - when you make a seemingly random decision such as what song you want to listed to, stop and think to yourself: *Is there something that I picked up on subconsciously that is influencing me to make this decision?* I think you will be surprised to find that the most incidental things can have profound effects upon your decision making process!

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Unconscious priming aims to affect your word choice by manipulating your subconscious mind. You opt for certain words long after you feed these words into your mind.

Priming not only makes you recall certain words, it also makes you think of different ideas, concepts, memories, and thoughts by bringing similar ideas and thoughts to your awareness.

In effect, this technique either brings new things to your awareness or reintroduces old thoughts that lie close to your subconscious mind's surface and makes them easily accessible. For instance, when you buy a new car, you start to notice other cars similar to yours.

### **Types Of Priming**

Here are the different types of priming.

*Conceptual Priming:* This occurs when similar ideas prime a certain response. For instance, the word 'hat' may prime for the word 'head.'

**Semantic Priming:** This occurs when a certain meaning influences later thoughts. It is similar to conceptual priming.

**Non-associative Semantic Priming:** This technique refers to two or more related concepts where one is unlikely to trigger the thought of the other concept. For instance, if someone gives you the word 'sun', it will not trigger thoughts of 'Venus'. This technique is helpful when you do not want someone to remember certain information or think of a particular idea.

**Associative Priming:** Associative priming happens when a certain connected idea is primed. For instance, the word 'bread' primes the word 'butter'.

**Repetitive Priming:** Repetitive priming occurs when a certain word or idea is repeatedly repeated to influence your later thoughts. For instance, if you listen to a song about pursuing your passion on repeat, you may become stimulated to do that later on.

Let us look at the purpose, aim, and benefits of priming in the context of persuasion.

### Why Priming Is A Useful Technique

Here is why priming is useful in persuasion:

**Priming helps you communicate effectively:** Priming is an effective way to get your message across. It helps you use words, ideas, and concepts related to your end goal and thus easily achieve your motive.

**Priming helps you discreetly achieve your mission**: Priming is very useful when you have an ulterior motive. For instance, if your intention is to sway someone without that person deciphering your true motive, priming is the go-to technique. If you have seen Will Smith's popular movie Focus, you can easily understand this point.

In the movie, Will Smith plays a conman called Nicky. He plans to con Tse, a famous Chinese gambler. He gambles a large sum of money and loses it to Tse; he then tries to win it back by asking Tse to pick any player he likes off or on the field. If Nicky's partner Jess guesses the right number, Nicky will win back all his money.

The idea infuriates Jess, but Nicky asks her to go along with the gamble. She takes the binoculars, looks at the field, and finds one of Nicky's friends Farhad wearing a jersey with 55 on it. She understands this as a sign of a con and picks that number. Nicky and Jess win the gamble.

Later when Jess inquires Nicky about how he pulled off that con, he tells her that he primed the number in Tse's mind by showing him the number throughout the day. Simply by priming 55 on Tse's mind, Nicky manages to make Tse opt for that particular number and win millions of dollars.

Priming helps you target your listener's subconscious mind: Priming is a great way to attack your listener's subconscious mind so you control it to accomplish your goal. By simply planting a similar idea or a word in your listener's mind, you can get your listener to do your bidding or make the decision you desire.

As you can see, priming is a very effective technique that helps you accomplish your goal. Here are a few real-life examples detailing how to use priming followed by how you can practice this technique.

**Priming helps you effectively market your product:** Priming is an effective method you can use to market your products successfully and improve your website's sales. To get your potential customers interested and attracted to a certain product, simply focus on that product's top benefits and prime it in your customer's' subconscious through repetitive priming.

Take for example a sales page for a weather resistant jacket on Macy's website. For this particular item, Macy's aim is to improve the sales of this jacket by focusing on the jacket's number one benefit: *its weather resistant feature*. Macy's wants its customers to believe this jacket is the finest weather resistant jacket you can find. To do so, they use repetitive priming. On their product page, the words windbreaker and weather resistant appear a number times in the product's description as a way to emphasize the jacket's key feature and to prime these words in the customer's subconscious. The customer remembers these keywords and recalls the jacket when intending to buy a weather resistant jacket. If you start to take

note of this technique, you will start to notice it in marketing and advertising material everywhere!

**Priming enables you to persuade people easily:** Sarah wants Jason (her husband) to buy her a pearl necklace as her birthday present. However, she does not want to say this directly to Jason. She comes up with a plan to prime the idea of getting her a pearl necklace in Jason's mind.

While Jason and Sarah have their morning tea together, Sarah shows Jason a picture of a pearl necklace in the magazine she is reading and tells him how much she likes it.

Later that night, before going to bed, Sarah tells Jason that her best friend got a pearl necklace from Zales and she is saving money to buy one. The next day, Sarah once again brings up the pearl necklace by saying her blue dress feels incomplete without a pearl necklace. This way, she primes 'pearl necklace' in Jason's subconscious.

Three days later, Jason goes out to buy Sarah a nice birthday gift, remembers how she would love to have a pearl necklace, and goes to the jewelry store to buy her one.

As you can see from the above examples, priming is a potent technique that helps you subtly communicate your motive.

Now that you know that, here is how you can use this technique in the real life.

### **How To Use Priming**

Here is how you can use the priming technique on others and even on yourself:

### Using priming to convince others

**1.** To prime someone, state a clear objective. What do you want the person to do? Why do you want to persuade the person? Do you want the person to run an errand for you, or do you want the person to agree to your decision. Identify the motive behind your intent to persuade someone and write it down in your journal.

Technique 1: Priming	0
State your objective	

**2.** Once your motive is clear, look for words, phrases, and sentences that relate to your motive. For instance, if you want your partner to make tea for you, instead of directly asking her to make tea for you, you could say, "I feel like drinking tea, or ooh, how I wish I could drink a warm cup of tea, but, I have to work on this project report right now." Come up with several alternative suggestive phrases that you could use, to have at the ready. Then choose the best one for the conversation when it arises.

Technique 1: Priming	
Suggestive phrases	<u> </u>

- **3.** Next, confidently say the chosen words or phrases in a casual manner to the person you want to influence. As you do so, do not lower your eyes or break eye contact with person because lowering your eyes or not maintaining direct eye contact are signs of being secretive, having an ulterior motive, and hiding something.
- **4.** Repeatedly say the chosen sentences or similar ones after intervals of 5 minutes to an hour. Eventually, the suggestion will stick in the person's mind. Look for signs of success that your suggestion has taken hold, and record the outcome.

Technique 1: Priming	
Results and Reflections	

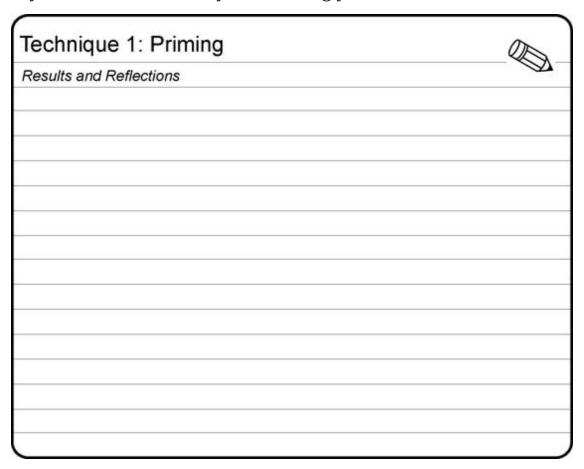
### Priming yourself to be your best self

Here are a few priming strategies you can use to love and encourage yourself and become the best version of yourself.

- **1.** When you wake up each morning, give yourself a compliment. This primes your subconscious into believing you love yourself and are happy with whom you are.
- **2.** Eat the best or good quality foods to prime your subconscious that you have the best and deserve the best of everything. This further improves your self-confidence.
- **3.** Keep your workplace and house organized and neat so it prims the importance of being organized and efficient into your subconscious mind.

**4.** On a post-it note, write words such as flow, success, complete, growth, and similar words and stick it on your workstation so you can feel stimulated to complete your work on time and be better. Looking at this from time to time will prime these ideas into your subconscious.

Pick a few of these you intend to try. After implementing them for a few days, write down how they are affecting your mood and behavior.



These simple tips are highly effective; they prime your subconscious to help you become better. In addition to priming, there are other effective persuasion techniques. Let us look at them.

### 2. Incremental Persuasion

Incremental persuasion is a persuasion technique where, to persuade your target, you take one small step at a time. To convince someone, you do not immediately jump to your motive and directly ask the person to do something. To indirectly plant similar suggestions in your mind, you also do not jump right into it.

Instead, you convince the person to do a tiny bit of your ulterior motive, get the person to do a little bit more, and you keep doing that until you achieve your objective.

For instance, imagine you are selling chairs at a furniture store. A potential customer comes up to you and inquires about a few chairs. You show the customer the best one and ask him to sit on the chair for two minutes.

Once he sits on the chair, you ask him how it feels. "Is it comfortable enough to relax your entire back?" If the customer says yes, you move a step further and paint a picture of how good the chair would look in a study and how comfortable it will feel.

Once you feel you have grasped the customer's full attention, you ask him to compare the chair with his existing chair. If you notice a strange or unhappy expression on the customer's face, it means he is not happy with his current chair.

Next, you could say something like, "How would you feel if you could take this wonderful chair home and enjoy it every day?" This suggestion works as the final step that persuades your customer who eventually purchases the chair.

Incremental persuasion works its magic by gradually convincing your target to do something, or become fully convinced to behave or do your bidding.

Here is why this technique is an effective one.

### **Purpose and Benefit of Incremental Persuasion**

Incremental persuasion is a highly effective technique you can use to sway people into behaving, feeling, and acting as you want. The technique helps you strike the iron while it is hot instead of exhibiting your ulterior motive way before your target is ready to agree with you.

Quite often, people are not ready to do something they do not want to or believe in. If in that instance, you ask someone to do something, the person will very likely be offended. To elaborate this point, here is an example.

If you had directly asked the prospective customer to purchase the chair, the said customer would probably have rejected your offer because his mind was not ready to make that move yet. From that point on, it would then become very difficult for you to convince him to buy the chair, no matter how many positive features it has, or even how much the customer found he liked it. It is simply too difficult to sway their opinion towards a certain decision once they have already made a point of consciously rejecting it.

Similarly, people will not agree to do something until you lay the foundation for it and make them feel that the act or request directed towards them is beneficial to them. In the example above, you made your customer feel as if he needs the chair by first, making the customer sit on the chair so he can understand the chair is comfortable to sit on, and then by painting a mental picture of value the chair would bring to his life.

To stimulate the client to make an actual purchase, you moved from point A to point Z in a systematic manner. By tactfully using incremental persuasion, you turned a prospective client into an actual client.

Similarly, incremental persuasion helps you tactfully achieve your objective by making your target pay attention to you and pay heed to your request/command. You get your target's consent on different levels and then present your real demand so the target can easily agree to it.

To better help you understand how incremental persuasion works in real life, below are a few examples:

### Real-life examples of incremental persuasion in use

To help you understand how various people use incremental persuasion in real life, I will give you a personal example. I vividly remember my high school years - especially my prom night.

As my prom night approached, my concerns regarding 'wearing the perfect outfit' increased. I had seen a gorgeous champagne colored dress in a store and wanted my mother to buy for me that dress. Since it was a little costly and I had not saved enough to buy it, I knew I had to persuade my mom to get that dress.

Two days before my prom, I approached my mother with a cup of warm coffee. She was surprised and very happy that I had made her a cup of coffee just how she likes it. Then I told her how I did not have a good prom dress for my prom night. As her concerns increased, I asked her "Mom, don't you want your daughter to look the best on her prom?" Her answer was an obvious "Of course, I want that." Then I asked her, "Mom, you love me right?" Her answer was again yes.

Then I threw another question at her, "Mom, I know you'd be willing to help me get the perfect dress for my prom, but I don't know if I should ask you for such a big favor?" By this point, I had emotionally touched her. She

instantly said, "Do you want me to lend you some money for your prom dress?"

I had achieved my motive. I asked her for a hundred dollars, hugged her hard, and asked her to accompany me as I went to buy my perfect dress. In that moment, I had no clue of the strategy I was using and only found out years later that I had used incremental persuasion to convince my mother to buy for me that dress.

Here is another example of incremental persuasion in use in real life.

My cousin 'Aaron' is in the affiliate marketing business. One of his websites sells different services such as paragliding, hiking, cliff diving, etc. To encourage his website visitors to purchase those services, Aaron uses incremental persuasion.

A few sentences on his website read, "Are you an adventure enthusiast? Do you love going on adventurous trips with loved ones? Do you want to go on an adventure today? If so, contact us and let adventure back into your life through activities like paragliding and jet skiing. Make your weekend extra special with these activities."

These sentences cleverly persuade the visitors to consider seeking adventure services from the publicized company on Aaron's website. This tactic is also known as a "Yes set", or a series of questions that your target will likely agree with. Once you have them in the habit of agreeing with you, it becomes that much easier for them to agree with your other suggestions, such as buying one of your products.

By now, you know how incremental persuasion works. Here is how you can practice this technique in real life.

### **How To Implement Incremental Persuasion**

- **1.** First, set a clear objective.
- 2. Once your objective is clear, find a way to connect it with your target. For instance, if you want to make a sale, find out how the object you want to sell benefits the targeted customer. If you want your spouse to buy a three-bedroom house instead of a two-bedroom one, find out how a three-bedroom house will benefit you as a family. The extra room could serve as your spouse's study or you could turn it into a children's play area so your children have privacy and do not intrude on your couple's privacy. Write down both your objective and how you plan on connecting this objective with your target.

Technique 2: Incremental Persuasion	0
State your objective, and how you plan to connect it with your targe	et 🔌

**3.** Once you determine the connection, come up with an attractive sales pitch. Whether you are actually selling a product/service, or just want to persuade someone into doing as you say, you have to form a sales pitch that sells your argument. Make sure your sales pitch starts indirectly and gradually leads towards your final destination in a step-by-step manner. To ensure your target starts believing what you say, each step should present some sort of value to your target. Write down your pitch step by step.

Technique 2: Incremental Persuasion	0
State your pitch, step by step	<b>⊘</b>

**4.** Once your sales pitch is ready, confidently use it on your target audience. If you do this, you will easily achieve your goal. Write down any results you observe about the effectiveness of this technique.

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Now that you know how this technique works, practice it until you perfect it. Another effective hypnotic language technique is 'agree and amplify'. Let us find out what it is.

### 3. Agree and Amplify

The 'agree and amplify' strategy is very helpful when you want to make someone budge from his or her stance. If you are in an argument with someone who strongly believes in his or her viewpoint and does not want to accept yours, the best way to make the person acknowledge and accept your viewpoint is by practicing the 'agree and amplify' technique.

Using this technique, you do not argue against that person's belief; neither do you try convincing the person of the wrongness in his or her opinion/viewpoint. Instead, you simply agree with the person's belief and then amplify his or her viewpoint and argument by connecting it with the person's beliefs and values. You use logical reasoning to make your target understand how illogical his or her opinion is and then ask the person if the opinion still seems sensible.

When you see your target backing down, you do not dive in for the kill. Instead, you give the person a little time to reprocess his or her viewpoint and then ask him/her questions like, "So what does this imply, or are there other ways or viewpoints we can consider?" Once the person seems open to new ideas, you bring in your viewpoint and make the person accept it by backing it with logical reasoning.

### **Examples of 'Agree and Amplify'**

Here are a few real life examples of agree and amplify:

For instance, if you are talking to someone who believes dogs are a menace, someone who is against dogs when you love dogs, then you could use agree and amplify to open the person to the idea of being nice to dogs.

You could say, "Oh, you think all kinds of dogs are a complete nuisance and a menace? Hmm, I think it makes sense. After all, dogs are like wolves.

How about we create laws to muzzle all dogs or ban dog ownership, does that seem right to you?" When you see the person's expression softening, you could gradually bring in your viewpoint: dogs are lovable.

To help you understand 'agree and amplify', here is another real life example:

Your ten-year-old son demands an Xbox for his eleventh birthday. You want your child to give up the idea of getting an Xbox for his birthday and instead get something more useful he can use to complete school assignments, say for instance, an iPad.

To convince him, you could say, "I understand an Xbox is really important to you, after all, it lets you play amazing games even though it does not help you complete school assignments and you have to constantly beg your elder sister to lend you her laptop. That is all right, after all, an Xbox is not as great as an iPad that allows you to do work and play games too."

As you can see, this technique is a good way to convince people. Here is why this strategy is extremely powerful.

### **Purpose and Benefit of Agree and Amplify**

This approach helps you use logic (proving the other person logically wrong) to convince people not to do something how they want to. Moreover, this technique helps you remind people of their values and beliefs, think reasonably, and opt for a measured approach.

When you realize a person's values and beliefs are not universal and do not produce the desired work in all types of situations, you become more open to perceiving things differently. In addition, as you realize it is possible to be wrong, your entrenched position becomes untenable, and you have to move forward to stay congruent with your new approach.

This strategy helps you broaden people's horizons and help them see things from different perspectives while making them agree with you. Here is how you can use this strategy.

### **How to Use Agree and Amplify**

- **1.** When you next find yourself in a disagreement or argument, the first step to practice this strategy is to calm down. If you are upset or angry with someone for not believing in your viewpoint, it will be difficult to practice this technique. If you are really emotionally charged, try taking several deep breaths and counting to 20 in your mind before saying anything at all.
- 2. Once you are calm, think of a logical way to prove to that person that his/her viewpoint is crazy and not applicable in all circumstances. Also, think of the person's core values and try to connect the person's viewpoint with it. You can practice this technique now by recalling the last argument or disagreement that you had. What was the argument about? What are some circumstances in which that person's viewpoint is logically invalid? What are some of the person's core values that you can use to connect your viewpoint to? Write down the answers to these questions to get a feel for how to internalize this strategy.

Technique 3: Agree and Amplify	
Analysis of recent disagreement using Agree and Amplify	<b>∞</b>

**3.** Next, use logic to prepare your argument. Write down how you intend to proceed.

# Technique 3: Agree and Amplify Logical argument, connecting to target's core beliefs

- **4.** Approach that person, agree with his/her viewpoint, and elaborate on it.
- **5.** Then, gradually give logic that shows the incorrectness of the person's viewpoint and to make the person rethink his or her belief, subtly present another approach. Continue to practice this technique to really internalize this strategic method of persuasion. Write down your thoughts and reflections concerning the effectiveness of this technique.

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Here are a few more language persuasion techniques.

### 4. Double Bind

In a double bind situation, you bind someone at both ends: you give that person a choice. However, whether or not the person opts for the given option, the result is the same: it favors you.

For instance, if you want your son to accompany you to a wedding, and although he does not want to go, you cannot leave him alone at home, you tell him he goes with you or you can ask Aunt Clara (an aunt he does not like) to babysit him. You know your son will choose going with you to staying with his aunt, so you double bind him by giving him an unfavorable option to make him do, as you want.

Another example is something I used to do as a child, without realizing what I was doing. When I went grocery shopping with my mom, she would sometimes ask me to help her pick up items on the list. When approaching the frozen foods isle, I would casually ask her, "Mom, would you prefer if I got chocolate ice cream, or strawberry ice cream?" Getting her to focus her decision on what kind of ice cream was a lot more effective than asking bluntly if we could get ice cream. Why ask her a question which gives her the option of saying no?

Below is another example of how the double bind technique works in real life.

The administration of a new mall wants people to park in their parking lot. The parking fee is \$5/hour. The administration knows the fee may cause some people not park at their parking lot. To remedy this, they give the buyers the option of exempting the fee if they make a purchase of as little as \$5 from the store's grocery store. This way, they encourage people to use their parking lot and pay the mall at least \$5 upon visiting.

The biggest benefit of the 'double bind' strategy is to offer people an unfavorable choice or place them in a situation where they feel compelled to do, as you want. Through this strategy, you convince someone to behave in the desired manner without causing the person to feel compelled or pushed into doing something.

Here is how you can exercise this strategy in real life.

### **How to Use Double Bind Strategy**

To use the double bind technique (correctly use it), first find out what causes your target to go against your desire. For instance, if you want your child to attend a wedding, find out why he does not want to go with you.

Next, give your target an option that looks like he/she will escape going with you. Ensure the option is not favorable and is worse than going with you. This way, the person will opt for the lesser of the two evils and will accompany you to the wedding. In this case, you presented your son with the option of staying with their aunt, something your son deemed unacceptable, which is why he decided to go with you.

Try out this technique the next time you want someone to do something, and record your results.

echnique 4: Double Bind	
Results and Reflections	

To perfect using this strategy, practice these steps. While you do that, here is another effective hypnotic language strategy for you.

### 5. AAB Patterning

Using this technique, you convince someone of your viewpoint by saying a statement (A) and then repeating it again or adding more to it (A), and then when you have grabbed your listener's attention, you hit the nail by saying something contrasting (B). This is why this strategy is called 'AAB Patterning' because you use this pattern to persuade someone.

For instance, if you want your husband to notice how rudely his mother behaves towards you, you could say, "Your mother is very compassionate and helpful, but somehow she is a little harsh on me." Here is another example:

Imagine you are a laptop salesperson who wants to sell bigger margin laptops to customers. When a customer chooses an inexpensive laptop, you could convince him to buy a costly one by saying, "The laptop you have chosen is affordable and stylish, but it is not as user-friendly and durable as this one (point to the one you aim to sell)."

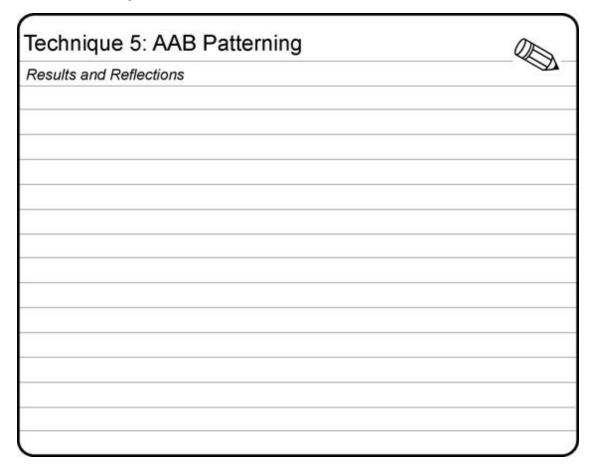
The AAB patterning strategy is effective because it helps you make your point without directly pinpointing your objective. Moreover, it helps you direct someone to something different without making it sound like too much of a stretch to your listener. Here is how you can use this strategy to sway people in real life.

### **How to Practice AAB Patterning**

To practice this strategy,

**1.** First, figure out some qualities or favorable points against your viewpoint, but support your listener's. If we take the earlier example

- wherein you were selling laptops, you came up with two benefits of the inexpensive laptop.
- 2. Next, pinpoint a great benefit of the point/product/agenda you favor. In this example, you came up with the idea of publicizing the functionality and durability of the expensive laptop. Make that point forcefully so your listener becomes attracted towards the contrasting statement and then prove your point. Try out this strategy the next time you want to convince someone of your viewpoint, and write down your observations.



To master AAB Patterning, practice it a few times. Here are two more hypnotic persuasive approaches that will help you become the master of persuasion.

### 6. Creating Curiosity (Stimulation and Partiality)

A good way to draw people towards your idea or approach is to make them curious. When you make people curious, they want to know more about a certain topic and become interested in it. There are two major ways to create curiosity:

**1. Stimulation:** You are curious about something when that something stimulates your interest. To make someone curious, your viewpoint has to spark the person's interest. To practice stimulation, present people with new and novel ideas, present them with puzzles, and show them things they are missing.

For instance, if you want your partner to try a rumba class with you, you can stimulate him or her by telling him/her about how exciting the class is and how it revives your passion in romance. You could give your partner an example of your friend and her husband who revived their passion after taking rumba classes for a month.

**2. Partiality:** When you tell someone everything there is to know about a topic or issue, you kill the person's curiosity because you quench the person's thirst for more knowledge and information. However, if you provide them with partial knowledge that promises benefit, you keep the person curious and interested by giving him or her a little taste of the new meal and not the entire meal.

To practice this strategy, use either hints or promise benefits to your listeners. For instance, if you want a customer to buy a 52" LED TV, you can promise amazing benefits to lure the customer into purchasing the TV. Alternatively, you can hint that a 52" LED is better than the 46" one and

give the customer partial information about the former to intrigue his/her interest in the 52" LED.

The 'curiosity' technique works well to sway people because you lure your listeners/audiences into doing what you want without hinting at your motive. Instead, you raise the listener's curiosity by giving him or her interesting information about the subject or promising immense benefits.

Here is how you can practice this strategy.

### **How to Create Curiosity**

To make your listeners' curious about an activity or topic, first, find out what attracts your listener. Which technique, stimulation or partiality, work well on your target? Once you chose a strategy, look for ways to implement it.

To practice stimulation, look for fresh ideas or information that may attract your listener. Next, present that information in a manner that touches on your listener's shortcomings or weak points so he or she agrees to listen to it.

For example, if you want your partner to get counseling to improve his or her self-belief, you can lure your partner into agreeing to the idea by simply telling him/her how your colleague became a more confident person after going to a certain counselor. This touches on your partner's shortcoming of 'lack of confidence' and sparks his or her interest in therapy.

Write down your experiences using stimulation to add interest to your ideas.

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To practice partiality, first come up with the full story, so that you know all the benefits to your great idea or viewpoint. Now that you have the full story square in your mind, practice removing one of the key benefits. For example, say you want to get someone interested in a TV series you are watching. Instead of saying "this series is great because it specifically discusses the benefits to living in Europe", instead say: "I knew that there would be a lot of interesting facts and information in this series, but I had no idea a TV show could make me want to move to a different country!" If you use this technique correctly, your listener should be wondering: "What country are you talking about? What about the series had that profound effect on you? Does the series contain some important information I should know about?" By taking away vital information, you are piquing their curiosity.

Write down your experiences using partiality to create curiosity in your conversations.

Next, practice using both stimulation and partiality together. When used in conjunction, these techniques can create very powerful results! Write down your observations concerning the effectiveness of this technique.

Technique 6: Creating Curiosity	
Ising stimulation and partiality to create curiosity	<b>~</b>

### 7. Relative Anchoring

Another effective hypnotic persuasion technique is 'relative anchoring'. Relative anchoring means that to reach a conclusion, we often anchor our mind to a relative piece of information and iteratively adjust ourselves away from that information until we reach a conclusion/decision that seems logical and reasonable. To explain this concept, let me give you an example.

Recall the last two digits of your mobile number. Do you have the digits in your mind? Now, simply think of the percentage of African countries in the UN (United Nations.) Is that percentage less or more than the last two digits of your phone number, how much less or more?

A study conducted in 1974 asked people to guess the percentage of African Nations in the UN after spinning the wheel of fortune. Interestingly, those who had a bigger number after spinning the wheel of fortune assumed more African countries were in the UN. Those who had a smaller number after spinning the wheel of fortune assumed less African countries were in the UN.

The average answer for those who spun the number 10 was '25 percent of countries' and that of those who spun the number 65 answered around '45 percent of countries'. This phenomenon is called relative anchoring and it means we use mental shortcuts to help us reach a decision or a judgment.

These mental shortcuts help us avoid engaging in thorough research and reach a conclusion easily. However, these shortcuts may not always help you reach an informed decision, which is why before using relative anchoring, you need to think logically.

Another example of this technique in action is a sales trick that car companies use all the time. You will see commercials that state the price of the car at, for example, \$45,000. Then, they will advertise in the same commercial a \$5,000 cash back bonus upon you purchasing the vehicle, effective for a limited time. The market value of the vehicle may only be \$40,000 to begin with, but when you see the commercial, your mind does not logically move to that conclusion. Instead what you see is the value of the car 'anchored' at \$45,000. Then, you perceive everything relative to that, making the \$5,000 cash back relative to the original price. Even though the real value of the car has never changed from \$40,000, you still think you are getting a deal based on the relative anchor in your mind.

The way that you can practice this technique is to use it as a strategy in negotiation. To use relative anchoring correctly, always start a negotiation in a good way from your main stance. For instance, if you are selling your house, give a bigger quote than the actual market rate so a potential buyer makes an offer relative to your quote. However, if the buyer makes the first bid and it is close to the real price, do not settle for it.

If you are the buyer and the seller makes a bid, do not assume it is close to the final price. Instead, make a very small bid so you bring the buyer's quote down. This way, you will use this technique in your favor. Practice using this technique and write down your experiences to solidify this concept in your mind.

Results and Reflections	
results and reflections	

Now that you know the various effective persuasion techniques, let us now look at strategies you can use to influence people.

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## Chapter 4: Advanced Techniques: Influencing The Masses

Here are a few potent persuasion techniques you can use to influence larger groups of people:

### 1. Conversion Theory

At times, you will experience situations where the masses disagree with your opinion. Being a minority is hard; nonetheless, even in these situations, you can do something to convert the majority in your favor, use the conversion theory.

The conversion theory states you can make the majority budge from their stance because quite often, many people in the majority group are not strong believers in their stance. They may be going along with the idea because it seems easier to follow and adopt, or because there lacks a substantial alternative. It is also possible that they are disillusioned with the group's main purpose, leadership, or process and are in search of a better substitute.

To convert the majority in your favor, here is what you have to do.

- **Stay Consistent:** First, stay consistent with your opinion and do not negate your stance at any cost.
- **Be Confident:** Secondly, gain command over the topic so you can be confident in what you believe in.
- **Stay Unbiased:** Thirdly, be unbiased and reasonable. Instead of strongly favoring your approach, hear the ideas of the majority and then use logical reasoning to prove them wrong.
- **Offer Resistance:** Fourthly, keep resisting the social abuse and pressure the majority members inflict upon you.

To help you understand this theory better, here is an example:

An extremist group in your area believes there should be a law against fracking. The majority disagrees with them, but they maintain their stance.

They hold peaceful demonstrations against your area's local government on a regular basis. They engage passersby in persuasive and reasonable conversations and get them to sign a petition that shows they have the vote of the majority in their favor.

When you belong to the minority and want to turn the majority in your favor, this strategy is helpful. To execute this strategy successfully, you need to have complete command over the viewpoint you advocate for and do not lose your confidence under any pressure situation.

Another effective theory that works its magic on mass persuasion is the social impact theory.

### 2. Social Impact Theory

This theory proposes that the chances you will respond to any sort of social influence increase with three factors:

- **Strength:** How strongly people influence you or how important these people are to you.
- **Immediacy:** How closely related you are to that group.
- **Number:** The number of people in the group.

If you are close to an influencing group, the group is important to you, and has many people; the group will easily influence you. The social impact theory/technique is especially useful when you want to convince someone of your opinion or belief, but you know the person will not budge unless you have some support.

For instance, if you want your son to quit smoking, you may first try convincing him yourself, and then collaborate with his father, friends, and other people he trusts to make him quit smoking.

To practice this theory, first try to persuade that person. As you do that, look for people your target trusts and to convince that person, collaborate with these people. Keep adding more supportive people to your group until the person eventually succumbs to the pressure exerted by the large group.

While these strategies and the ones discussed in the previous chapter are very effective, a few factors can further enhance their effectiveness. In the next chapter, we shall discuss these elements:

# Chapter 5: Advanced Techniques: Using The Four Factors Of Impulse To Get Instant Results

If a door-to-door sales person has ever knocked on your door, that person has likely used one or more of the following psychological techniques.

The following techniques are especially suited to situations where you wish to get fast, immediate results. They are called the Four Factors of Impulse. You can also use these in conjunction with other techniques to maximize your results.

### **Impulse Factor 1: Fear of Loss**

This factor states you can easily persuade someone into doing something if you scare him or her with losing something important. For instance, if you scare your child into believing he will lose his teeth if he does not brush them regularly, you can make your son develop the habit of brushing his teeth every day.

If you want to sell a medical insurance policy to a client, you can push the client into buying the policy by painting a scary picture of a future where health conditions afflict him/her and he/she has no money to pay for treatment.

To use this factor effectively, first, be clear on your objective and then search for things your listener does not want to lose. Next, paint a scary and compelling picture of what negative condition they will be in if they do not take action to prevent it from happening right now. In this way, you can indirectly compel the person to listen to you.

### **Impulse Factor 2: Urgency**

Urgency occurs when you feel you urgently have to act on something. It is similar to impulsive behavior. Advertisers, marketers, and salespeople commonly use this strategy to urge you to buy their products/services.

To use this strategy, emphasize the importance of the product on sale or the idea you are advocating. For instance, if you sell balloons outside a bank, it will not have a massive impact on passersby. However, if you sell them outside an amusement park, wailing children will force their parents to buy balloons for them. Because balloons strongly link to fun and amusement, their importance increases when you sell them at an amusement park and so does their urgency.

This strategy works best when you want to persuade someone to practice impulse buying or impulsive decision-making. To practice this theory, look for features, characteristics, or information that adds urgency to a situation and then use it to convince your listener.

For example, if you want your husband to get a new mattress for your bed, you could try to convince him by telling him how the current mattress gives you a terrible backache and if you do not get a comfortable mattress urgently, you may experience spinal issues.

### **Impulse Factor 3: Jones Theory**

An extreme example of the 'Jones Theory' is the 1978 Guyana mass genocide that killed 910 people. Popular reverend Jim Jones orchestrated the genocide. Jones persuaded his followers to drink strawberry flavored poison. After convincing only one follower to drink the poison, the others willingly followed suit.

This happened because people trust the decision-making ability of the masses. There may have been a large percentage of people in that lot of 910 who did not want to drink the poison. However, when they saw the general mass obey the spiritual leader, they joined the gang and killed themselves. This shows we tend to follow the general masses and if a large group of people behave a certain way, we think this is normal.

This technique is especially effective when you want to convince a large group of people to engage in a certain act. To make the masses believe you, you simply have to persuade a small group and get them to follow you. In less sinister applications, this technique can have very positive results.

To practice this theory, be confident in yourself and grasp hold of the subconscious mind of a prominent group by convincing them you are telling the truth. For instance, imagine you are a political leader and you want the country's support to unseat the current unjust president. In that case, you will convince a majority of population of the president's wrongdoings and use them to influence the remaining country.

### **Impulse Factor 4: Indifference**

Another factor used to persuade people is 'indifference'. This factor works extremely well when you want to manifest a sale. Indifference means to show your listener that his opinion or decision is not that important to you.

For instance, if you are selling a car and the potential client does not respond positively to your sales pitch, then stop convincing him and leave him alone. If you act desperate as you try to convert the potential client into an actual one, the likelihood is that the client will feel annoyed and leave the store.

Hence, the best way to improve the chances of a sale at this point is to tell the client you only have a few cars left and it is up to him or her to make a purchase right now or not. Your indifference will subconsciously convey to your customer that you are not desperate to get the sale; you are confident that the car will sell anyway. This message can have a big impact in convincing the client to buy the car fast, before someone else does.

This factor comes in handy when the rest have failed to work their magic. It also works effectively on stubborn people. To execute this theory effectively, sternly maintain your ground and never force your listener/client to behave a certain way. The more indifferent you act, the better your chances of influencing the target.

Implement these strategies until you perfect them and can use them in different situations.

#### **Conclusion**

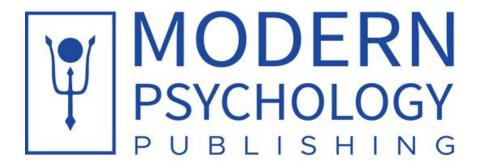
Thank you again for reading this book.

I hope this information has been beneficial to you in expanding your knowledge and sense of possibility in how you can begin to leverage the principles of persuasive language to your advantage. Keep in mind the amazing power of language, as sometimes it is your greatest tool to creating the life you desire. Remember to practice believing in your ability to influence yourself and others. Also remember that the more you practice these techniques, the more they will become part of your natural vocabulary; your secret arsenal of persuasive power!

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# NLP: Dark Psychology and Manipulation

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You are on your way to increasing your persuasive ability and understanding how dark psychology works, two skills helping you to master your own psychology and increase your influence.

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#### In this book, you will learn:

- ✓ The core principles of dark psychology and manipulation, including group polarization
- ✓ The process of hypnotic induction and how to protect yourself from hypnotic suggestion
- ✓ Subtle techniques that influence the unaware masses
- ✔ How to use pattern interrupts & rapid induction techniques to your advantage
- ✓ How to protect yourself from chairisma and love bombing tactics
- ✓ How to use framing and advanced manipulation tactics
- ✓ How to develop an iron-clad mentality against psychic attack
- ✓ And much, much more!

Let's get started!

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#### Introduction

Psychological manipulation. Mind control. Scare tactics. Advanced hypnotic techniques. Subliminal messaging. Deception. Brainwashing. These are all some of the things that come to mind when dark psychology is mentioned.

But though most people are trivially familiar with these topics, very few understand them with a deeper knowledge of how they actually work, or even how to use them. The exception, of course, is with dark manipulators themselves. Those that are concerned with controlling others have knowledge that others don't: namely, the information of how to manipulate others' emotions, thoughts, and actions to get people to do what they want.

This type of control can be detrimental for a victim of such manipulation. If you have ever witnessed a stage hypnotist putting a subject in a trance, for instance, and making that person unconsciously perform silly or embarrassing tasks, then you have probably marvelled at the extent to which a person can be controlled by a skilled manipulator.

But while dramatic and profound results can be produced with psychological manipulation, there are basic principles of psychology that form the building blocks of mind control. Understanding these core concepts is essential in being able to defend yourself against manipulation tactics, as well as being able to employ them to your advantage when necessary.

In this book, we will cover not only the foundational principles of manipulation, NLP and dark psychology, but you will also learn how to identify these tactics in action, and even use them to your advantage.

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#### **Psychological Polarization**

"Religion is regarded by the common people as true, by the wise as false, and by the rulers as useful."

- Lucius Annaeus Seneca, Roman Stoic Philosopher

#### What is Psychological Polarization?

What makes groups of rational individuals turn into a mob? Why is it that people adopt the beliefs and habits of others when they come together in a group? Why do people's opinions become more extreme when they rally with others of the same mentality? In order to understand these questions, we need to take a look at the concept of psychological polarization.

You have probably heard the term "fanning the flames" but maybe you haven't given it much thought as it pertains to people's attitudes and psychologies. This is a natural omission but the fact of the matter is that it is a pretty apt analogy for what happens to people when they undergo psychological polarization.

Psychological polarization occurs when one finds that their views or opinions are in stark opposition to someone else's. Polarization becomes more extreme when an opposing opinion or belief becomes more vocal or apparent.

Two people sitting in a room together can get to talking about the cities in which they live – an innocent conversation that can become polarizing when they start talking about why they think their cities are better than others. Now two rational adults who were engaging in friendly small talk are now split into discord with one holding firmly to one opinion while the other holds firmly to an opposing opinion.

That is psychological polarization and it has a powerful effect on the way we think, on our attitudes and the process by which we make decisions. So where does the "fanning the flames" analogy comes into play in terms of psychological polarization? Take the aforementioned example of the two adults sitting together and discussing the cities in which they live. Now imagine that there are 2 more

people in that same room engaging in that same conversation. The likelihood that these two new people will take sides in the argument is all but certain.

Now you have 4 people in a room at odds with each other over a certain topic. In this setting, something strange begins to happen. The more people you add to this debate, the wider the argumentative gap between the groups grows and the polarization becomes more extreme. This is what is known as group polarization: the phenomenon by which polarization becomes more extreme as more people engage in the subject. That little flame that was the conversation about cities gets fanned with every person you add to it.

Group polarization can sweep towards the other extreme too. When you get a group of like-minded people together, their beliefs usually end up being more affirmed and radical than if they were left to their own devices. There are a few different explanations for this phenomenon. One of them is simple enough to understand: when you give people a forum to talk to one another about a given subject, they are able to share their opinions and make a case for what it is they believe in. This is called persuasion and some people are very good at it. Not everyone has to be good at persuasion though. There are some people who are simply more susceptible and open to having their minds changed or adopting a more enthusiastic view on something than others.

When you get a group of people together and get them to talk about one thing or another, someone is bound to be persuaded one way or the other so this is one way that group polarization can occur.

Another way you might recognize polarization is as peer pressure, but in the psychology world it is known as 'comparison'. In a group setting, some people are bound to feel pressured to yield to the opinion of the majority and compromise their own beliefs for ones that are more in line with the herd. People begin comparing themselves and what they think with others and their own views are skewed through the collective lens of the group.

Lastly, group polarization can occur when an individual evaluates their beliefs in comparison to what the group he or she is in should be about. In other words, a person may not necessarily be in favor of capital punishment but feel that their group should ultimately advocate for it. This is a slight tweaking of someone's opinions for what they perceive the greater good of the group should be.

Group polarization can be seen in action pretty much every day. All one would have to do is look at the comment section of any random YouTube video to see how people align themselves to one side of an argument or opinion over another. Parents who have attended a PTA meeting have probably seen group polarization in action as well. Maybe the locale of the 6<sup>th</sup> grade field trip was put to a vote and you saw one group opt for the zoo while another group voted for the art museum.

If you are an adult you have probably gotten into a debate about religion or politics at some point too. Religion and politics are some of the rifest forums for dissent and polarization because of ego identity. Ego identity is what gives the individual a sense of self in the face of changing times. Ego

identity allows a person to have a perception of themselves even in light of the perceptions that other people have of them. Put it this way: there is the you that exists in your mother's mind, there is the you that exists in your co-worker's mind and it goes on and on with every single person you know or simply meet. Then there is the you that exists in your own mind and this version of you depends largely on your ego identity.

Many people help develop an ego identity, a buoying, non-wavering version of themselves that they can cling to even when everything else in their life may be cast into doubt, through religion or politics or both. Religion and politics tend to be made into psychological safe havens that the individual can identify themselves with. People believe in these tenants so rigidly because to abandon them or alter them would be tantamount to abandoning or altering themselves — or at least, who they have believed themselves to be for most of their lives. It is much easier to follow a path down its ultimate road than to shape a new ego identity for one's self which is why people cling so fervently to their political views and religious beliefs and also why they are such ripe fields for polarization.

#### **Divide and Conquer**

The concept of psychological polarization is a key principle to understand when considering the darker side of psychology. Many psychological manipulators use this principle to their advantage. Think about it - if you know that people's opinions (even deeply held opinions) are susceptible to change in a group context, and that people will most likely be conditioned to the prevalent psychology of the group, then you can 'fan the flames' and create situations where people act predictably.

Clever psychological manipulators construct false dichotomies, knowing full well that people will likely gravitate to one side or the other. Let's return to examine the quote at the beginning of the chapter: "Religion is regarded by the common people as true, by the wise as false, and by the rulers as useful." What does this mean exactly? It means that it does not matter what is true or false; what matters is that you can predict how people will react, and use that to your advantage.

Does your loyalty to your sports team make you better than your neighbor? Is your religion more true and righteous than other people's? Does your support for the Democratic or Republican party make you smarter than other people that you know? When you identify with groups, your ego identity becomes involved, and you become reactive rather than logical. If you are aware of how this game works, it will go a long way in understanding dark psychology and manipulation.

### Problem, Reaction Solution – The Hegelian Dialectic

The Hegelian Dialectic is a contrived method of solving a conflict or polarization. An opinion, idea, belief or thesis is presented that will undoubtedly have a counter opinion, idea, belief or thesis. The 2 opposing *thesis* and *antithesis* are then resolved in the Hegelian Dialectic with a synthesis or a melding of both the original thesis and antithesis.

In other words, present a problem to which you know an individual or group will take a stance against and offer a compromise or a solution to the conflict. This method can be seen as a neverending process of conflict resolution because with each synthesis or solution between two opposing ideas, you are really only creating another thesis for someone to rally against.

Karl Marx based much of his political philosophy in the Hegelian Dialectic but he purported that there was indeed a final destination that would spawn no further conflicts. For him the final destination, the answer to all conflicts and polarization was the realization of the utopian communist society. It is debatable whether Marx truly believed that there could be some kind of end point to any iteration of the Hegelian Dialectic or if he just purported this theory to manipulate the masses towards his own beliefs but one thing is certain: the Hegelian Dialectic is a powerful tool for dark manipulation.

The way the dark manipulator successfully uses the Hegelian Dialectic to his or her advantage is by having a synthesis or solution in mind before ever presenting a problem to rally against.

For example, let's say you know that you want pizza for dinner but your friend wants a burger. You tell your friend that you can get ground beef, tomatoes, onions and even cheese on a pizza but you can't get pepperoni and a doughy crust on a burger. You offer pizza as a fair compromise between you're his desire to have a burger and your desire to have a pizza but in the end, you somehow managed to get 100% of what you want whereas your friend is left with some compromised version of what he or she wanted.

A darker example; say someone wants the opportunity to steal things from people's houses with minimal chance of being caught. Someone could use the Hegelian Dialectic to spark conflict between citizens and the police to incite a riot, therefore making it easier for the person to loot at will with no consequences. This person could spread the rumor that the police have been brutalizing citizens indiscriminately thereby creating a problem for the citizenry. This might spark public outcry and demonstration that the police would have to respond to in order to solve the problem of unruly

citizens. The manipulator has then successfully synthesized a solution – rioting in the streets – so that he or she can loot at will.

Moral of the story: If you can predict how people will react, you automatically have an advantage.

#### **Being Polarized Makes you Easy to Control**

You may be asking yourself what polarization and the Hegelian Dialectic have to do with each other. The answer to this is everything. When someone knows how to push your buttons – what your ego identity is based on – they can cause you to feel or react in a predictable manner.

Telling a person already distrustful of police that they just beat up an innocent citizen for no reason is an easy way to get that person riled up. So how is that useful for manipulation?

When people enter a polarized emotional state they tend to act in ways that they normally would not. Going back to the concept of group polarization, it has been proven time and time again that people's beliefs and willingness to make extreme decisions are ramped up significantly when they are in a group of like-minded individuals.

If you can predict the way a person may react when presented with certain incensing stimuli, you may be able to predict the way a group of similar people will react. When you can predict the way an entire group will react, you have upped your power of manipulation from swaying one person to swaying an entire group.

This swaying of a group exponentially grows your manipulation power as well because people will act more rashly in a group than they would on their own thus creating a more powerful sweep in the direction that you, the manipulator favors.

#### **How Polarized are You?**

It's time to check yourself. Being polarized means that you can be easily manipulated by others. You never want to be the sheep; you always want to be the shepherd, in control of your own emotions. To see how polarized you might be, try asking yourself a few questions:

- How seriously do you take your beliefs?
- Are you unwilling to change your opinion on any given topic based on principle alone?
- Do you have an open mind about other people's opinions?
- Has anyone in your life genuinely persuaded you to change your mind about a certain topic?
- Have you ever gotten angry when overhearing a conversation in which someone is voicing an opinion opposite to yours?
- Do you tend to remain calm during debates or arguments?

- Do you feel a deep dislike for different political or religious groups?
- Do you tend to lose your cool when confronted with hostility or conflict of any kind?

If you answered yes to any of these questions then you may benefit from exercises that can help train you to become more emotionally and mentally neutral. An incensed state is a breeding ground for irrational thought and action. And irrational thought and action will serve you up on a silver platter to the whims of a crafty manipulator. In order to train yourself to be more mentally and emotionally neutral, try some or all of the following:

- Keep your sentences short and succinct when arguing with someone.
- Anticipate counterarguments to your own points so that you are prepared for the worst that someone could say.
- Rehearse your reaction to situations you feel you might be the most distressed in.
- Practice maintaining a straight, non-telling look on your face.
- Find a helpful distraction when you start to feel incensed like finding a certain shape or color in the immediate area or counting the number of certain items that you see around you.
- Cardio exercise is a great way to relieve stress so that you are better equipped to remain neutral in the face of polarizing situations.
- Avoid situations that are likely to have a polarizing effect on you and intoxicating yourself so that you may be easily polarized.

It can take some practice, but de-polarizing yourself and learning to control your emotions will make you very difficult to control, while at the same time allowing you to see and predict how others will be manipulated.

#### The Four Stages of Hypnosis

"Brains aren't designed to get results; they go in directions. If you know how the brain works you can set your own directions. If you don't, then someone else will."

-Richard Bandler, co-creator of Neuro-Linguistic Programming

## Why you Should Master the Four Stages of Hypnosis

Let's discuss another foundational principle of dark psychology and manipulation: hypnosis. Hypnosis is actually pretty easy to understand if you know how it works. Of course, it takes practice to master hypnotising others; however, simply understanding how it works is very useful in being able to observe dark psychology and manipulation in practice.

Hypnosis tends to be misunderstood as a parlor trick that requires someone to be asleep or in a nearly asleep state in order to become hypnotized. Then, when they are under the spell of hypnosis, they can be made to cluck like a chicken or bark like a dog or repeat any number of embarrassing phrases for a cheap laugh. The truth is that hypnosis happens every day because all hypnosis means is that someone has entered into an altered state, or a trance state.

We enter trance states every day. All it takes to enter a trance state is to affix your attention on one thing so intently that some or all of your peripheral awareness can be shut out. Most people, for instance, enter a hypnotic state every day at work or zoning out while on the subway.

Hypnosis can be a potent tool for getting people to compromise their critical faculties and it ties into what we have been talking about so far in terms of polarization and eliciting a desired response from someone. We talked about how you can achieve this through the Hegelian Dialectic, but it is also important to understand the four stages of hypnosis because it will greatly benefit you when it comes to the techniques that we will delve into later on in this book.

#### **Stage 1: Absorb Attention**

The first step into altering someone's conscious state (hypnosis) is grabbing hold of their full attention. Believe it or not, there are verbal and non-verbal forms of this first stage of hypnosis. Take, for example, the aforementioned situation in which a person can be so zoned in at work that everything around them sort of just fades away.

This is a prime example of the way that our psychological states are changed when we are really intently focused on something and of non-verbal hypnosis.

Of course, gaining someone's full and complete attention can be a bit easier if you are using words. People tend to cling more completely to someone's words when they are describing images or telling a story. It is a lot like how some people prefer visual learning over textual learning. The human mind can follow along better when pictures and mental images are involved, because their visual sense is engaged.

You can practice this first stage of attention absorption in everyday speech. Go out with a friend or coworker and see how much more they pay attention to you when you say you have a story for them. Tell them a story, either true or made up, and be sure to include a lot of details. Paint the picture with your words, use a lot of adjectives to describe the scene. The more senses you can engage, the better. Give their mind and imagination something to engage with.

When you have them wrapped up in your story, you have successfully absorbed their attention which will lead you into the 2<sup>nd</sup> stage of hypnosis:

#### **Stage 2: Bypass the Critical Faculty**

The conscious mind is a rather limited entity. It takes in the data that is thrown at you every day and it processes it rationally. The unconscious mind on the other hand is a lot more whimsical. It does not get bogged down with matters of reality. Consider, for example, that your unconscious mind is active when you dream. You may have never seen a purple, flying turtle in real life but your unconscious mind is free to consider such things as completely real and viable.

The conscious mind deals with what is feasible, and in hypnosis, this is what is known as the *critical faculty*. Think of the critical faculty as a guardian at the gate to the subconscious mind. The critical faculty is what alerts your mind to things that are impossible, unreasonable and unlikely. If you are attempting to hypnotise someone, the critical faculty is the enemy of hypnosis. The point of hypnosis is transferring a person's mind from a fully conscious state to an unconscious or at least an altered state, and the critical faculties make it impossible for this switch to occur so it must be bypassed.

Bypassing the critical faculties can be achieved by first absorbing the full attention of a person as we just discussed and by using a few simple techniques such as maintaining intent eye-contact with the subject and speaking a little slower and lower than you normally do.

Speaking in a hypnotic tone can go a long way in inciting a trance state and bypassing the critical faculty. If you are hypnotising someone, you want to watch out for signs that your subject is in a trance state. Most importantly, do not give any hypnotic suggestions until you are certain you are past the critical faculty and your subject is in a trance state - otherwise, your suggestion will be rejected by the critical faculty.

#### **Step 3: Activate an Unconscious Response**

Activating an unconscious response does not have to be as extreme as getting a person to cluck like a chicken. It can be as subtle as evoking a laugh or making someone clap their hands to their mouth in shock. An unconscious response is any action carried out that a person is not aware of or is only aware of after the action has been made. In other words, it is a response that has not been regulated by the conscious mind.

Eliciting an unconscious response is very easy when a person has entered a hypnotic state. Look for a dilation of the pupils, a change in breathing rate or a flushing of the skin. These are all signs that your subject has let their critical faculty guard down and have been ushered into a hypnotic state.

Once you observe this, try eliciting an unconscious response; maybe describe in vivid detail a delectable steak dinner so that their stomachs growl in hunger or a swarm of bugs overtaking someone's body so that their skin crawls with goosebumps.

#### Stage 4: Lead to Your Desired Outcome

This is the point where you, the hypnotist, can lead the subject towards a desired outcome through hypnotic suggestion or associated metaphors. This stage of hypnotism is all about speaking directly to the unconscious mind and taking advantage of the altered state to either help the person, or to lead them to a conclusion, outcome or decision that is favorable for you.

One example of this stage is called priming. Say, for example, that you want to go swimming and you want the subject to go swimming with you. Try telling them a story involving cool, cascading and refreshing water overcoming oppressive heat. This could lead to a post-hypnotic reaction that has been geared towards your desired outcome.

# Dark NLP Technique 1: Pattern Interrupts & Rapid Induction Techniques

#### What are Pattern Interrupts?

The concept of pattern interrupts is actually very simple. Consider each word individually: the first word in the phrase being "pattern." A pattern can be anything you do mindlessly or habitually. Getting up in the morning, brushing your teeth and taking a shower is likely something you do every day that you don't even really think about. This is an example of a pattern. A pattern can also be called a routine. Getting in your car and driving to work can be considered a routine.

Now consider the second word in the phrase: "interrupt." An interrupt in this context is anything that breaks your normal routines or patterns. Interrupts are conscious efforts to change the way you do things, the way you think or the way you act.

The major difference between the two words – the two concepts of "pattern" and "interrupt" – is that one involves an unconscious or passive state of mind and the other involves a very conscious and active state of mind.

Pattern interrupts are often used in behavioral psychology and NLP to help people break harmful habits and routines in their lives. Routines often give us a sense of drive and purpose but they can be detrimental when we get so used to them that we switch off our brains while doing them, thereby becoming vulnerable to hypnotic suggestion and manipulation.

The average human has about 50,000 thoughts per day but the majority of these are repeat thoughts. Pattern interrupts are very effective ways to induce new thoughts which helps the brain develop its ability to think critically. It is the difference between letting your brain atrophy and exercising it.

To get back to basics, consider pattern interrupts a way to alter yours or someone else's mental state from a conscious to an unconscious mode. This is precisely why pattern interrupts can be used for hypnosis and NLP.

In particular, pattern interrupts can be very useful for rapid hypnotic induction or getting someone into a hypnotic state very quickly. This is because there is a slight disconnect in a person's mind

when a pattern interrupt is used on them. The switch from passive to active brain function isn't seamless. There is a lapse in which the unconscious and conscious mind meld for a brief time and it is in this time that a person enters a hypnotic state and is susceptible to suggestion.

Consider it a state of confusion that a person enters for a brief time when one of their patterns or thought processes is abruptly interrupted. As a matter of fact, confusion tactics are very common and potent methods of rapid hypnotic induction.

Remember the example of polarization we went over in the first chapter? Pattern interrupts and confusion are akin to polarization in the sense that both are used to get someone into a frame of mind where their reactions can be predicted and manipulated.

Getting someone riled up about a certain subject is similar to putting someone into a confused state where their routine has been suddenly broken. It is in this state that a skilled hypnotist can implant unconscious suggestion and therefore predict a certain outcome.

Pattern interrupt techniques have become very popular in hypnosis and manipulation because they are fairly simple to carry out and they can be done in virtually any setting and sometimes without the person even realizing it. It happens in an instant and garners the desired results in an instant which is why it has become such an oft used tool to hypnotize and manipulate people.

The most popular method of pattern interrupt hypnotic induction is the handshake technique. In this technique, the hypnotist will go in for the very mundane act of shaking someone's hand and at the last second before the hands actually touch, one person abruptly disengages from the handshake and grabs the other person by the wrist.

This sudden jolt and break in a normal pattern is a microcosm example of the macro examples that were touched on in the beginning of this chapter. Getting up and getting ready for work is a routine that could take hours and shaking someone's hand only takes a few seconds, but they are both patterns and they can both be broken and when they are, the mind enters an altered state.

This altered state is the goal of pattern interrupts and why they are such a powerful tool for inducing hypnotic trances.

#### **How to Induce Hypnosis With a Pattern Interrupt**

Going back again to a concept discussed in the previous chapter, attention absorbing is akin to pattern interrupts for inducing hypnosis. Pattern interrupts are just another means of grabbing someone's full attention and it can be argued that hypnosis is nothing but getting someone to be fully present in the moment.

The goal of the hypnotist is not to knock someone out or make someone unconscious. It is to heighten their sense of consciousness through full attention absorption. The reason that pattern

interrupts are so useful for commanding the entirety of an individual's attention (therefore leaving them vulnerable to hypnotic suggestion) is that when someone's train of thought is instantly broken, the mind is frantically looking for a logical explanation for the interrupt.

It can be as easy as interrupting someone mid-sentence. Let's say you get your friend telling you a story about a run-in they had at a grocery store or a confrontation they had with someone that bumped into them on the street. Try interrupting them in the middle of the story with a totally unrelated phrase "I have always wondered what makes the moon so silvery."

Your friend was fully engaged in his or her story and they may have even been in auto-pilot if it was a story they have told multiple times before. When you interrupted them with your statement about the moon, you broke their thought pattern and now their attention is 100% on you and why you interrupted them and what the color of the moon has to do with their story.

This leaves them in a vulnerable state of hypnotic suggestion because they are now hanging on your every word in a desperate attempt to get answers. And where will these answers come from? You, of course. It is in this very moment that hypnotists can implant their hypnotic suggestion that can have nothing to do with what the person was talking or thinking about.

This works because when the brain is engaged in a pattern, it is fully engaged in carrying out the pattern to its logical conclusion. When the pattern is skillfully broken the brain immediately recoils and either is looking for a new pattern or trying to fulfill the old pattern.

Imagine a person walking through a winding corridor and imagine that you can turn the lights out in the corridor and make it completely dark. When you turn the lights out the person can't see a thing and has no reliable way to navigate this winding corridor. They are looking to turn the lights back on and be on their way again. Then, you turn the lights back on and they can see.

The vulnerable state of when the person is in the dark and is looking to get the lights on again is similar to what the brain experiences when its thought pattern has been interrupted. It is looking to turn the lights back on so that it can get back on track with the pattern.

Now let's say you don't turn the lights on until you have noticed that the person traversing this corridor has completely turned themselves around in a frantic search for a light switch. They do not notice that they are now facing the opposite direction that they were walking in and start walking in the wrong direction.

This is essentially the concept of implanting a hypnotic suggestion when you have successfully broken the mental pattern of an individual. You get their minds going in a totally different direction than it was before, just like you confused the person in the corridor with darkness to the point that they start walking the wrong way. The path the person was walking was the pattern and the darkness in this example is representative of the pattern interrupt.

This is how a skilled hypnotist can control the way a person speaks after they have been inducted with a pattern interrupt.

Hypnotists use pattern interruption to get the mind going in a certain direction. Let's say for example your spouse asks you "Can you hand me the frying pan?" and you answer "Yes" but don't hand it to them. You have simply answered their question with a yes and broken the path that their mind was heading in because now they are wondering about the unusual response to a mundane question.

You have your spouse's undivided attention now and suppose you continue by saying "Settle. You don't have to fry anything for what we are eating tonight."

The first word in that phrase, "settle" was actually a hypnotic command similar to the cliché "sleep" or "relax" and it set the tone for the rest of the hypnotic suggestion. This is just one of hundreds of ways that a hypnotist can induce a hypnotic state through pattern interrupts.

#### **Examples of Pattern Interrupts in Real Life**

The great thing about pattern interrupts is that they can be used any day, any time and in otherwise normal settings. You don't have to have your own office in order to implant a hypnotic suggestion in someone's mind using pattern interrupts.

Not only can pattern interrupts be deployed virtually anywhere and in any situation but they can be used for psychological manipulation. You have probably been the subject or at least seen a psychological manipulation in action using pattern interrupts. They occur all the time without anyone realizing it.

There is an extremely simple way to manipulate people that pretty much anyone can do but even this base tactic is an example of successful psychological manipulation through pattern interruption. Picture if you will, a situation in which your spouse is deep in thought about what to make for dinner. You want chicken but you have no idea what your spouse is imagining making. Suddenly showing her a coupon in the paper or a particularly enticing video online for chicken recipe can break their concentration on whatever type of food they were thinking of cooking and gets a new train of thought going on chicken. You have successfully used a pattern interrupt to manipulate the situation and heightened your chances of having chicken for dinner.

Another method of pattern interrupt is something called *overload*. The concept behind overload is to manipulate a person's thought process or emotions by pushing them past a threshold of tolerance. The way you can push a person past this threshold is by feeding them images or vivid explanation of something and going way over the top with it. Once the imagery becomes too much the person cannot complete whatever pattern they were on.

For example, let's say you have a friend who doesn't like broccoli. Imagine you describe to this particular friend a dinner you had that featured broccoli and you described in copious detail the smell, texture, taste and the feel of the broccoli in your mouth as your teeth shredded through the thick greenery and the roughage of the vegetable. Your friend will by trying to block the imagery but once it gets to be too much for them, they will be pushed beyond their threshold of tolerance and be unable to ignore this new path that their thoughts are taking. Imagine that you were so descriptive of the broccoli that your friend has lost their appetite or even become queasy. This is yet another example of psychological manipulation through pattern interruption.

Another very simple method for psychological manipulation through pattern interrupt is confusion. Confusion is a tactic that is commonly used in hypnotherapy because it has a way of disarming an individual. It is used to help people overcome irrational fears, or to allow them to alter things about their character like becoming more assertive or more vocal.

Confusion can be used to get the person's mind off the anxiety, anger, fear or whatever emotion they have associated with a certain concept. Fear of flying is commonly mentioned in hypnotherapist offices and one tactic that is commonly used to help clients get over their fears is by getting them to think intently about the act of flying, what it is about flying that makes them fearful and even having the patient envision in their mind the worst possible scenario they can imagine in regards to flying. Maybe a fiery plane crash. When they start to envision these things their mind gets going on a pattern of fear and anxiety as they imagine their worst nightmares coming true.

The hypnotist will then interrupt their thought process with a very confusing string of words or phrases like, "If a person answers a question with a question wouldn't the resulting question be an answer to the initial question or would the question be a question unto itself and therefore need to answer to the question?" This confusing diction will completely break the distressing thoughts of plane crashes in the client's mind and replace it with a quandary that is light and at the very least, not life-endangering.

This plants a seed in the client's mind and when done successfully, realigns the association that the client makes when they think about flying. Instead of fear and anxiety, the thought of flying is now associated with a sense of ease that came from the pattern interrupt of the confusing question that broke the pattern of fearful thoughts.

Not only is the client disarmed and some of the sting of the concept of flying has been taken away, but a good hypnotist will have completely replaced what the client associates with flying from fear to ease.

Hypnotherapists can also use the overload tactic of pattern interrupt for the benefit of their clients. For example, weight loss is another common problem that patients come to hypnotherapists with. The therapist will then use image or sensory overload to turn the client off of a certain fatty food that

they have a hard time resisting. They can use an abundance of imagery related to potato chips, for example, to push the client past their threshold of tolerance so that they associate potato chips with an unpleasant experience and therefore become more and more averse to them.

#### **How to Use Pattern Interrupts for Influence**

Pattern interrupts are powerful tools for influence as well because they can send a person's mind into a malleable state that you can use to your advantage or for the benefit of the individual. For instance, let's say that you want to get a dog but your spouse or roommate is afraid of dogs and don't want to have one in the house. Try the following method which is known as the Spin Out method of pattern interruption.

In this method you will:

- Engage the individual in conversation about their fear of dogs
- Ask them what they are afraid of in particular
- When they answer, ask them why they are afraid of that particular thing
- When they answer, respond with a question about what it is that makes them afraid of that certain thing
- When they answer, ask them how they know that particular thing is scary

You can continue on and on like this indefinitely. The conversation might go something like this:

You: "What is it about dogs that scares you?"

Them: "I'm afraid they will bite"

You: "Why are you afraid they will bite?"

Them: "Because it has happened to me."

You: "Why are you afraid of being bitten?"

Them: "Because it hurts"

You: "How do you know it hurt?"

Them: "Because I felt it."

You: "How do you know you felt it?"

Them: "Because it happened to me."

You: "And how do you know that biting is scary?"

By trivializing the logic by which a person associates a certain fear or emotion you force the person to question the validity of the association. This is called the spin out technique of pattern interrupt

because it sends the person's way of thinking about a certain association into a spin. The person will then come to a realization regarding their fear of dogs or abandon their line of reasoning altogether as you have set them on a new pattern through the spin out interrupt.

Everything we have discussed in this chapter can be used to get a person into a hypnotic trance. The pattern interrupt method for inducing trance is an easy way to achieve a mild hypnotic state but even these mild states can be a fertile field for hypnotic suggestion.

Make no mistake about it: getting a person off of their initial train of thought and onto another is a form of hypnosis and psychological manipulation. It may seem simple but just like an instrument, it is easy to pick up but very difficult to master.

Once you have practiced and become adept at using the pattern interrupt method for inducing hypnotic trances, you are going to need to know what to do once you have a person in a trance, which is what we will be going over in the following chapters.

## Dark NLP Technique 2: Subliminal Messages & Embedded Commands

In the last few chapters, we have gone over the concepts of coercion through pattern interrupts and inducing a hypnotic or at least and impressionable state. But there is another potent means of coaxing a person to do certain things which has to do with implanting ideas in their minds covertly. These tactics are called *subliminal messaging* and *supraliminal messaging*.

Unlike the tactics we have discussed earlier, these do not require hypnotizing or otherwise mentally conditioning the subject. Instead, these tactics can be deployed at any time and work on the naturally occurring conscious and subconscious levels of our minds. In other words, the field is already fertile -you just need to plant the seeds.

To start with, let's talk about subliminal messages and what they are exactly. A subliminal message is any stimuli – it could be an image, a phrase or even a faint scent – that are registered by the brain on an unconscious level. They are messages that are communicated below the threshold of consciousness. You can imagine them as signals or suggestions that barely make it through to you brain like Indiana Jones barely rolling under a massive stone door as it closes shut.

Going back to the second chapter where we talked about the four stages of hypnosis and bypassing the critical faculty of the conscious mind, subliminal messaging also has to do with tapping into the unconscious mind and slipping by the conscious and critical faculties of the brain. Again, this is effective for manipulation and NLP because the unconscious mind is more open to fantastical and otherwise contrary suggestions. It is not bogged down by reality or what the conscious mind may know to be right.

So subliminal messaging is meant to speak to the unconscious mind and bypass the critical faculty of the conscious mind. It is like a cat burglar sneaking past a very sophisticated security system with armed sentinels, pressure sensitive flooring and motion detecting lasers.

You may be realizing now that subliminal messaging is only successful when the person is 100% unaware that they have been communicated to. It is thankless work but when you have successfully implanted someone with a subliminal message, they will never know it. On the flipside, if you have ever been subliminally manipulated you are probably unaware of it to this day.

The unconscious mind is much more prone to suggestion than the conscious mind, which is why this is a valuable technique to learn. Like hypnosis, the subject will be much more likely to carry out a

favored outcome but unlike hypnosis, subliminal messaging requires almost no priming.

#### **Supraliminal Messaging**

With supraliminal messaging, the same outcome is achieved but by different means. Supraliminal messaging involves passively engaging the conscious mind to coerce an unconscious response. It influences subconsciously just the same as subliminal messaging but it does not bypass the conscious mind. In supraliminal messaging, the subject is exposed to a stimulus that it can be aware of (although it works best when the stimulus operates on the fringes of conscious awareness), but they are unaware that this stimulus is affecting them subconsciously and prodding them toward a certain outcome or action.

Supraliminal messaging hinges on the theory that everything in our consciousness is related to something else. This is called the *semantic network*. The semantic network is the mental function by which you remember things or feel certain emotions when presented with a certain stimulus or node. The nodes respond to the stimulus and bring up the semantic network which calls to the forefront of your mind specific memories, images or feelings that stem from the originating node.

You probably use the semantic network every day. For example, are you the kind of person who thinks of the ocean whenever you hear the caw of a seagull? Or do you ever get thirsty when you hear the pop of a newly opened soda can? These are examples of the semantic network at play: any stimulus that triggers certain thoughts, memories, images, ideas or emotions.

The semantic network can also be invoked to elicit certain actions. This is where supraliminal messaging comes into play. You can probably now see what it is that separates subliminal and supraliminal messaging: you want the person to consciously register certain stimulus to elicit an action rather than hiding the stimulus under the blanket of the unconscious.

#### Subliminal/Supraliminal Messaging at Work

Subliminal messaging has since been vilified ever since it came into public view in the 1950's because it was purportedly used in advertising. Cola companies were accused of flashing phrases a millionth of a second in their commercials in order to get the consumer to crave their product even though they didn't know why.

A good example of subliminal messaging is when a recording artist secretly puts a message onto one of their records. Some have been accused of hiding a spoken message to the listener at frequencies that the conscious mind can't detect but nonetheless influence the listener on a subconscious level.

On your way to work every day, you may be passing a billboard that was specifically designed to have a subliminal effect. These can include images hidden within a larger image or a configuration of

features within the larger image that bare a subtle resemblance to something else.

Supraliminal messaging can be deployed in everyday life as well. If your friend wants you to go with them for a walk through the forest, they might spray some pine scented air freshener in their home before you get there to activate the nodes of your semantic network and incline you towards going with them on a hike through the woods.

The next time you have cause to play rock, paper, scissors to settle a dispute, try this trick: before the game begins, think of a phrase that contains the word "hard." Then say the phrase right before your duel. When the person hears the phrase that contains the word "hard" in it, they will be more inclined to put down rock since you have triggered a node relating to rocks in their minds. Then you can put down paper and win the dispute.

Likewise, if you have it in mind to throw down rock yourself, try saying "Oh man, I gotta keep sharp for this one" right before you square off. Your opponent will likely throw down scissors because of their association of the adjective "sharp" to scissors.

It is a known fact that fast food restaurants use certain colors on their signs and buildings to evoke hunger. The colors are usually red, brown and yellow and they play on our associations of these colors to perfectly cooked beef and tasty condiments that usually accompany burgers.

#### The Benjamin Franklin Effect

The Benjamin Franklin effect comes from an incident between the founding father and a political opponent. Benjamin Franklin asked this opponent — a man which was no fan of Franklin — to lend him a book; a modest favor so the opponent was obliged to consent. It helped that Franklin was known as a rabid book collector and had an impressive collection of his own, and so asking his opponent to lend him a book that he himself did not already possess was something of a flattery.

After this, the two became friends and he was Franklin's political enemy no more. But how did that happen? The idea behind this effect is that the mind tries to dictate and at the same time rationalize actions. Franklin's opponent was already intent on doing Franklin this favor and that action of kindness skewed his belief that he did not like Franklin. To put it simply, he thought 'I am doing this man a favor therefore I must actually like and respect this man.'

This is another tactic that can be used to sway people's opinions that you can use any time. Try coming to someone with a large or unreasonable request. Say you come to someone and ask them if they can run to the store for you and pick you up a bag of flour. They will most likely refuse. Then go to them and shrink the request to simply lending you a cup of flour, which was all you needed in the first place.

Chances are they will feel bad about spurning you the first time and relent to granting you your more reasonable request. This person has just done you a favor and the idea behind this psychological manipulation tactic is that if you can get someone to do something for you once, it is easier to get them to do something for you again and shift their image of you in their minds.

Again, people don't like to think that they are doing something to help people they don't like and once a favor is done, it is easier for them to simply convince themselves that they actually do like that person.

#### Winning Favor

While Ben Franklin has not been credited with the following tactics they are in line with his method of winning over enemies and gaining favor where there was none before.

Have you ever heard the phrase imitation is the highest form of flattery? If so then you are already familiar with the basic concept of mimicry and body language can be used for manipulation. The idea is that when you mimic someone's gestures, idiosyncrasies and body language, you are paying them tribute. You are validating them and what they do and how they act. This is a great way to make yourself more favorable in someone's eyes and make them more congenial to requests. They are more inclined to see you as someone who "gets" or "understands" them rather than someone that they have to be on their guard around.

Leading the body language yourself is another way to make a person more open to specific requests. For example, nodding a lot during conversation can be helpful for getting someone to say yes to a certain favor. This is because humans are naturally prone to imitation so when you nod a lot as you are talking and leading up to a request, the person you are talking to will likely start to nod as well. This puts them in an agreeable mood because nodding is the universal action of assent.

#### **Embedded Commands**

An embedded command is essentially a sentence that has been contrived according to a formula for manipulation and NLP. Embedded commands are a way to shift a subject's thinking towards a belief or train of thought that is more favorable to yours or one that will result in an outcome of your choosing. Like subliminal and supraliminal messaging, the point is to get someone to act or feel a certain way without them knowing that they have been coaxed into feeling or acting that way.

Embedded commands are made up of weasel phrases, command verbs, a state of being, process or experience, a commanding tone of voice and then the command itself. It is a specific formula that

will make the subject much more congenial to the command since it is using presuppositions and it is being spoken to them in a tone that is neither bossy, nor passive. The trick is to state things as a matter of fact.

There is nothing wrong with stating things as a matter of fact. The goal of embedded commands is to blatantly command a person to do something without seeming like you are making a command at all. We tend to speak with a passive tone when we ask someone to do something for us and when we are really adamant about something we tend to speak too overtly.

The trick to embedded commands is to find a confident tone without seeming too authoritative. For example, practice saying an obviously true phrase over and over again like, "the sky is blue." This is not a false statement in any regard and everyone knows that the sky is in fact blue. You can say this with full confidence knowing that what you are saying is universally accepted as the truth.

Now try to say other things that are not as true like "the sky is red" with the same exact tone you used to say "the sky is blue." This will help train you to speak in a matter of fact tone that is essential for embedded commands. When you say "the sky is red" don't inflect your tone upward like people do when they are asking a question or when they are proposing an idea that seems incredulous. Keep an even, confident tone that is not overbearing or intrusive.

Once you have mastered the commanding tonality it is time to move onto the next step...

#### **Weasel Phrases**

Weasel phrases are like getting your foot into the front door of your subject's subconscious. They are leading phrases that set up the command and can be commands in and of themselves. Consider them the head of the snake that is the entire embedded command. Weasel phrases are the beginnings of statements or questions that either presupposes that a person will feel a certain way, invites them to consider a certain possibility, deflects action onto another metaphorical person, eliminates doubt that something will happen or hides the command by telling someone that they shouldn't do something else.

Again, the weasel phrase is responsible for setting up the command and getting the person into a susceptible state. One example of a weasel statement is one that sets up the rest of the command as a foregone conclusion and presupposes that a person will act, think or feel a certain way:

"As you begin to..."

Notice how this weasel phrase eliminates any doubt that a person will not do what the rest of the sentence commands. It presupposes that the subject will act a certain way and leaves no room for discussion.

Another example that deflects responsibility onto another person is:

"Someone can..."

In this sense you are disarming the subject because you are not talking about them. You are talking about "someone" else which can be a nice set up for an embedded command because the person does not think for a minute that you are talking about something that they should do or feel.

#### **Command Verbs**

The command verb is probably the simplest part of the formula as they will vary depending on what your intended command is and can be switched out as needed. They are verbs that dictate an action and serve to further lead the subject down a path of susceptibility to command. Let's use the weasel phrases that we have already familiarized ourselves with and link them to command verbs:

"As you begin to **notice**..."

The command verb in this example is of course, **notice**. We are telling the subject that they will do something with our weasel phrase "As you begin to" and then we are telling them what that something is with our command verb: **notice**.

"Someone can dislike..."

In this example you may be trying to get someone to turn against someone else which would be a good case in which to use the type of weasel phrase that deflects responsibility onto a metaphorical person since the subject may be averse to disliking someone themselves. Anyhow, the command verb here is **dislike**. Pretty simple, right?

#### States, Processes and Experiences

States, processes and experiences are the next step in the embedded command formula. This is the portion of the formula where you can actually make your command. Some examples of states are happiness, joy, elation, hatred, anger and frustration. Some examples of processes include moving, running, feeling, changing your beliefs, softening your heart, being open minded and choosing a different path. Some examples of experiences that work in this formula are being afraid, getting excited, being brave or showing reverence for.

This is essentially the meat and potatoes of your embedded command. You can use certain states, processes and experiences to form the actual command you intend to convey. Let's complete the samples we have already laid out with commanding states, processes or experiences:

"As you begin to notice a softening of your heart you will feel much relief."

In the above example, we used <u>softening of the heart</u> as our process command. You will also notice that we added a positive feeling in regard to the command process. This is done to reinforce the positivity of the command and round it out. But what about a command that isn't geared towards a positive end?

Again we will use our established sample as an example. Remember that in our "Someone can dislike…" example we are trying to turn someone against someone else:

"Someone can dislike a person for <u>making them feel like less of a human."</u>

In this example we have used an experience as our command as opposed to a process like we did in the previous example. The experience we used was <u>feeling like less of a human</u> and it is a negative reinforcement to go along with the negative command needed to turn someone off of another person.

At this point you have helped the person disassociate themselves from the unpleasant business of turning against someone with your weasel phrase that assigns responsibility for the act to someone else, implanted the command verb **dislike** to steer them towards the experience command of <u>feeling</u> <u>like less of a human</u> and completed your embedded command, leaving your subject to consider the way a certain person may have treated them in a safe way and inclining them to **dislike** that certain person.

Again the command tone you use is very important to the entire process. You should always be aware of the way you are speaking when you are delivering your embedded command and always make sure that it is neither feeble nor too assertive, neither timid nor overbearing. Keep an even keel, practice and devise some of your own embedded commands using the weasel phrase, command verb, experience/state/process and command tonality formula.

# Dark NLP Technique 3: Charisma and Love Bombing

## Dark NLP Technique 3: Charisma and Love Bombing

Manipulation comes in many forms and can be deployed in almost any scenario. In this chapter we will go over a form of manipulation that is usually used in romantic relationships. This form of manipulation is called love bombing. Love bombing is pretty much what it sounds like: bombarding a person with flattery and talk of love and adoration.

The point is to overwhelm a person with expressions of admiration that are usually reserved for two people who have known each other and have been together for a long time. The subject will not know what to do with these expressions if done correctly.

One of the main functions in love bombing is similar to the pattern interrupts that we discussed a couple of chapters ago: confusion. The point is to confuse the subject so they can't make heads or tails of the intensity of this young relationship and are less likely to realize that they are in fact, being manipulated.

Another important aspect of successful love bombing is dependency. Over time, the love bomber will nurture the subject's dependence on them. This is important because when the subject feels that they are the only one who can provide them with the tenderness and love that the love bomber has been copiously doling out to them, they will gradually start to move away from the other people in their lives and place the manipulator on a higher pedestal of priority. Dependency also heightens the state of confusion because as they move away from objective observers they are less likely to be told that they may be being manipulated.

The reason that love bombing is such a powerful tool for manipulation is that pretty much everyone wants love and so many people are in search of it. It is a fertile field for manipulation and it can be very hard to detect unless the subject is a particularly cynical person — which would make them a poor choice of subject for this kind of manipulation in the first place.

But let's say you have not chosen a hard-nose cynic as your subject. Who's to say that someone who is paying you a whole lot of compliments is trying to manipulate you? I mean, there are nice people in the world right? Love bombing is a powerful tool for manipulation because most people feel that

they are worthy of love and giving it to them (even when it is disingenuous) makes them malleable because they feel that they have finally found something special.

You have probably heard of or seen examples of love bombing in your own life. They usually come in the form of a relationship moving way too fast. Love bombing can also be used on multiple people at once. Love bombing is actually a tactic that many cult leaders have used. They enforce a feeling of specialness in a group of people, tell them that they are chosen, different or otherwise distinguished from the rest of the world. They feed on the feelings of inadequacy of a group of people who then become the person's followers.

It doesn't even have to be that overt, though. Have you ever known someone who had their boyfriend or girlfriend handle pretty much all of their problems for them? This is a classic example of the dependence tactic embedded in love bombing. Once a person starts to rely on someone else to handle their difficult situations for them, they find it harder to imagine their lives without that person.

As important as it is to know how to successfully execute love bombing to manipulate someone, it is equally important to be able to tell when someone is trying to love bomb you. Fortunately, there are some tell-tale signs of love bombing:

Someone who is trying to use the love bomb tactic of manipulation will usually **dig for information** on their subject. In particular, they will want to know a lot about the bad things that have happened in the subject's life – traumatic experiences, bad romantic relationships, problems with their family, health issues, tribulations at work, insecurities and anything negative. If someone is constantly prodding you to tell them about the bad aspects of your life it is a dead giveaway.

Love bombing entails **accelerating the natural flow of emotions** in a relationship so another way you can detect this tactic is by taking note if someone is telling you that they love you after only a couple weeks or a month of dating. They may say that they know it is sudden but that they think they're falling for you or that they know that you are the person they were meant to be with. Look out for words like "destiny" or "fate." A manipulator will use these illusory words to make you feel that your relationship with them goes beyond you two as individuals so that you will be more reluctant to just toss them aside.

A manipulator will also likely **talk down other people in your life.** They do this because they want to make it seem that they are a great person. One way of achieving this lofty status in a subject's mind is by debasing the other people in a person's life. They might ask about your friends and family and find ways to pick at their flaws and point out to you the ways that they don't measure up. An easy target is ex-lovers. Obviously it didn't work out for some reason and a manipulator will ask you what that reason was — a normal enough question, right? They might start comparing themselves to one of your exes in the specific regard of the reason you broke up with them.

A love bomber with a big bank account might **buy you a lot of gifts.** Materialism is a great way to get someone hooked on you. If you have been seeing someone for just a few weeks and they have already bought you ornate gifts like jewelry, clothes or electronics you may want to closely evaluate the validity of the relationship. Remember that the point of love bombing is to cram years' worth of romance into a few weeks so everything will be sped up when someone is trying to manipulate you with love bombing. If you feel that things are going too fast either physically or emotionally, someone may be trying to control you.

#### **Using Charisma for Manipulation**

Charisma is something that is often spoken of in terms of "you're either born with it or you're not." This is a misrepresentation of what charisma actually is. Charisma is the ability to endear yourself to other people in any way shape or form. When you look at charism through this lens, the possibilities seem nearly endless.

There are myriad ways that you can endear yourself to an individual or even a group of people. A perfect example of this charisma on demand tactic is Steve Jobs. Steve Jobs was known as a great public speaker and someone who commanded a sense of awe when he entered a room. Jobs was charismatic and the way one of his associates put it was that Jobs wielded a "reality distortion field."

This term comes from a Star Trek episode in which the Enterprise crew encounter a race of aliens that are able to create "reality distortion fields" through which they were able to embed false realities into the brains of their victims — essentially making them think and believe that something has happened when it really hasn't.

Jobs was able to galvanize thousands of people because he was able to make them believe in the impossible. He was able to make the people he spoke to adopt his dream and his vision as if it were their own.

This is a form of charisma that anyone is capable of. You just have to know the strategies. For instance, people who are regarded as charismatic often speak on their own opinions, beliefs or accomplishments with great enthusiasm and passion. In order to implant your will into someone's mind you have to make it seem like the things you are saying are worthwhile. This is the first step and you can implement it by talking to someone about your beliefs or opinions as if hatching them was cause for celebration in and of itself.

Charisma is often associated with confidence and there is a reason for that – why would anyone be willing to follow or bend to the will of a person who sounds as if they don't believe the words that are coming out of their own mouths? You will never hear the most charismatic leaders of the world, past or present, speaking timidly. You will never hear them speak without steel assurance. You will never hear them talking as if they didn't believe that they knew what was right and what was best.

Manipulators know this tactic well. They will speak as if they know everything, even if they don't. In order to build your own charisma, you should try speaking in a confident manner even when the subject matter is not something you are familiar with. Talk as if you know everything about the subject and people will start to doubt themselves in light of someone who speaks so confidently.

Another way you can elevate your status in someone's mind and establish charisma is by comparing yourself with a figure of respect or admiration. Try talking about a recent trial or tribulation that you went through. Maybe something in your personal or professional life didn't go the way you wanted it to. This is a great opportunity to turn your failures into perceived successes and to do so; you can simply compare your troubles to a famous or highly-regarded individual who also suffered similar failures. For example, you can talk about an instance in which you came up short on your expectations and then say something like "But then again, even Kobe Bryant didn't win as many rings as he wanted." This is a very subtle way of placing yourself on the same plane as a successful or well-respected individual.

There are other ways you can practice developing your charisma in everyday conversations as well:

- **Solid eye contact** shows that you are interested in what someone has to say and gives you an engaging presence. Eye contact is an art, though and it needs to be practiced in order to be mastered. Too much can seem creepy and too little will make it seem as though you are uninterested and not present. Practice in everyday situations like talking to your cashier at the grocery store or with a waiter at a restaurant. Start by holding eye contact for just one second longer than you normally would and see how the person reacts. You will be able to gage any discomfort if it is too long. But if the person does not recoil, try holding it for a bit longer.
- **Speaking slowly and with intent** is another good way to command attention and respect. People often try to rush their words out to get their point across as quickly as possible but that cheapens the value of what they are saying. By speaking slowly and deliberately, people will perceive what you say with substance and importance.
- **Body language** goes a long way in developing charisma. Words can only do so much so people look to the way that you move as a validation that you are listening to them and when you speak, that you are speaking with conviction. Accentuating points when you are talking with a hand gesture is an example of positive body language. Smiling is another. You can also try furrowing your brow or frowning when someone is telling you a sad or negative story. When someone is saying something that is obviously important to them, try leaning in a little to show them that you are listening and that you agree with them on the importance of the topic to the point that you don't want to miss a word. Good posture is huge for developing charisma too. Keep your back straight but don't over-straighten. Keeping the shoulders loose and the back straight is a great place to start.
- **Accurate observations** about a person is another way you can endear yourself to them. Try giving someone a careful once over and pick something factual to compliment them on.

Maybe compliment the color of their outfit or tell them that you like their style. Making an effort to remember the names of people you meet is another great way to win favor.

## Combining Charisma with the Love Bomb Technique

The reason why we are talking about charisma in the same chapter as the love bombing technique is because if you have charisma, love bombing becomes much easier towards the ends of manipulation and increasing influence over a person. When worked out in tandem, charismatic love bombing becomes a potent tool for control.

Now that you know the ways in which you can develop charisma you can start thinking of ways to put it to work through love bombing. We talked about flattery and how it pertains to love bombing because it is an important step towards gaining influence over someone. The best form of flattery is sincere flattery. If there is something that you really value or admire about someone – it could be the way they do their hair, their fashion sense, their voice, the way they make a certain gesture or anything like that – make it a point to let that person know and don't let them forget it. This is the easiest way to use flattery effectively because you will not have to put in any extra effort in making it seem genuine and masking your true intentions. But there are other ways.

If you simply can't think of a thing that you genuinely admire about someone, go the opposite route: play on their insecurities. One of the quickest ways to endear yourself to someone is by learning what they are insecure about and building them up in that regard. For instance, if your subject is shy about smiling then they are probably self-conscious about their teeth. You have found your in. If their teeth are crooked, tell them you are amazed at how white they are. If they are yellow, tell them you wish you had teeth as straight as theirs. If their teeth are crooked and yellow tell them that it gives them character and that some of the most famous and beloved people like Freddie Mercury had less than perfect teeth.

Complimenting people in a group is a very effective way to make sure that compliment sticks with the person both consciously and subconsciously. When other people can hear, launch a compliment at your subject. You will get the most bang for your compliment buck when there are other people around to hear it.

We also talked about dependency in this chapter, but how do you create dependency? Dependency can be generated in a couple different ways but the general idea behind nurturing dependence is to establish yourself as a person of importance to the subject as much as you possibly can. You can do this by showering the subject with flattery and making yourself available for them to talk to at any time. Many people are in need of people to listen to them so making yourself available to talk all the time is a great way to nurture dependence. Once you have established yourself as your subject's go-to

when they need a sympathetic ear (see how body language, eye contact and other aspects of charisma can weave seamlessly through love bombing tactics?) they will start to depend on you for this act of affection.

If a person feels that no one treats them with the kindness, tenderness and praise that you do then they will be much more reluctant to give you up. They will become dependent on you to boost their confidence and offer kind words to them. Showering a subject with compliments will make you a safe haven to run to when they are feeling low. Soon they will become so attached to you for this purpose that they will be willing to do whatever it takes to maintain this ready exchange of emotion and encouragement.

Handling everyday tasks and difficult situations is another way to develop dependence. Be there for your subject when they get a flat tire or help them with grocery shopping. The more you do, large or small, the more they it will be normalized in the mind of the subject and the more they will come to rely on you as the person to help them out of a jam.

We touched on the ideas of destiny and fate as they pertain to love bombing, but let's get into the specifics and how you can use it to your advantage. The ideas of destiny and fate make the relationship seem grander than it really is. They serve to further romanticize the idea of being with you and are therefore very helpful when it comes to manipulation. When you tell someone that you feel like "you were meant to be together" or "I know you are the only one for me" they start to attach a greater significance to their association with you. They may not believe it at first but if you are consistent with it and adamant about your belief their walls will eventually come tumbling down.

Try slowly inserting it into the conversations you have with your subject. "You may think I'm crazy, but I'm starting to feel a kinship with you that I've never had with anyone else" is a good one, so is "I feel like you and I were meant to find each other." The subject may laugh these declarations of destiny off at first but if you are consistent with them they will slowly start to believe you to be sincere. Once they start to entertain the sincerity of your feelings, they will begin to consider your grandiose ideas as truth.

# Dark NLP Technique 4: 5 Powerful Manipulation Tactics

In this chapter we will go over 5 classic and effective techniques for psychological manipulation. These techniques require subtlety, as they play on the base emotions of a person such as fear and doubt. Being too overt with any of the following tactics could result in recoil or disconnect – the subject may begin to realize your intent and work to sever ties with you.

So finesse is the name of the game with these and most of the tactics we have discussed thus far. Subtlety and patience are the best masks for the following tactics. Some of them take time and they all require a delicate touch. Sometimes manipulation can be like gardening: you sow the seeds, wait for them to sprout and then you gently nurture the growth. Keep this in mind as you go over these five manipulation tactics.

# **Gaslighting**

The term gaslighting comes from a 1940 film in which the protagonist's husband begins to make her doubt her own sanity by dimming the gas lights in her apartment. When she questions him as to whether he thinks the lights look dimmer, he says no. He keeps gradually (we see patience at play) dimming the lights but does not admit that they are any dimmer.

The goal of gaslighting is to make the subject doubt themselves on a certain subject. It could be anything from lights in an apartment to the color of their hair. It is a method designed to instill a sort of dependence — the subject will begin to question themselves on multiple fronts and turn to the manipulator as their source of truth and solidarity. Once the manipulator is in this role, he or she has a lot of sway in how the subject thinks and acts.

Imagine for a minute if you couldn't trust your own memory. You might look to someone else to help you remember things, right? Imagine that mental state of not being able to rely on yourself for a basic function. You might feel helpless, insecure and in desperate need of a helping hand. You might even be willing to sacrifice a lot for that helping hand.

That mental state you just imagined is the goal of gaslighting. The act of gaslighting is actually very simple, conceptually. All it takes is to instill some doubt in a person's head. But the practice of it can take some getting used to.

One example of gaslighting involves **countering** a belief that the subject has. For instance, let's say your subject recalls something that happened at a party. You could say something like "Wait, that's not actually how it happened."

In this example you are countering the validity of a memory with another version of reality. You can go on with this example by offering another version (a false one) of what happened at said party.

Another method of gaslighting is **diversion**. For example, let's say the subject is bringing up something you may have done in the past. You could use diversion and reply with, "There goes your over-active imagination again."

In this example the manipulator is diverting the truth through the lens that the subject is simply imagining things – essentially belittling the subject's beliefs.

**Repetition** is a sneaky way to instill doubt in a person's mind. When someone makes a statement about something, using repetition would sound something like this: "Are you positive?! Are you *really* positive about that?!"

Questioning a person at every opportunity will make them doubt themselves eventually if they believe that what they are saying sounds incredulous to you.

You can even enlist other parties for gaslighting. One effective way of making someone doubt themselves is telling them that other people believe something counter to their beliefs. For example, let's say your subject believes that he is a pretty good athlete. You can gaslight him by saying something to the effect of "You know there are a lot of people at the gym who don't actually like having you on the team when we play basketball. They just don't want to hurt your feelings."

Planting phantom beliefs supposedly held by others is yet another effective way to get a person to start doubting themselves. And there you have it - gaslighting is a dark tool of manipulation and deceit that manipulators nevertheless use to great effect.

# **Playing the Victim and Using Guilt**

Playing the victim can be an excellent way to get what you want if you are willing to portray yourself in a less than favorable light. Many people use the victim role as a way to get other people to do things for them. On a grander scale, playing the victim is a very prominent means to hang on to a spouse or significant other.

You should note that the victim tactic should not be overused if it is to be effective, however. That's because people will be less inclined to do things for you if you are constantly playing the victim role. Instead, you should look at this method as sort of a last-ditch or an emergency means of manipulation for when you *really* need or want something.

So playing the victim entails one or all of the following: playing dumb, making yourself seem sheepish and/or making it seem that the world is constantly beating you down. For example, one might play dumb in order to make themselves the victim by saying something like "I just don't know why I can't get ahead." It's a pretty simple formula really – just start with an ignorant declaration and end it with a grandiose statement about your life.

Another example could be, "I can't figure out what is making me so unpopular."

In the above example, "I can't figure out what..." is the declaration of ignorance and "is making me so unpopular" is the grandiose life statement.

Making yourself look sheepish is basically getting people to believe that you are constantly getting the short end of the stick. It entails making yourself look weak and pathetic. You are essentially debasing yourself. Let's say you are trying to get a raise or a promotion at work. Your boss denies your face-to-face request but you want to use the victim tactic to get him to change his mind. You can make yourself seem sheepish by saying "Yeah that's what I figured. I always get passed up for promotions/raises. I'm not even sure why I bothered."

This may make your boss feel sorry for you. If so then you have successfully manipulated your boss into giving you a raise/promotion with the victim tactic.

The victim role can be successfully adopted by tugging at the heart strings of the subject. For instance, let's say you are asking your subject for some of their lunch. They refuse to which you reply "Probably for the best, I could stand to lose weight anyway."

This is an example of playing the victim by making it seem like the world is constantly against you. You are hungry, you can't get food and on top of all that, you are fat.

Playing the victim rolls nicely into the guilt factor of manipulation. Once you have established yourself as the victim, you can take it a step further by making someone feel guilty. Guilting someone into doing something for you is a common form of manipulation. For example, let's say you want your significant other to take you somewhere and are reluctant. You can nudge them by saying "But you never take me anywhere."

Another scenario: you want your subject to help you move. You can guilt them into doing it by bringing up an instance in which you helped them. "Remember that time I gave you a ride to work while your car was broken down?"

Both of these guilting examples play on a person's propensity to feel bad about the past. If you notice, these examples and most other examples of guilt, bring up something about the past. Still, not everyone is prone to feeling guilty. Therefore the guilt tactic should be launched carefully upon someone you know is susceptible to feelings of guilt.

### **Inspire Fear, then Relief**

The fear/relief tactic of manipulation is one that is predicated on another psychological mechanic we discussed in past chapters: confusion/disarming. The fear/relief method of manipulation is quite a peculiar psychological phenomenon. Studies have shown that when people are disarmed and in a state of slight confusion they are more congenial to requests.

So yes, the fear/relief method of manipulation can be used to get someone to give you something or act favorably toward you in some sense. The fear then relief tactic involves instilling some kind of fear into a person and then relieving them that there is actually no reason to be afraid. After their fears have been allayed the manipulator will then make some sort of request to which the subject will be more likely to respond positively to.

You have definitely seen this 'good cop bad cop' tactic in action on TV and in movies when cops are interrogating a suspect. There is always a mean cop who threatens the suspect with violence or a long prison sentence and then there is a nice cop who offers a sympathetic shoulder and assures the suspect that he will do whatever it takes to help him or her out.

This is psychological manipulation towards getting the subject to cooperate with interrogators. In essence, the subject experiences a deep and sudden mood swing in quick succession: an abrupt rush of fear followed by alleviation. This quick change in psychological moods is what confuses and disarms the subject – making them more likely to act irrationally or to do something they normally wouldn't. The phenomenon is similar to giving a nonsensical answer to a regular question like we discussed in past chapters. It puts the person into a state of confusion.

That is also the goal with the fear/relief tactic. You can utilize this form of manipulation fairly easily and in everyday situations. For example, let's say you are in the car with your subject and then you mention that you are hearing a strange sound coming from the engine. The subject doesn't hear anything (because the sound is fictitious) but they are immediately overcome with dread that their car is going to break down or that they will soon be facing a hefty mechanic bill. You wait for a bit while the subject is intently listening to the sound of their engine and then you say, "Oh wait that was just the car in the lane next to us. Hey, do you mind dropping me off at the bank?"

This is assuming that the goal of the manipulator was to get the subject to give them a ride to the bank but you can replace the request with pretty much anything. In this example, the subject will be more willing to grant a favor because they are relieved that there is actually nothing wrong with their car. It's like doing the subject a favor, but not really. Imagine fear/relief like this: solving a problem that you created and that never existed in the first place.

You want to make the person believe that their fear is based in reality so that they will genuinely feel that you lifted a weight off of their shoulders by providing them with the answer – or relief – to their

fears. You can create any phantom fear. To give you another example, say you want your subject to babysit your kids over the weekend. You are in their house and then you say that you smell something odd...something that smells like mold. You say "No I've smelled this before in my old apartment. That is definitely the smell of mold." Then you sniff around further to investigate and then you get to the waste basket and say, "Never mind it was just whatever is in your waste basket. That reminds me, can you babysit the kids this weekend?"

The fear of having inhaled mold for who knows how long and then having to pay someone to get rid of it puts the subject in a state of near-panic. Then when you realize it was the trash all along, they are immediately relieved and happy to grant a request.

# Following Unreasonable Requests with Reasonable ones

This method of manipulation consists of masking your true desire with a dummy one. In this method you will select something you want. It could be anything from a favor to the jacket off the subject's back. But before you ask the subject for this favor you preface it with an unreasonable request.

This again is sort of like placing a phantom fear into the mind of the subject and then playing the hero of dispelling this false fear. In which case, they will be more apt to reward you for your "service" by saying yes to whatever you ask them.

In this case the fear is having to either grant or say no to an unreasonable or lofty request. Then when you relent and ask for something smaller (your real desire in the first place), they are relieved and more congenial to your request.

To give you an example, imagine if you will that you want to borrow \$20 from your friend. This is a very simple example and an easy way to launch the unreasonable/reasonable tactic of manipulation. You say, "Could you lend me \$150? I am in a real tight jam." A lot of money depending on who you talk to so you can tweak this example accordingly. The subject replies, "No that's too much money." Then you backpedal and state your real request by saying, "Fine then can you at least spare \$20?" \$20 is a much more reasonable request so the subject will be more likely to give you this meager loan. \$20 is all you wanted in the first place though. You masked your real desire by a false and overinflated one.

This is the basis of the unreasonable/reasonable request method of manipulation. Again, it plays on the guilt of the subject. They may feel so bad that they aren't able to grant your initial request (your false and unreasonable one) that they are desperate to ease their guilty conscious by helping you in some smaller way (your real and more reasonable request).

Let's take a look at another example of this tactic in action. Assume that you have 4 friends flying in from out of state but you can't put them up at your house. But you have a friend with 2 spare bedrooms in their house. You may be able to get them to put your friends up by falsifying the amount of people that are visiting. The conversation might go "Hey I have 8 friends visiting from out of state and I was wondering if they could crash at your place." Your subject might respond "8 people is a lot, I don't think I can do that." Then you reply with "Man I don't know what to do. They need a place to stay. Ok how about 4 of them stay at my place and 4 stay at yours?"

In this example you are using guilt coupled with the reasonable/unreasonable request tactic in order to get your friend to house your visitors. The subject in this example will feel bad about not helping you out and then be relieved when you scale back your request to a more reasonable one. In case you were wondering, this example ends with the subject saying "Ok."

# **Boundary Testing and Psychological Conditioning**

Boundary testing and psychological conditioning are the long-con version of manipulation. With this tactic, you are testing the waters of what your subject will tolerate over time. This is a prime example of a manipulation tactic that takes time and finesse. If you go overboard too soon, the subject will be repellant and catch on to your game. But if you are patient and temper your words and/or actions, you will draw the subject out slowly –priming them for long-term manipulation.

This tactic dictates that you gently push the boundaries of what your subject will accept. Little by little those boundaries will expand. This conditions the subject to accept more and more. It is kind of like how a long-distance runner will train themselves by first running one mile, then two, then three etc. Their body becomes more able to tolerate the rigors of the distances. The mind works in the same way. A subject will be able to tolerate more if you train them to.

Let's consider an example that you may be able to use at work. Say your goal is to slowly but surely divert more of your work to someone else so that eventually, you do little to no work at all. You can start by asking your coworker to type up just half of your report because you are really pressed with other things. If they accept then you have your subject. Don't push it too far. Wait a few days or a week before your next request but make it a bit larger. Ask them to handle the entire report.

At this point they are already primed (this is also known as the "foot-in-the-door" technique of manipulation) which means that since they already performed one favor for you, they are more likely to perform another. You continue this over a matter of months until eventually you have someone else handling all of your reports.

Of course this method can be used for almost any aspect of life. For instance you can psychologically condition someone into thinking it's totally fine that you come over for dinner 3 nights a week by

starting off slow and requesting that they feed you one night a week. Then 2 nights, then three and so on and so forth.

Again, the key to this tactic is patience and finesse so don't jump the gun and make your requests too close in succession. Space them out and start them off very reasonably. Over time your subject will be unwittingly trained to give in to your requests no matter how large.

# Dark NLP Technique 5: Framing as a Powerful Tool

In this chapter we will call upon a few of the lessons we have learned about hypnosis from previous chapters. This chapter deals with conversational hypnosis. Conversational hypnosis is a way to consciously manipulate your subject without all the theatrics and drama of traditional hypnosis. So yes, it is yet another covert method of manipulation in which, if done correctly, the subject will have no awareness of the manipulation taking place.

In order to successfully deploy conversational hypnosis and use it to your advantage, you will need to learn about a concept called framing.

# What are Frames in Hypnosis?

To put it in base terms, frames are context. Frames are used every day in casual conversation but only the skilled manipulators and dark NLP practitioners use them to any avail. When you are talking to anyone about anything there is a frame around that conversation – a context.

Frames usually come from a person's personal beliefs, how they view themselves and how they view the world. To put it another way, frames are in fact how we view the world or a certain topic.

In hypnosis, we use these contexts to shape the thoughts and opinions of our subjects. Frames are a way to control the conversations and their outcomes.

For example: you are having a conversation with your friend about giving change to the homeless. Your friend says something to the effect of "I don't do it because they just buy booze." To which you reply and change the frame of the conversation by stating, "Most homeless are veterans who fought for our country."

By painting an occurrence (giving change to the homeless) in another light (homeless are veterans) you have changed the frame of the conversation and cast doubt on a person's beliefs - a simple yet powerful way to manipulate.

# Four Frames you Can Manipulate

Now that you have an idea of what a conversational frame is you can learn about the 4 different frames. These four frames can all be used to manipulate your subject. They consist of the preframe, maintaining frame, reframe and the deframe.

In order to maintain your frame you can call upon some of the eye-contact exercises we discussed in previous chapters. Maintaining your frame is all about being an immovable object. Maintaining a frame means not letting anyone else change a given frame.

If you want to keep a frame or context in a conversation and not let it be shifted you have to give no credit to anyone else's frame. You can do this by maintaining intent eye contact without reacting to the words or suggestions of the subject. Say you are ordering food with your subject and they

mention that they feel like chicken. Without skipping a beat you look them dead in the eye and say "The turkey here is marvelous." By not acknowledging anything they said about chicken and giving a direct and intent statement about the turkey you have maintained the frame on turkey being favorable.

Preframing involves careful consideration of all outcomes. If you want a person to walk out on their boyfriend you can preframe by first thinking what it would take for a woman to walk out on their boyfriend. Maybe the boyfriend cheated. Preframing will make it so the subject thinks there is no other logical explanation for their boyfriend's behavior other than he cheated.

Reframing involves shifting a person's frame on a given subject altogether. This is done by presenting an alternate view of whatever the subject is. Bringing up positive things (true or not) about something your subject views negatively can be an effective way to reframe.

Deframing is used when someone is challenging a frame you are trying to impose. In it, instead of defending your frame or stance, you will answer their challenge with a challenge to their frame. This flips the table and pts the subject back on the defense where they ought to be.

# How to Maintain your Frame in Conversational Hypnosis

Maintaining a frame can be difficult for some people because it can mean exuding a lot of charisma and confidence. This is why eye-contact practice is so important because steady and intent eye-contact is one of the most effective ways to maintain frame. When someone is not breaking their gaze with you while speaking, that act alone puts a heavier weight on their words.

In addition to eye-contact, a self-confidence that what you are saying is the most important truth currently being discussed helps tremendously. You don't have to interrupt a person when they are speaking. Let them talk and when they are done, simply keep going on your frame as if they never said anything.

Let's take a look at how one might maintain their frame. In the following example, the manipulator is "A" and the subject is "B."

- A: Nothing in this world is better than making love
- B: What about family and friends?
- A: Making love is what connects us to truly being human and is therefore indispensable
- B: I'm not sure if that's true
- A: Making love is the only pure thing in the world. It's grand, it's holy, it's ancient it's godly
- B: I think helping others is all of those things
- A: Nothing in this world is better than making love

You see how "A" never even considered B's assertions and did not answer B's question. It was almost like A was having a conversation with his or herself. A was preoccupied with his/her belief because they had supreme confidence in it as the most important truth. Therefore, they could not be veered away from it.

The goal of maintaining frame is to present your frame so confidently that the subject has no choice but to question their own beliefs in the incessant light of your own.

# How to Use Preframing in Conversational Hypnosis

Preframing is like priming a subject to bend to your will. Reframing involves carefully considering the potential doubts and objections that a subject will have with your own frame or will. The idea is to get their minds set on something other than their true objections.

Say you want to get a black refrigerator for your home but you know that your roommate wants a silver one. You can preframe your roommate by mentioning that the silver fridge they want doesn't have enough storage space even if you know it does.

Bombard them with all the things they *won't* be able to store in the silver one; watermelons, whole chickens, meal prep Tupperware, soda, beer, blocks of cheese, gallons of milk. This gets their minds on the non-existent problem of the silver fridge not having enough storage space. Then you can implant the idea of the black fridge. The color of the fridge is not so much of a problem anymore now that their mind is going off on a tangent of storage capacity rather than color.

The key to preframing is knowing what your subject's frame is. You will need to know what they are concerned about, what their doubts are and what they believe to be true. Then you have to counter these beliefs and worries by replacing them with others. The original worry or concern needs to get lost for a bit while you implant your will.

# How to Use Reframing in Conversational Hypnosis

As we touched on earlier, reframing is essentially changing a person's mind about something. It is all about getting a subject to see something in a different light. We can do this by attaching new meaning to something that already has a set meaning in a person's mind.

The first step in reframing someone is to know exactly how they feel about a certain topic. The next step is to either cast doubt on that belief or to present that belief in a new light. The final step in reframing is to reinforce this new perspective.

Let's say for instance that your subject hates the idea of going to the dentist. You know that they hate the dentist which is essentially the first step in reframing but it helps to know exactly *why* they hate the dentist. What is it about the dentist that makes your subject cringe? Do they have any bad past experiences with the dentist? These are questions you may want to have answered as they will help you reframe.

Assume that you know that the drills dentists use are why your subject doesn't like going. So the conversation may go something like this:

"I hate the dentist"

"You know there are a lot of people in other countries who would kill to go to the dentist"

"I know but I can't stand the drills"

"Most dentists use modern drills that get the job done much more quickly and quietly and with no pain"

"I just still don't like going"

"You know dentists these days are trained specifically to ease the tensions of their patients. Regular dental visits are the only thing that will help you keep your teeth healthy and good-looking too"

"That seems good"

In this example you are shedding a new light and perspective on going to the dentist. You mention underprivileged people and modern dental techniques to shed a new light. Then you reinforce the idea by mentioning the health and appearance of the subject's teeth.

After running through all the steps of reframing (being familiar with the fears of the subject, shedding a new light on that fear and driving the point home) the subject relents and starts to shift their thinking. The stuff about the drills and the training may not even be true!

# How to Use Deframing in Conversational Hypnosis

Deframing is getting a person to do what you want by challenging their own frame instead of just trying to change or alter it. Like frame maintaining it involves instilling a seed of doubt in your subject's head but unlike frame maintaining you use challenges instead of sheer, unwavering confidence.

Deframing can be used in conversational hypnosis especially if someone is questioning your own frame. The first step in deframing is to not answer the call to defend your frame. Ignore the questioning like you did when you were working on frame maintaining.

The second step is simply to question why it is that the subject believes what they believe. It is important to not question the reason they are challenging you because this would be an acknowledgement of that line of questioning. We don't want to do that. Remember the goal is to ignore the challenge outright so don't even acknowledge it. Instead, go back to their base frame of belief and challenge *that*.

This tactic takes some gumption and fortitude. You will have to be persistent because the more you question their core beliefs the more they will be on the defensive and start to question them themselves.

Let's say you don't recycle and your friend does. The conversation would go:

"You don't recycle because you don't care about the earth"

"Why is it that you recycle?"

At this point you have disregarded the subject's invitation to debate their accusation that you don't care about the earth and have successfully executed the first step in deframing.

"Because unlike you, I care about our planet"

"Do you really care about the planet?"

Here you have executed step 2. You have successfully taken yourself out of the hot seat and put your subject on the defensive. Now they are answering *your* questions instead of the other way around. Then, by asking if they really care about the planet, you have questioned their core beliefs.

"Of course I do"

"Do you really, or do you just recycle to make it seem like you care?"

Now you have your subject on the ropes. They are answering your questions and have completely given up on interrogating you as to why you don't recycle. You can go on and on with this vein of questioning until your subject begins to question themselves. You have successfully deframed them. You have the upper hand. You are in the driver's seat and you have taken control of the conversation and possibly even changed what the subject believes.

# Dark NLP Technique 6: Advanced Techniques and Suggestibility Testing

At this point we have learned about various methods of manipulation through neuro-linguistic programming and hypnosis. By now you are armed with a plethora of weapons to use on any given subject, and you are prepared defensively if someone attempts to use any of these tactics against you. In this chapter, we will go over a couple of new topics that aren't manipulation tactics in and of themselves – they are nonetheless crucial for knowing upon whom to deploy these tactics on and for the defense of the manipulator.

# **Suggestibility Testing**

Many hypnotists will tell you that suggestibility testing is best left to the street performers and entertainment hypnotists. This may be true as it has limited viability in hypnotherapy but what many hypnotists don't think about is everyday manipulation. Suggestibility testing is vastly utilizable in the realm of conversational hypnosis and everyday hypnosis towards the ends of manipulation. So what it is?

Suggestibility testing can refer to any number of verbal or physical "feelers" that help the hypnotist determine whether or not their subject is a good target for hypnosis and manipulation. They can serve as a guide for one to determine how likely a subject will bend to their will. Some hypnotists use suggestibility training to determine how deep into a hypnotic trance their subjects are but our purposes will be a little different.

For our intents and purposes we will use suggestibility testing to find our subjects in the first place. The reason anyone would want to use suggestibility testing is to find the right subject for manipulation. The caveat with hypnotism, even conversational hypnosis, is that some people are more suggestible to others. In other words, some people are less likely to be inducted into hypnosis than others. For this reason Dark NLP practitioners often use suggestibility testing to have a better idea of who they can manipulate and who they might not be able to.

The reason you will want to learn these tests is essentially for efficiency. For example, you wouldn't want to use a lot of your time and effort trying to manipulate someone whom you've tested to have low suggestibility. It would just take too long and besides, there are tons of easily suggestible targets

to choose from. In fact, it is estimated that as much as 80% of the population is in the average range of hypnotic suggestibility – meaning that up to 80% of the population can be successfully hypnotized with moderate effort.

That is why suggestibility testing is so useful for the Dark NLP practitioner. It gives a good guideline on who a prime subject might be and helps the practitioner avoid difficult subjects.

Suggestibility tests can be deployed fairly easily. In most cases you should try at least one of these tests before you try using any of the tactics we have discussed so far. Let's take a look at some of the best methods for testing suggestibility.

# The Light/Heavy Hands Technique

This method of suggestibility testing depends heavily on the concentration and that imagination of the subject. How keenly a person can bring their concentration and imagination into alignment is a very important factor. It will determine how susceptible they will be to actual hypnotic suggestion.

In this test you will be able to see a physical manifestation of their level of suggestion. It is sometimes called the book and balloon test as well and you will see why in just a moment. The idea behind this test is to see just how deeply one can delve into their own minds. The belief is that the body will react physically if someone is concentrating on something that they believe is true. If you see that your subject reacts bodily to the light/heavy hands technique then they are more than likely a prime target for Dark NLP and hypnosis. So here is what you are going to want to do:

Ask someone, or multiple people, to close their eyes and hold their arms straight out in front of them. Tell them to have one hand turned palm-up to the sky and one hand palm-down to the ground. Now tell them to imagine that in the hand that is facing toward the sky, they are carrying a watermelon. In the hand they have facing the ground, tell them that there are a bunch of helium balloons tied to their wrist.

Go into detail about the watermelon. They can smell it, feel its rind and most importantly, feel how heavy it is. With each passing moment their arms are getting more and more fatigued from the weight of the heavy watermelon. Meanwhile the arm with the balloons tied to it is getting lighter as the balloons are slowly and gently ascending towards the sky. What you should be doing while their eyes are closed is seeing if their arms are actually moving. If they are, then you've most likely found your subject.

### The Amnesia Technique

The amnesia technique is a verbal test. In it you will ask the potential subject to forget about something for a period of time (it shouldn't be more than a few minutes). For example, you can ask

your subject to forget the letter P. Tell them to pretend that the letter P never existed and to forget that you even told them to forget about it. Then ask them to recite the alphabet. People who are moderately or highly suggestible will skip over the letter P (or whatever letter you tell them to forget) and not even realize it. Once again, if the person you tried this test on skips over the letter you told them to forget, they may be a good subject to zone in on.

### The Locked Hand Technique

The locked hand technique (also known as the hand clasp technique) is another physical test that the subject will have to be willing to participate in. Like the light/heavy hand technique, it will test just how deeply a person can concentrate on the words you are saying to them and what you are telling them to imagine. Ask your subject to clap their hands together and keep them together, palm to palm. Then tell them to interlace their fingers. Make sure that you maintain fixed eye-contact with them throughout this test and tell them to push their hands together as tightly as they can. Tell them to imagine their hands merging into one piece of solid flesh and bone. After a minute or two, tell them to stop pushing and try pulling their hands apart. Again, a potential manipulation subject will find it hard to pull their hands away from each other.

# Conclusion: Developing a Strong Mentality

If you have made it this far in the book, congratulations. You have learned some of the most powerful and useful tools for manipulation and NLP. You are now equipped with all the tools you will need to not only be aware of people trying to manipulate you, but also to get people to do what you want. There is only one more thing to do: develop a strong sense of self.

As you go over these techniques and learn about what it really means to influence others towards your own ends, it is easy to get lost in the concepts. You may start to feel like you have been manipulated yourself. You may feel that in order to deploy these techniques, you will have to start to believe in untruths.

This is not the case and following this train of thought can be very dangerous. It can lead you to forget who you really are and what you really believe. When you do that, you not only become a kind of aimless wanderer in life but you also become a prime target for manipulation yourself. This is why it is infinitely important to develop a strong mentality and sense of self. Doing so will keep you from losing your original intent and identity. It will also ensure that you are not made a puppet in someone else's marionette theater.

# **Victim Versus Manipulator**

It should be noted at this point that not all manipulation should be negative manipulation. Believe it or not, there is such thing as constructive manipulation. All of the techniques we have gone over can be used to actually help people. You can use any of the tactics to help someone quit smoking, for example. Remember the chapter on pattern interrupts? Within that chapter we discussed a technique that has actually been pretty successful for helping people. For instance, say you want to help someone eat healthier. You might use the overload pattern interrupt we talked about in that chapter. You would push the subject's threshold of tolerance regarding unhealthy foods to the point where they couldn't even look at junk food without associating with it unpleasant thoughts.

It is important to know how to use these powerful tactics responsibly. We are not condoning that you go out and try to scam every person you know. These tactics should be used sparingly and only when you really need them. They can be used responsibly to help yourself get out of a bad situation or relationship. They can be used responsibly when you are in dire need of help but have no one willing

to lend a hand. They can be used responsibly by remembering always that the "subjects" you manipulate are people as well.

Speaking of "subjects," we have used this word a lot in this book but it is crucial to know the difference between subject and manipulator or victim and manipulator. The lines between these two concepts can be blurred in your mind without you even realizing. When that happens you are easy pickings. A skilled manipulator will be able to spot you from a mile away and take advantage. It becomes of chief importance to step out of the victim role and be aware of yourself and your surroundings so that you are not the victim of manipulation yourself.

This is the perfect time to take an honest look at yourself through the lens of all the topics and techniques that we have discussed in this book to see if you are being or have been manipulated in the past. Be fearless in your memory and introspection. Has anyone ever used these techniques on you? Is someone in your life using these techniques on you now?

Take responsibility for your actions. Even if you are realizing now that you have or are being manipulated, don't wallow in regret. Don't feel sorry or bad about yourself. Realize that everyone has been manipulated at least once in their lives. The important thing is that you realize it now and can now take the step toward shedding the role of the victim. When you remain in the victim mentality – thinking that you are "so dumb" for letting someone manipulate you or that you will only repeat these mistakes – you remain an easy target.

Stepping out of the victim role and into the role of the manipulator is your first step in solidifying your identity and steeling yourself mentally. Own up to how you have been used in the past and move on from it. Just because it happened once or twice or three or even hundreds of times does not mean that it has to keep happening. Start thinking of yourself as a manipulator every day. Distance yourself from victim thinking and take control. Look at yourself in the mirror every day and say to your reflection "I am in control." It may feel silly at first but it is an effective way to program yourself out of victim thinking.

Developing a strong mentality will make it much easier for you to impose your influence on someone else and keep other people from doing the same to you. It is what you must do if you want to become a skilled manipulator. Learning the techniques is not enough. Manipulation is a mental exercise and keeping a strong mind will make you more successful at this exercise. Stepping out of the victim role is just the first step. There is more you can do to fortify your mind and identity.

# **Meditation and Grounding**

A strong mind is a grounded mind, but what does it mean to be mentally grounded? Being mentally grounded means that you have an unwavering point of reference to who you are at your core. Think of it like your own mental refuge to turn to when life gets too chaotic. In terms of manipulation,

being mentally grounded will help center you from the lies that you may have to tell or the lies that you hear. It was stated earlier in this section that when practicing manipulation, it can be very easy to get lost or out of touch with your own reality.

That is where mental grounding comes into play. When you are mentally grounded you will never lose touch with your own reality and lose yourself in the many roles you may have to play when manipulating. It isn't always easy to find mental grounding though and it can be even more difficult to maintain. Before we get into ways you can become more mentally grounded, be aware that this is not a one-and-done practice. However you find best to mentally ground yourself should become a regular if not every day routine for you. Think of your mind like a car. When you manipulate, or even when you are just out in the world and interacting with others, you are putting miles on your mind. Every once in awhile, you need to change the oil and tune it up. For as long as you have a brain, you need to practice regular mental grounding.

So let's look at some ways to achieve a grounded mind:

- Meditation Meditation is the practice of clearing your mind and focusing on your breathing. This is very difficult to do at first but the more you practice it, the better you will get at it and the more you will benefit from it. Try finding a quiet little spot where you can sit down on the ground or lay. This should be somewhere you will not be disturbed. Start with just 20 minutes a day in which you come to rest in this place, close your eyes, try to clear your mind and focus only on your breathing pattern. Focus solely on maintaining a uniform breathing pattern. When you feel more comfortable doing this for 20 minutes, increase it to ten more minutes and on and on in that fashion.
- Being Amongst Nature There is a Buddhist parable called "The Sermon of the Inanimate." In this parable, a practitioner sat quietly in a forest and observed the nature around him; the trees, the grass, the rocks etc. He found that inanimate nature, by merit of being still has a lot to teach us. Being amongst nature is a good way to find your mental grounding. It doesn't have to be a forest. It could be a small park in your neighborhood. Just as long as you are more or less surrounded by natural things. Spend time here regularly and you will come to find that the needs and concerns of society are not the same as the needs and concerns of nature. The trees are not stressed about work. The rocks don't care about material matters like cars and clothes. Unfortunately we cannot be in this state of bare tranquility all the time but finding your own nature refuge can go a long way towards re-centering and refocusing on what is important and real in your life.
- Take Night Walks Have you ever noticed that when you walk you think a bit clearer? Maybe you have taken a walk with someone and found that you have more to talk about while walking. There is a reason for that. When our bodies are active our blood is flowing more which means more blood flow to the brain. Try taking a walk at night when you know there won't be a lot of cars or other people on the street. Think about your day and your

interactions. Evaluate them beyond the surface encounters and compare them to what you believe and feel. This just might help you get to the hearts of various matters better and realize where your grounding lies.

# **Practice Improving Your Frame Control**

Remember the last chapter about framing? Maintaining your true frame is another way to fortify yourself mentally. Improving frame control will not only make it easier for you to influence others but it will ensure that no one makes your mind their plaything.

Mental grounding helps a lot in maintaining your frame because your frame is what you truly believe to be true and what you care about in life. You cannot maintain your frame without first finding your mental grounding. That is why it is important to practice grounding as often as possible. When you constantly remind yourself of your beliefs it will be that much easier to maintain your frame.

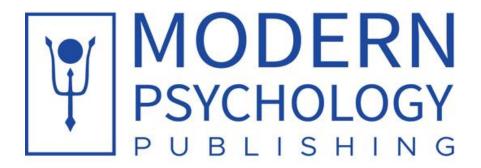
A strong frame is all about not wavering under criticism and pressure. You will be challenged a lot, especially when you are using any of the tactics you have learned in this book. Under this pressure you must be confident that what you believe is right and true. You can use any of the tips we have discussed for increasing charisma and confidence like standing/sitting up straight, speaking deliberately and maintaining intent eye-contact. Increasing your level of confidence will help you build a song self-frame.

Use these techniques and practices with patience, perseverance, care and awareness. Remember always that having a strong mind is the first step toward being able to sway anybody. Know that the only way to protect yourself from other manipulators is to have a strong mind. Keep in touch with your sense of self at all times. If you do all of these things and take to heart all of the techniques and tactics that you have learned in this book, you will find your definition of success in psychological wisdom and understanding.

# NLP: Neuro-Linguistic Programming Made Easy

# Snap Into a New Mindset With 5 Weird NLP Tactics

A Proven System to Build Mental Resources, Obliterate Limiting Beliefs, and Re-imagine Your Potential



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# Thank you and congratulations for picking up NLP: Neuro-

Linguistic Programming Made Easy!

You are on your way to improving your habits, eliminating negative behaviors and increasing your personal influence, by learning five powerful NLP techniques that will help you tap into your unlimited true potential.

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In this book, you will learn:

- ✓ How to identify your personal learning modality with a simple quiz
- ✓ Exactly how to use 5 of the most powerful NLP techniques, step by step
- ✓ How to utilize the Resource State to tap into positive emotional states any time you wish
- ✓ How to make your habits and behaviors work for you rather than against you
- ✓ How to use the Future Pacing technique to influence yourself and others the way you want
- ✔ How to build Behavioral Flexibility to come out on top of any difficult or challenging situation
- ✓ How to use Cognitive Reframing to easily optimize your thinking patterns
- ✓ And much, much more!

Let's get started!

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# Introduction

# "Life has no limitations, except the ones

you make." —Les Brown

Imagine for a moment that there is a proven system that you can use to influence other people effectively, remove all of your old habits and negative thought patterns, obliterate your limiting belief systems, help you achieve more success than you thought imaginable, and manifest any desired outcome.

Wouldn't it be amazing if there was a simple process that could help you analyze your subconscious programs, organize your existing behavior patterns, and help you engage your imagination to produce positive outcomes?

Well, imagine no more! You have found the solution, and that solution is learning how to practice Neuro-Linguistic Programming.

Neuro-Linguistic Programming, or NLP for short, is a practical language for grasping how the human mind works as it processes information, responds to environmental stimuli, and establishes patterns of behavior. Though NLP has only been around since the 1970's it has massively revolutionized the way that psychologists understand the inner workings of the mind.

And while the mind is a vastly complex mechanism, the good news is that simple, effective techniques have been created so that absolutely anyone can learn to adopt more positive behaviors simply by following simple steps and mental exercises.

In this book, you will not only learn exactly what NLP is and why it is effective, but you will also be handed the keys to the kingdom of your true potential - by using NLP to reprogram any behavior you wish.

NLP is actually easy. All it takes is the knowledge of how to practice it, and you can tap into your unlimited true potential.

# Identify Your Learning Type and Understanding Modalities

### What are Modalities?

The Neuro-Linguistic Programming (NLP) is a known technique used for communication and personal development. Richard Bandler and John Grinder were the first ones to believe that humans have the capability to organize their own thoughts, feelings, language and behavior by learning its patterns. The 5 senses are related to human perception and play a huge factor in NLP. In NLP, the senses are also termed **Modalities**.

Modalities or Representational Systems represents the thought process of a human which includes how people use feelings, sounds, tastes, smells, feelings and even the creation of inner thoughts to relate to their surroundings. The importance of modalities in NLP relates to how a person uses his own senses to learn. In other words, it depends on the strategy that a person uses to understand his or her surroundings through the senses and communicate with their environment. Thus, modalities play a bigger role in NLP to manipulate a certain behavior that humans have. To understand further, there are **three main modalities** that can be used to identify how a person interacts with their environment. Usually, people tend to gravitate towards one learning style as their main way of communicating with others and relating to their surroundings. The main three modalities are as follows:

- Visual This modality describes learning and acquiring information through the sense of sight. It is believed that humans are visual beings, and looking to the surroundings makes humans understand each other better. Thus, this modality also allows people to create an image of their surroundings in their mind. Picture this as an example for visual modality: you are in a room full of children that are listening to a story teller. A girl in a pink dress with brown hair raises her hands as the story teller asks a question about the story. You just imagined that in your mind's eye, right? This is how a visual modality works! You can even imagine a picture or scenario even though it is just described to you. Thus, a person who uses this modality would describe words visually to communicate with other people.
- Auditory This modality deals with the sense of hearing. How you listen and understand
  plays a role in your thought process. An example is listening to music while working. Proven
  studies already showed that music affects productivity of a person. If you are listening to
  upbeat music while working, you might be working a little faster than your usual work pace.

This is because music can affect the mood of a person while doing a certain task. People who also uses this modality tends to communicate through modulating their own tone when talking to other people, and are good at remembering information that is presented to them through speech.

• Kinesthetic – This modality plays describes how people internally or externally feel and get a sense of their surroundings. Unlike the visual and auditory which make a person process their own thoughts faster, the kinesthetic modality works with more effort. If you are a person who likes hugs rather than accepting a comfort through text messages, then you might be using this modality without knowing it. People that relate to the world primarily through the kinesthetic modality are good at sensing the emotions of other people or things. They also tend to like information that can be applied practically, as they learn best through a hands-on approach.

### **Submodalities**

Submodalities are best understood as a subset of the modalities that we discussed previously. These are additional modalities that are used to communicate with other people and even to manipulate their behavior. In fact, the sense of smell and the sense of taste are sometimes used by therapists in order to treat patients with behavioral problems. Here are two additional modalities that are considered submodalities of learning:

- Olfactory Olfactory deals with your own sense of smell. If you're wondering why you tend
  to remember certain things when smelling something, this is because your *Olfactory Bulb*,
  which processes the smells in our surroundings, is near your *Amygdala*, an organ that
  processes your emotions. For example, if you went to a flower shop and smelled a sunflower,
  it could remind you of your grandmother's garden, or of previous instances in which you
  experienced the same scent.
- Gustatory This is expressed through one's taste. A person who uses this modality primarily actually expresses himself through gustatory expressions. For example, if a person buys a starched garment, he might describe it by saying: "This shirt is crisp!"

You must also remember that the submodalities also give the 3 modalities a wider sensory expression. For example, we've mentioned earlier that the Visual modality deals with sight and images that can affect a person's thought process. However, if we're going to treat the Visual modality as a submodality, we can associate the images with how it looks like physically -- the size, shape and color of the object.

To more easily understand the difference between Modalities and Submodalities, you may treat Modality as the internal processing of the 5 senses, which is how a person perceives an object or a

person. On the other hand, a Submodality is the external processing of our surroundings which makes you perceive your surroundings by using your 5 senses.

Submodalities are actually considered a building block of NLP. This means that they play a big role in changing the way a person perceives their surroundings. It is important to understand that the more we use submodalities, the clearer our perspective will be of how we relate to our environment. Thus, it can alter the experiences or emotions we are currently facing.

### **Internal Representational Systems**

We've mentioned earlier the importance of understanding the internal and external processing of our minds. Thus, Internal Representational Systems deal with how the senses are perceived internally. Through these systems we also store new information in our brain based on the experience we had, and whether that experience is positive or negative.

The modalities play a role in processing information using our personal internal representations. Internal representation is actually a way of using the modalities to give meaning to what a person can perceive, so he or she can consciously change the way they view their surroundings. Sooner or later, how a person perceives a certain scenario will change unconsciously, since they changed the way of dealing with it through being conscious of their own internal processing.

Picture this as an example: you had a fight with your sibling at your favorite restaurant and now, each time you go to that restaurant, it reminds you of that awkward moment you had with your sibling. Using NLP, you can think about this event and focus on making the memory farther to you. Visualize making it as far as it can be until the scenario is already vague in your mind. Do this for several minutes, until you feel as if the scenario is actually distant from you.

Now, you have a strong feeling that you are not there anymore right? Every time you think of the awkward moment, repeat the same process of visualizing it disappearing further and further from you. In the future, you will actually tend to forget the awkward moment you had with your sibling and you will be able to create new experience at your favorite restaurant! This is how the modalities and internal representation system works together: you have a current representation of the restaurant situation encoded in your memory. By consciously altering the memory by engaging your modalities such as sight and sound, you can change your own internal representation of the experience.

You must also remember that people actually tend to use their internal representations without even noticing it. Therefore if you consciously used your modalities with internal representations, this practice could change the way you perceive things and even develop more sense of value to your surroundings.

# **Identify Your Learning Type**

People tend to differ on how they can actually learn. Theories have emerged about how to help people understand how their own thinking works. This is why Learning Styles or Learning Types were created. A learning type aims to show individuals how they process their surroundings. These theories relate to the modalities and submodalities that were discussed earlier.

It is important to understand that learning your own style or type in NLP is very crucial. This is because most people have their own way of learning. Some people understand their surroundings clearly by observing, some by listening to what other people say and some enjoy learning by getting their hands on things that they don't understand. All of these ways of learning uses the modalities mentioned previously in order to process information. If you learn your own style, you will be able to communicate with yourself and with other people better than before.

Now, the first thing you need to do to identify your learning type is knowing your own strengths. This will help you to create your own strategy in the future when dealing with certain things in your surroundings. To do this, let's take a short quiz to find out your learning type. Answer the following questions with a YES or NO to see where you stand.

### PART 1

	YES
	/
	NO
Do I enjoy studying with my friends or group mates and discuss information with them?	
Is it more effective for me to memorize things by reciting the information out loud?	
Is it more effective for me if I do recordings of the information I want to remember and listen to it several times?	
If I want to learn a new song, do I sing along with the music?	
Do I prefer to listen to someone's advice when I'm lost?	

### PART 2

	YES /
	NO
Do I enjoy studying in a quiet place?	
Do I enjoy being alone and observe things on my own?	
Do I write down notes as much as I can so I can remember a lot of details?	
Do I follow my instincts and through GPS when finding my way?	
Do I download lyrics and look at it when I want to learn a new song?	

#### PART 3

	YES
	/ NO
Do I studying by walking around and reciting the information?	
Do I need toys such as fidget spinners so I can focus better?	
Do I feel like trying different positions when memorizing instead of just sitting at a desk?	
I always wanted to dance when I learn an upbeat song.	
Do I walk around and still get my way through even though at some point I get lost?	

#### **Type of Modality**

Part 1 – Auditory

Part 2 – Visual

Part 3 - Kinesthetic

If you got 3 points or higher for a single part of the short quiz, then you've already identified your learning type. However, if you got 3 points or higher for 2 of the segments, then, it can be that you are using both modalities without knowing it. Always remember that you can still mix the modalities as much as you want. As long as you are conscious in your own strengths, you can do this to be more effective in communicating with other people and developing yourself.

#### **Using Eye Accessing Cues**

Experts believe that the eyes communicate to people by what type of modality a person is actually using. Thus, knowing the eye accessing cues is very important to indicate the thought process of a person. Studies show that the eye movements silently tell what representational system is being used. These are:

Representational System	Eye Accessing Cues	Brain Processing
Visual Constructed Images	Upper Left Look	Creating an image that is not existing.

Visual Remembered Images	Upper Right Look	Accessing an image that a person has experienced or seen before.
Constructed Sound	Middle Left Look	Creating a sound that doesn't exist.
Remembered Sound	Middle Right Look	Accessing a memory of something a person has heard before
Kinaesthetic Body Sensations Touch	Bottom Left Look	Sense of touch, feeling or emotion.
Auditory Digital	Bottom Right Look	Creating an internal dialogue.

You can use these eye accessing cues by observing yourself first before observing other people. Experts believe that eye accessing cues are actually accurate based on their studies, though it may vary slightly from individual to individual. You may also use this method to identify thought patterns by practicing with your friends or someone close to you as long as they give you permission to do so. Watching live TV programs to observe the way the hosts deliver their lines is also an effective method in practicing understanding how eye accessing cues work.

Eye accessing cues can actually be used to identify truthfulness of what a person is saying. For instance, if you ask someone to recall the color of a car and they look to the upper left, indicating a constructed image, they could be fabricating information rather than recalling it. However, proceed with caution when using eye accessing cues for the purpose of lie detection, as this method could differ if a person is left-handed. In fact, some people have their eye movements completely reversed from the widely used eye accessing cues.

You may also start to notice that some people have their eyes straight when answering questions. This is because some questions are too easy to answer that the brain process it too quickly which results in a shorter response time. Example of these too easy to answer questions are common questions like: "What is your name?", "How old are you?" and other basic questions. Thus, it is still important to not judge a person of being untruthful just because he or she did not follow the usual eye accessing cues. You must remember that effective communication still lies upon how you deliver the words and other nonverbal aspect of communication.

# Thinking in Systems

# Thinking In Systems VS. Cause and Effect

The human brain is as vast and complex as the universe, and how it works incites our curiosity to deeply understand and study it. It is a presupposition, for instance, that how a person thinks creates a pattern which results in a certain behavior. Thus, many studies have been conducted in order to further understand the inner workings of these patterns and human thinking in general. So far, two overarching approaches have resulted from these studies. The first one is called **Systems Thinking** and second is called **Linear Thinking**.

Systems Thinking is a thinking style which looks at a process as a whole. People who usually use this kind of approach have wider perspective of their surroundings. System thinkers also have an easier way of seeing things in terms of patterns. In other words, they most likely identify the problems in front of them by understanding the process and its patterns. Systems thinking also allows an individual to be more strategic when it comes to an unpredictable environment. This is because system thinkers' outlook in life makes them believe that the world is changing and anything can happen in every moment. Thus, they must be ready in any possible outcomes. This type of thinking is associated with the right hemisphere of the brain.

Linear Thinking, also known as Cause and Effect Thinking, is a reductive approach to thinking which breaks the processes into pieces. People who use this kind of approach most likely process their surroundings by focusing on the initial problem rather than looking into it as a whole. Linear Thinkers also tends to control the situation to create order. Thus, there are times that linear thinkers will focus in on a specific aspect of a situation, and they are often detail-oriented. They also believe that order can be attained by causing decisions which can be a solution to the situation. However, linear thinking tends to make people believe that situations are always predictable and orderly. This type of thinking is associated with the left hemisphere of the brain.

Based on the definitions of the two learning approaches, being a System Thinker can sometimes provide more breadth of understanding than linear thinking. This is because thinking in systems values the whole processes in a situation, especially those people involved in the problem. It doesn't only widen the perspective of a person, but it can also improve the interaction between individuals. Being a system thinker also avoids putting the blame on a person who is also concerned with the situation. In fact, systems thinking often involves looking for evidence at first to solve the problem instead of being prideful in facing the situation alone. This can result in harmonious relationships, which can help in solving difficulties in life.

The next time you are faced with a difficult circumstance and seek to control the unpredictability of the situation, try to remember to take a step back and look at the larger picture as a whole. This can go a long way to solving problems creatively and understanding how the pieces of the puzzle relate to each other.

# **Presuppositions in NLP**

It was mentioned in the previous chapter that modalities are representational systems which describe how people use their feelings, sounds, tastes and even the creation of their inner thoughts to relate with their surroundings.

In NLP, there is a term known as *Presuppositions*, which relate to individual's personal representational system. A presupposition is considered to be a linguistic assumption that can be used to imply meanings and behaviors. How a person will use his or her representational system relates to their assumptions. Understanding how these assumptions are used to organize thought can allow people to intentionally create better behaviors in the future.

It is important to know a person's presuppositions in order to create a better communication for yourself and the people around you. Presuppositions are usually inserted in sentences. You might even be using them without noticing it yourself.

There are categories of presuppositions that can make a person aware of his or her surroundings. These are:

#### 1. Adverb and Adjective Linguistic Presuppositions

We've mentioned in the previous chapter how modalities work in ourselves. Thus, this type of presupposition actually works with those people who use their kinetic and visual modalities. Often times, you might find them when a person uses the words: beautifully, quickly, lazily, etc.

#### 2. Cause and Effect Presuppositions

This type of presupposition is usually used by people who are linear thinkers. People who use cause and effect presuppositions often inserts words like: 'As' (indicating cause & effect), 'because', 'allows,' etc. These presuppositions can be used for people who use all different types of modalities.

#### 3. Time and Ordinal Linguistic Presuppositions

These presuppositions are most often associated with time. However, how a human perceives his surroundings differs, which results in different perspective on time. Using this type of presupposition might depend on what modality the person is using in tracking the time.

#### 4. Complex Equivalence Linguistic Presuppositions

The structure of this presupposition is more similar to cause and effect. However, instead of treating a process as A causes B, it will treat the process as A=B. Using this type of presupposition might also be the result of maintaining certain beliefs and values in life. Linking ideas might also be possible when using this type of presupposition as people who uses this presupposition perceive when anything is related in their surroundings.

#### 5. Linguistic Presuppositions of Possibility and Necessity

This type of presupposition can be related to people who are System Thinkers. People who uses this presupposition often assume the possibilities of their surroundings. Thus, words like: 'Might be', 'can', 'could', 'able to' and other words that describe the world in terms of how it can change, can be observed in their sentences.

You must also remember that presuppositions relate to how a person uses his representational system to process his surroundings. Miscommunication that is often encountered in daily lives is a result of people using too many presuppositions in their communication, without fully understanding them. Therefore, knowing the various presuppositions and connecting them to how representational systems work in terms of thought processing will help a person have better communications with other people.

# **Modeling**

Modeling is a technique in NLP that uses the process of human brain to create behaviors from the beliefs, physiology and strategies that a person currently has. Mastering all the skills in order to create the behavior is really important in NLP modeling. There are two mental maps that are being used in brain processing. The first one is the *sensory based map* which represents the internal representational system. The second one is the *linguistic representation of the sensory based map* which is the output of the internal representation. To understand how to incorporate modeling as a technique, there are basic strategies in NLP that will help to unlock underlying behaviors within the human brain. These strategies are:

- Finding someone whom you think is worthy to model the behavior of.
- Observing the person's beliefs, values, strategy, physiology and other behaviors.
- Incorporating the person's beliefs, values, behavior etc. to yourself and put them into practice.
- Training other people in this method as well to create a better environment.

By using these strategies as a foundation of NLP modeling can produce a desirable outcome of behaviors. Application of NLP Presuppositions can be incorporated when creating a successful NLP modeling strategy. A person who is trying to create behaviors must understand that the mind and body are related with each other. Behaviors that are created or adapted can help you become more flexible within your environment. Incorporating these presuppositions within you can develop a sense of personal flexibility and enlightenment.

There are distinct major thinking processes in NLP modeling. These are divided into three types in order to understand the structure of thought processing in the brain:

- 1. Distortion This process is represented differently by the brain compared to the original event that really occurred. You will notice this when you are interpreting a story. How you narrate a story you have heard or experienced will usually be slightly or drastically different from what really happened. This is not because you are lying but because the brain unconsciously edits the data to produce what you experience.
- 2. Generalization The second process of modeling is generalization, or how your brain organizes and evaluates certain experience to categories or classes of information. The brain interprets a scenario in terms of the other experiences you have had that are related to it. People often do not realize that they are using this process on a day to day basis. Being aware that you are using generalization processes might give you a wider perspective in interpreting your surroundings. A simple example that may help to understand how this process works is when you make assumptions or stereotype people based on other people that they remind you of.
- 3. **Deletion** There are times that people don't remember certain things or scenarios, and this process is the reason why. The brain can only handle a certain amount of information at a time. Thus, deletion is a normal process of the human brain. People often misunderstand each other because of lack of communication about what they agree upon has happened. This is because the brain deletes some information that it thinks is not important to remember, so two people can remember a situation completely differently. You may observe how you speak in order to be aware of what words you usually delete.

# **NLP Meta Maps**

Meta Maps or Meta Modeling in NLP is a strategy for creating questions which expand the information available. This technique deals with creating a better understanding of the three major processes that are mentioned above in modeling. It works by relating the process of distortion,

generalizations and deletions in order to transform your understanding of a situation into ideas that are easier for others to understand and relate to.

Using representational systems are really important when processing meta maps. This will help you to deal with the three major modeling processes. The sense of hearing is the most important of all in this technique, and listening carefully and skillfully is a very effective way to avoid miscommunication. The following are sample strategies that you can use to deal with model processes and create better language when communicating.

#### **DISTORTION**

**Lost of Performative** — This is a type of presupposition that can be used to understand assumptions and judgement of other people. For example, if the person you are talking to says that the weather is bad, you may respond by saying "how do you know it's bad?", "what source did you hear that?". By doing so, you can gather further information and evidence and can make your understanding of the situation clearer than before.

#### **GENERALIZATION**

**Modal Operators** – These are words that can be added to sentences in order to be more specific. It can be words such as: can/can't, may/might, possible/impossible, will/won't, etc. For example, if you say "It is good to tell the truth", by being more specific you may instead use the term, "I should tell the truth".

#### DELETION

**Simple Deletions** – Avoiding simple deletions is one of the best ways to communicate better. Remember that it is better to over communicate than to miscommunicate. You may improve communications by being observant on how you interpret your speech. One way to do this is by observing how you chat with other people through social media. Are you the person who often types incompletely or types a complete thought?

Understanding the language patterns here will help to lessen problems when relating with other people. Understanding thought processes and programming yourself to have a better language is really essential in NLP. A successful communication is a key to have a harmonious relationship with those people around us. Observing how we communicate and adapting our behaviors to the way others communicate may also be essential at times. You might have difficulty at first in changing your behavior, but always remember that you can't expect someone to change for you. The change must start within you, and from there you will increase your influence by relating to people more effectively. You can share your improved communication with others in order to create a better environment full of people who understand each other.

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# The Resource State and Utilizing Subconscious Resources

### What are States in NLP?

The concept of a 'state' in NLP refers to the internal emotional condition of the human brain. The emotional state depends on how a person's thought processes function, which includes the person's feelings and emotions. Interaction with the environment also affects a person's state. The emotional or mental state works by filtering the interpretations that a person gets from his experiences in an environment. This can lead on how decision making works in the brain which can result in various choices and behaviors. It is also important to remember that the basis of human response depends on the mental state of the brain. There are 2 main states that can affect human responses. These are the **Present State** and **Desired/Outcome State**.

The Present State refers to the current state of the human brain, referring to how the brain makes critical decisions on our daily lives. In this state, the brain is undergoing three major processes: Internal Process, Internal State and External Behavior. These three major processes are all part of a person's decision making process. The brain is trying to decide what to do next and it will depend on the interpretation of the situation (Internal Process), the current state of the human body (Internal State) and what behavior will it show (External Behavior).

An example that illustrates the use of the present state is when a person is trying to read an article online. If the person is reading it online in a busy environment (Internal Process), the person who can't concentrate (Internal State) would end up choosing not to finish reading the article at all (External Behavior).

Desired State, on the other hand, is considered as a final goal of NLP. This state refers to what a person wants to achieve in life. This can happen when a person uses all his or her five senses to begin processing what is desired. In order to do this, the modalities and submodalities would play their own roles in creating a process that would satisfy the internal condition of the mind. This is close to what happens when a person daydreams. As a person starts to imagine something, all of the five senses are being engaged in order to create the scenario in their imagination.

For example, a college student is attending his law class for the first time. This student started to enjoy the class as time goes by. Therefore, the student decides to take further studies in law after completing his bachelor's degree. The desired state was triggered by what the student felt when

attending the college law class. The enjoyment that he felt resulted in the change of values and mindset. The present state shifted to a desired state for the student, and influenced the external behavior, or action.

Asking questions like: "What do I want" or "Who do I want to be?" are vital aspects when changing the state of the human brain. There is actually a hierarchy of outcomes that we can incorporate when creating a Desired State; it just depends on a person's values and priorities. For example, some people prioritize happiness and fulfillment from having a good health while others prioritize finding happiness and success in social popularity. The higher the goals, the higher the purpose it creates in a person's life. These goals serve as a meaning of existence in one's life. The choices that a person makes are results of the desired outcomes.

An additional state that may also be helpful is the **Breaking State.** This works when the brain suddenly takes a "STOP" because the current state is taking them on a different path rather than the desired path. This is also considered as an intervention action made by the brain to help the person redirect to the right path.

Each state has its own time phase. By interrupting one of the states, tools will be needed in order to engage the correct brain process. For example, in the breaking state, an element of surprise, fear or shock would make a person stop to consider something that is in front of them. You might observe patterns in yourself when you get interrupted or stopped to think if what you are doing is right or wrong.

It is important to remember that in order to change the state of the human brain, one must know what he or she really wants in life in order to create mindsets that would affect their current values, beliefs and feelings.

Changing the state of mind is not necessarily an easy task to accomplish. This change requires you to understand how your brain processes emotions and thoughts. There are actually three strategies that can help you to change your state. These include:

- **Focus** Try to change what you are mentally engaged with and currently focused on. Change how you imagine the things in front of you. Are you a person who imagines the negative things or the positive ones? You may also change not only the visual representations but also how you imagine the sensation, the sounds and even the smell. Give time to meditate and close your eyes. Doing this will help you to focus clearly on the situations that you are facing.
- **Self-Talk** Psychologists say that engaging in moderate self-talk is healthy for your mind. You might also want to change the way you are thinking when you are talking to yourself. It is also believed that we are ourselves when we talk to ourselves. It is really important to remember to speak positively rather than negativity to yourself. Have a positive outlook

within you. Contemplate on your surroundings and ask better questions. Avoid talking yourself with too much negativity. This negativity can affect your way of thinking. Be good to yourself. Avoid being hard and bashing yourself on your own regrets, failures and mistakes. You are more than who other people think you are, and the only one who can make things better is yourself.

• **Physiology** – You may also want to try to change your body movement to improve your state. This can be done by changing posture, your facial expressions and even your breathing. Engaging in positive movement and body language would also include smiling often to other people more often than before. As the saying goes, great power lies in a smile. This can not only uplift your mood but also put a smile on other people also.

Being wise with every decision you make is very critical. In fact, learning to not move abruptly or reactively when things are getting out of hand can be difficult to practice, but it is one of the best ways to deal with things peacefully and effectively. Changing your state of mind might not always be successful as the external environment has an impact on your behavior. However, if always remember to have a desired outcome no matter what the circumstance. Choose an outcome that would make the way that you perceive your situation more positively.

### The Resource State

The Resource State is a another state of mind that can help bring about desired states. It is considered as an anchor which creates a response in how a person reacts and makes decisions. Here's how it works: when a person recalls a peak of an emotional state, this is an experience which can be used as an anchor emotion, to be called upon in other situations. Let's say a person wants to change their current mood because they are having a bad day. By creating a Resource anchor of a state of mind when they were in a great mood, they can improve their present state to a more desired outcome. Simply recalling the past positive experience will illicit similar emotions in the brain to when the good day was actually being experienced. You can create Resource States for a variety of positive outcomes, including increasing confidence, having more motivation, boosting energy or other positive attitudes.

To further understand how the resource state works, this state is basically the "in between" of the Present State and the Desired State. Remember the example that we mentioned earlier about the college student who decided to take up law? It was the feelings that he felt during those classes which resulted to his desire in choosing the path of law. The resource state is the "in between" of the decision and the outcome. This includes past experiences which attributed to the change of mood and behavior of the person. You must also remember that resources do not only come from the events and feelings that we get from experiences, but also from other people as well. How we interact with other people will contribute to the desired behavior that we want to model for ourselves.

## **Identifying and Accessing the Resource State**

Identifying your current state plays a big role in approaching the desired outcome successfully. However, the process requires knowing your current emotional resources in order to reach the desired state. We've mentioned earlier how you must know yourself in order for you to create your desired outcome. As the Resource State creates a bridge between the Present State and Desired State, accessing your resources is the first move to success. There are several steps that you can take to access your desired Resource State.

- **Step 1:** Know what kind of resource you often want to experience more. For example, if you want to have a boost of confidence, remember a moment that you felt this emotion intensely.
- **Step 2:** Try to recreate or associate the experience. It is important that you know the cognitive and behavioral patterns of yourself. This can be done by using and remembering through your 5 senses. Try to *listen* on words that are related to your experience. Then, *look* through important details and objects than can help you in creating your resource state. Notice any *sensations*, *gestures or postures* and recall familiar scents or tastes, if there are any, from your experience.
- **Step 3:** Create a unique anchor. This will be a physical trigger for you to relate to your resource experience. Your anchor can be something like touching your pinky finger, your cheeks or anything distinct that you program to trigger your resource state.

By doing these 3 steps, you can create your own resource state. You must also remember that you can apply this not only on experiences, but also when interacting with other people, especially if you want the person to be a resource for your change of state.

# **Applying the Resource State**

Now that the steps on accessing the resource state has been discussed, it is important to know how to apply these steps. Remember that re-accessing the state plays an important role when walking on the bridge of the resource state. When you feel that the resource state is at the peak of its emotional and sensory intensity in your imagination, adjust to what you feel in order to match your emotions to the intensity of the state. Our brain has its own limit. How it produces emotions also depend on the intensity of experience that it is experiencing.

There are times that re-accessing the resource state won't always be successful. Mastering how you use your modalities and submodalities to incorporate it with the current state is the best way to create your resource state.

You may do so by testing your own mind. Try to meditate and think about life. Play soft music. Sit down. Breathe in, breathe out. Close your eyes and think calmly. Ask yourself this question: "What do I want to feel?". Try to associate this feeling to your experiences. When do you feel mostly positive? By being aware of the state of your mind, you will successfully identify the cues that will help you create a bridge for your desired outcome.

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# **Building Behavioral Flexibility**

# What is Behavioral Flexibility?

Behavioral Flexibility is the ability to make human's core behavior adaptable to their surroundings. It is a concept of experimental psychology which enables our decisions or choices to be affected by the circumstances around us. Behavioral flexibility allows humans and animals to adapt to certain environments and change their own behaviors. This means that the brain is flexible enough to adapt to the changing environment. The brain has the ability to recognize patterns in order to shift its current behavior into a new state. The shift of behavior may depend on the degree of change in the environment. This can be the brain's way to solve a problem, respond to certain conditions, change certain defense mechanisms and many more potential reactions. Remember that it is in human nature to prioritize survival. Therefore, the brain does its best to adapt to the environment that it belongs to to ensure survival. This can be observed by looking at how animals adapt to different climates and environmental conditions over time, or even by studying how people change their values and behavior when exposed to new social environments.

For many decades, psychologists have studied how the brain adapts in certain environments by using tests subjects. One example that involves behavioral flexibility is the experiment of classical conditioning conducted by Ivan Pavlov. Pavlov's experiment involved studying dog behavior. In this experiment, it was noted that every time that Pavlov enters a room full of dogs, the dogs would assume that Pavlov will going to feed them. Noticing this, Pavlov began to study the dogs by doing a series of experiments. He studied the association of the dog's expectations to external stimuli, such as the ringing of a bell. By giving them food after ringing a bell, he created new behaviors for the dogs as they began to associate the sound with food. Sooner or later, the dogs began to salivate each time they hear the sound of a bell, thinking that Pavlov would feed them. This experiment contributed greatly in the field of psychology and resulted in the concept of Classical Conditioning.

The example above not only showed how flexible the brain was, for animals but also humans as well. Depending on the changing environment, the dogs began to associate each of the experiments with a certain reward - food. It began to adapt as Pavlov changed the environment every time he does the experiment. It is the brain's way of telling the dogs: "when you hear this sound or when you see this, you can eat".

What is one of the ways to practice adapting with your changing environment? Start accepting the changes in your life first. Self-control is in fact an important aspect of behavioral flexibility that must be used in order to accept change. According to studies, self-control can help a person extend their

ability to create a desired initial response to changing environmental conditions. By having a strategy of self control when approaching uncertainties in life, you can have greater control in creating positive behaviors that you don't initially have, or enhancing the current behavior that you already have in order to execute a better behavioral response.

# The Person With the Most Flexibility Has the Most Influence in the System

The concept that "the person with the most flexibility has the most influence in the system" is actually another foundational NLP Presupposition that assumes that if a person has a flexible way of dealing with its environment, then that must also mean that they have a wider influence in the system that they live in.

This presupposition makes sense logically when you consider that flexibility gives you more choices in life. It is a belief that the more choices you have, the more likely you will succeed in your situation. The presupposition also allows a person to see beyond their current environment. It allows the person to believe that they can change their behavior to create improved behaviors that are more adaptable to the system.

The trial and error strategy does come into play in this presupposition. As a person makes different kinds of choices one by one, and eventually a desired outcome will most likely appear sooner or later. Flexibility allows the person to attempt different strategies until finding one that works.

Switching strategies is one of the best options when considering this presupposition. In fact, the more choices that you can create and entertain in your mind, the more flexibility you will have as you manage to solve the problems in your environment. Considering this presupposition will help you to respond in a way that will help lead you to desired outputs, improving the system for you and the people around you.

The reason this presupposition is important to understand is that is shows how a person can change and look beyond what they see in their immediate reality. It is like looking at a kaleidoscope that allows you to see a myriad of different patterns that are possible in a single tube. As you rotate the tube, new patterns are slowly being formed. Your eyes begin to adapt with the changes of the patterns and you begin to practice flexibility without knowing it. Remembering this NLP presupposition is a way to practice behavioral flexibility by reminding yourself to allow your brain to be more open to change. This will make you have a wider perspective in life.

# Set Shifting, Rule Switching, and Response Reversal

The flexibility of humans and animals depends on how much they switch the rules inside their brain. This shows how powerful the brain can be. It is believed that every rule plays a role in providing the appropriate response for a certain situation by using different sensory stimuli.

Three measures are proposed as psychologists continue to study the brain of an individual: **Set Shifting, Rule Switching** and **Response Reversal.** 

These three measures are considered to be used to adapt on certain circumstances. Set Shifting or Task Switching is a function that can be used to change to different tasks or operations depending on the environment. A common example of set shifting is when a person answers an Abstract Reasoning Test. To answer the test, different patterns are shown in order to find the next pattern. Your brain will begin to shift rulesets as it processes the different patterns on the test. In the medical field, task switching is studied in patients with Parkinson's disease, because patients with this disease have difficulties in switching tasks.

Rule Switching allows a person to respond on the environment by learning from the rules that are set. It is believed that this kind of switching is considered as part of motor learning skills. A common example that can also be associated with this idea can also be found by looking at the Abstract Reasoning Test. Another part of the test has a rule to look for the three figures that are shown and find out which one is smaller. As the person abides with the set rule, he had created a certain behavior in his mind to find the smaller figure.

**Reversal Learning,** on the other hand, is more similar to the classical conditioning of Pavlov's dog that was mentioned earlier. It is a behavioral flexibility that is established through rewards. Thus, as the brain respond through different circumstances, it creates a new behavior to overlap the existing behavior. This last flexibility measure is the most used in the study of behavioral flexibility.

# **How to Develop Behavioral Flexibility**

Studies show that the more Behavioral Flexibility is demonstrated, the more an individual can respond effectively to the environment. Research conducted by Ray Richards also showed that people who have less behavioral flexibility have higher stress levels than those who practice more flexibility. This indicates that using this technique can help you to respond in different situations in a more healthy way than before. However, you must remember that behavioral flexibility is something that doesn't happen overnight. Changing your own mindset requires your time and energy. You can develop this quality by practicing how you react to new situations.

Behavioral Flexibility is believed to increase when a person tries new things and expose themselves to new situations over time. This practice will further help a person broaden his or her perspective by creating new experiences that haven't been experienced in their lifetime. This can be in the following ways:

- Experiencing Extraversion Joining activities that requires interacting with other people.
- Experiencing Introversion Having an activity that involves spending time with yourself.
- Experiencing Emotions Learning to listen to and be in touch with your feelings inside you.
- Experiencing Sensation Taking time to practice focusing on all your different senses.
- Experiencing Decision-Making Doing things that are planned.
- Experiencing Perception Doing things that were not planned and going with the flow.

These are merely suggestions of what a person can do to experience an increase in behavioral flexibility. However, some people may not be open on some of the suggestions, as some might be having trouble in facing their fears in dealing with their own personality as new experiences take them outside their comfort zone. For example, if a person is an introvert, he might find difficulty in experiencing extraversion. Therefore, it depends on the person to what extent he is willing to look for new experiences in order to be more open in his surroundings.

There are generally four aspects of behavioral flexibility that can help you to change your mindset:

#### 1. Setting your mindset to be flexible

If you want to practice behavioral flexibility, you must first take the mental step of deciding to learn how to accept the changes around you. The world is constantly changing. This means that it doesn't only revolve around your will. Consider having a different outlook in different circumstances. Decide to act positively so that you will be able to be calm in any situation that you will face. Learn that there will always be times of mistakes and times of failures. How you look at failures will help you to not only react well to positive circumstances but react positively to negative ones as well. Always remember that the first step to be flexible is by setting your mindset. And you can change your mindset to a more positive one at any time!

#### 2. Limit your expectations

Setting you mind with limited expectations is actually not bad at all. In fact, it will help you to accept changes more freely. Imagine setting a higher expectation on a certain situation and ending up not getting the desired outcome that you wanted. That would be devastating from your perspective, and could lower the possibility of getting a more positive outcome. The more you limit your expectations, the more that you will be more open to change. Learn to let

go of expectations and you will also be happier and more satisfied with what you are currently experiencing.

#### 3. Don't have any attachments to the outcome

Don't be so controlling of situations. Allow others' opinions and perspectives as well. As Steven Covey said in his book '7 Habits of Highly Effective People', learn to seek first to understand, then to be understood. Having an attachment to your desired outcome limits your view on the situation. Thus, it will lead you to have a controlling behavior than having a more flexible one. Most people view the situations they are facing with an outcome that they want to have in mind. The person who has an attachment to the outcome will push the situation on how he or she sees it, rather than by considering how everyone else sees it. Attachments may lead to "What I want" rather than "What we want". If you want to be more flexible, you must consider the opinions of other people. Learn to listen. In that way, you will be able to create better communications with other people.

#### 4. Have Curiosity

The best way to learn is to be curious. Being curious allows you to have different responses in any situation. It also helps you to create new ideas that can contribute to your behavioral flexibility. Try to ask questions to other people. Search for and read articles that can help you to make your perspective wider, even if the topic isn't something you had previously considered learning about.

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# There is No Failure, Only Feedback

Another one of the main presuppositions of NLP is: "There is no failure, only feedback". This concept assumes that the result of a certain behavior is a cause of the desired outcome. Thus, if a person believes the success of a certain thought, a positive outcome is more likely to result.

However, it must be remembered that accepting this presupposition means that a person must be open to the possibilities of change, a wide range of choices and also to taking action to contribute to the changes. A desired feedback will therefore be the outcome of the presupposition.

One must also keep in mind that success is not guaranteed all the time. It doesn't mean that if we accept failures, success will come inevitably. This presupposition is actually just a way to help a person have a greater possibility of achieving a certain outcome. All still depends on how the person chooses to make his or her decisions. If you ever ran into a situation where you feel that you failed, always remember to use that situation as an opportunity to consider it as a feedback to your decision making process. So next time, you will be able to improve your decisions that will lead to a better outcome.

Adopting this presupposition actually allows a person to optimally function by looking at the problems ahead and observing their own thinking processes. If you observe carefully, there are times that the action we perform doesn't match the desired outcome that we thought would result. This is the reason why observing how we think and how we act is important. In order to successfully use this presupposition, it is necessary to observe first what we do, then what is the result and to consider if this is really your desired outcome. Asking questions such as: "Did I really intend this to happen?" will help you to contemplate on how you process things and how you bring about the results that you are experiencing. Doing so also allows a person to see the distinction between the intended action and the desired result. This will be helpful in creating a more positive desired outcome.

An inspirational story of Carl Sagan, an American astronomer who used presuppositions to have great findings in the field of astronomy, once mentioned that early astronomers used to looked up into the sky. They used ancient telescopes to observe the planets and one planet that greatly amused them was Venus. Early astronomers quote that Venus has no observable surface unlike Moon and Mars, resulting in the conclusion that Venus was a featureless planet with a flat disc shape that shines in the night.

Using this conclusion as his basis, Carl Sagan started to hypothesize various things about the observation - making presuppositions that led him to greater findings. He then arrived at another conclusion, that Venus had a temperature of 900 degrees Fahrenheit which contributed to its flat disc appearance. Carl Sagan used the observation to believe that there is no such thing as failure, only

feedback. Using the previous observation as his foundation, he arrived to a greater finding. His desire to understand how the planets in the universe works allowed him to continue to research and build off of previous observation.

# **Reflecting on Setbacks Constructively**

Facing challenges and hardships is not easy. In addition, facing failures creates difficulty as it makes you feel like you are losing in the way of life. Many times we easily forget our own sense of ability when a negative situation occurs. Unpleasant thoughts can continue to fill your mind as time goes by, preventing you from seeing the possibilities of what is really in front of you.

In dealing with setbacks, you must remember to ask yourself questions such as: "What am I really trying to achieve?", "What am I learning so far?", "How can I use the lessons to improve my decisions in the future?", etc. These questions will help a person reflect and see things in a wider perspective than before.

It is important to calmly deal with things when you are facing some setbacks. Dealing with things when you are in the height of your emotions will only be unhelpful for you and for the situation itself. In fact, it is believed that when you are losing your sense of perspective, you are most likely generalizing the things that are in front of you. This prevents you from thinking objectively and wisely on the situation.

There is also a tendency that when setbacks occur you may lose your sense of positivity. That is why motivating yourself is very important. You may motivate yourself by thinking through the situation in a detached way and acting calmly. Doing so positively affects not only on how you think, but also other people that are involved.

Preparing a positive thought response in advance is a strategy that can also help you to deal with setbacks constructively. This will strengthen your thinking skills when you are facing difficulties. Use these thoughts automatically when you find yourself in a difficult situation. Doing so substitutes the otherwise negative thoughts that may threaten to fill up your mind. This technique is widely known as the "Replacement Thought technique". Strengthen your Replacement Thought by using it a few days a week until your brain automatically replaces negative thoughts with positive ones regularly.

The cost of encountering setbacks in a positive manner also results in a boost of self-esteem and peace of mind. If the process seems not to work, you might think of a better replacement thought to counter your setbacks. Always remember that the best way to deal with setbacks before creating replacement thoughts is to analyze yourself and look back on things that you want to improve.

Success is part of life as well as failure. However, we must always remember that every outcome depends on the choices that we make. The greatest learning that we need to keep in mind is to never

give up at any cost and look at the brighter side of things.

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# **NLP Tactic 1: Cognitive Reframing**

# What is Cognitive Reframing?

Cognitive reframing is a technique in psychology and also for medical purposes. It is widely used tactic to help people increase thinking positive thoughts over negative ones. It also helps to relieve stress by restructuring how the brain works. The cognitive reframing technique works by taking the way a person normally reacts in a certain situation and changing the reaction into a different, more positive one.

Theories about cognitive reframing originated from two psychologists, Aaron Beck and Albert Ellis. These two psychologists played a huge role in creating the concept of cognitive reframing. Aaron Beck started to theorize about the concept when he noticed how negative thoughts created dysfunction and distortion in thinking processes. This made him believe that some people have a pattern of negative thoughts, a condition that was termed black and white thinking. The beliefs inside a person may change, however, by reframing the thoughts and how the person process it.

The concept of Aaron Beck greatly influenced the curiosity of other psychologists and Albert Ellis was one of them. Ellis believed that the negative thoughts in our minds affected the way we reacted to the situations in front of us. He also believed that negative thoughts contribute to anxiety and stress. Albert Ellis later coined the term 'irrational beliefs'. Irrational beliefs are thoughts that a person repeatedly tells him or herself which results in the increase of anxiety and stress.

The studies of Ellis later on contributed to the use of cognitive reframing as a therapy for people experiencing negative emotions. He came up with the Rational Emotive and Cognitive-Behavior Therapy (REBT). This therapy helps to lessen the negative thoughts the person is thinking. According to Albert Ellis, in order to lessen the anxieties and stress one experiences, one must know how to question himself in the way he thinks. This will create a better awareness of the mental processes that lead to the emotional state.

Here is a real life example where cognitive reframing can be used as a therapy. Let's say a teenager seeks the help of a therapist concerning her problems at home. The teenager starts to tell the therapist the way she hates how her parents limit everything she does. The therapist helps the teenager by asking her questions such as: "Do you think that your parents are just concerned about you?" "Do you think there could be another reason for their behavior?" Asking these questions helps the

teenager have a different point of view of her parents as she begins to see things from a broader perspective.

As time goes by, cognitive reframing has been accepted as a practice in the medical industry. The technique has now been mastered by psychologists in order to help individuals in dealing with negative thoughts. Cognitive reframing does not only change the way a person looks at a situation, but also how he or she looks to certain people and their relationships. This technique is indeed effective at changing not only how we think, but also in creating new perspectives that we currently don't see in front of us.

# Where Attention Goes, Energy Flows

According to Socrates, the secret of change is to focus all of your energy, not on fighting the old, but on building the new. This makes sense if you really stop to think about it. The more focused you are on a certain outcome, whether positive or negative, the more likely that outcome will occur. When you learn how to focus your attention on certain positive things in your life, amazing things can happen. By focusing, you can create a lot of change because you are putting your energy where you want it to go. Having a focused attention helps you to drive past obstacles and take a straight path to your goals.

It is vitally important to have a clear vision of your goal. Most people are not aware of how they devote their time and energy, and can waste time focusing mostly on things that are not important. What you actually focus on results in an outcome. Therefore, maintaining positive thoughts and having a clear vision of what you want to achieve goes a long way in bringing your goals to fruition.

Energy flows where attention goes whether it is positive or not. It is important to remember to focus on what makes you have positive thoughts. For example, you might notice that if you watch the news every day and the content is all about wars, corruption, bad politics and more, you might observe how negatively this begins to affect you. As you watch the news, your attention is focused on the subject matter depicted. Thus, your energy has been widely affected by absorbing all the negative thoughts and stories you saw from the news. This can also contribute to greater stress and anxiety. There are a lot of negative forces that can contribute to lessen your energy. You must know how to differentiate these forces in order to focus greatly on things that really matter.

The next thing that you should know is how to focus your attention to things that will create harmony in your environment. Doing so creates positive energy that can improve your creativity and productivity. Imagine if everyone did things with a positive focus and mindset. The world will be such a wonderful place! By focusing on your awareness on what is good about a situation, you create your own positive reality. You will begin to differentiate those things that are important and those that are less important. Stay optimistic as much as possible. This will help you to be more energized to reach your goals. You can also try several activities to improve your focus such as: meditation,

journal writing and working out. There are also social or group activities that can help you to be more focused, such as communicating your goals to a circle of your friends or family.

Opening your emotions will really count when you seek to focus on what you really want to gain in life. Remember that focusing on negative matters with too much emotional intensity can result in negative outcomes, but if you focus on positive things, you can shift the direction of your actions.

# Using Imagination as a Tool to Shift Perspective

We've mentioned in the previous chapters how our thoughts can be manipulated by distortion, generalization and deletion. You must remember that you can use the power of your mind to your advantage. Changing your perspective is a matter of changing your mindset. Thus, how you create your thoughts really matters. A Swedish study, in fact, used a variety of experiments to reveal how illusions can be used to change one's mindset. The study later concluded that a person can use his own mindfulness in order to train his brain towards a different outlook in life.

In other words, your perspective can shift by changing your outlook in the reality. Illusions can be used not to falsify reality, but instead as a stepping stone in achieving the reality that is desired. The participants in the abovementioned study experienced several illusion experiments such as perceiving two passing objects collide with each other, merely by using a sound of collision, while in reality, the objects just really passed each other without incident. This kind of experiment proved that people depend on the sensory factors around them to arrive at a certain conclusion. Our perception of reality is just as important as what is actually happening.

Athletes even use this technique to alter their mood by using music and their imagination to create a mindset that would help them have an increased positive attitude. How our brain uses our representational systems plays a great role in altering the perception of our surroundings.

As humans, we naturally have these two elements of reasoning at play in our thought processes. These are **Inference** and **Assumption**. Inference is an action in our mind that causes us to automatically conclude a certain thing to be true. One the other hand, assumption is a presupposition that we believe is somehow true, even though we don't have a concrete evidence about it. Therefore we can conclude a positive outcome without having supporting data. Having these two reasoning factors, however, doesn't mean that we can't use these in negative situations. In fact, we must accept the fact that negative situations are part of the reality. However, how we deal with it is what makes the difference.

# Using Humor as a Tool to Shift Perspective

Humor is a great tool in shifting your perspective. In fact, laughing is an action that makes you realize that there is another way to view the situation and helps you think outside the box. One of the

best ways to change your perspective on a situation is to imagine it in a humorous light - this works especially well for negative circumstances.

Laughter also decreases anxiety and stress. This is the reason why laughter yoga has been created as a meditation tool to increase body relaxation. As the saying goes, laughter is the best medicine. This saying is in fact true, scientifically. Humor and laughter also brings people together and improves our connection to other people.

Have you noticed how children laugh at little things even though you don't know what's really funny at all? This is because children perceive things innocently. They see the bright side of things every single day. However, as time goes by, the mind of a child matures and they lose this sense of humor. This is the reason why we need laughter; to remind us that we need to take life lightly and there's always hope in every situation. Humor and laughter doesn't only support a person's emotional health but also the physical health as well. Thus, using humor as an opportunity to improve your connection to other people is a great way to find happiness in every situation.

# **How to Use Cognitive Reframing Step by Step**

There are several ways to use cognitive reframing effectively and these steps will help you to perceive your surroundings in a more positive light.

#### 1. Setting your mindset

Always remember that setting your mindset is the first step to changing your perspective. The first move is always in you. Be open for any possibilities. Look broader in any situation that you are facing. If you are dealing with a person, seek to understand the factors that made him or her do the problem. Have the inner intention to change your own mindset. Don't be blinded by the negative factors that you are seeing in a situation. Learn to have the flexibility in changing your mindset to further understand the people around you.

#### 2. Become aware of your thoughts

When something happens, whether it is internal or external influence, learn to control your emotions in order to avoid getting angry, frustrated, sad or disempowered. Learn to be calm in order to avoid letting your emotions control the situation. If you still feel upset about the situation, take a moment to pause and meditate. Doing so will help you be aware of current train of your thoughts and stop you from acting reactively out of negative emotions that are, after all, only temporary.

#### 3. Realize that you control your own thoughts

There are times that humans naturally overthink a situation even though there is really nothing to worry about. In order to change your perspective, you must realize that you control

your own thoughts. Avoid having too much assumption about what is going on in a situation. We mentioned earlier how illusions help in creating better thoughts but it is also possible that illusions can create negative thoughts. It is important that you focus on facts rather than thoughts about what might not really don't exist. Learn to communicate effectively with other people. In fact, this is more effective than letting all the thoughts inside your head run wild as clarifying things to other people will reduce anxiety and help you see a different perspective.

#### 4. Decide to shift into a healthier, more optimistic perspective

Always remember that the decision is still yours. Self-talking is not bad at all. In fact, this will help you to analyze your surroundings. Ask questions to yourself such as:

- What else is possible in this situation that I'm looking at?
- What other aspects of this situation can I still consider?
- Will making this decision lead to a positive outcome?

Doing so will increase your perspective in the current situation that you are facing. If you still think that negative thoughts are present and cannot be eliminated, remember that your goal is to limit them, not necessarily to extinguish them completely. The reason behind this is that negativity is a reality that we must face with positivity, not something we can make go away. Shifting into a more optimistic perspective will actually make you a more rational individual.

#### 5. You create your own reality and your own experience

Bad choices lead to negative outcomes. Thus, you create your own reality by choosing the path that you want to take. Every experience, every emotion and every thought you create depends on the matter of perspective you have chosen. How you react to your situation will widely affect every decision that you are going to make. Choose the perspective the you think will most likely give you the opportunity to grow and be a better person. Choose positivity rather than negativity.

The human mind is more powerful than we thought. How our thought process works contributes greatly to the outcomes we manifest. Always remember to be mindful at all times. It is better to think slowly in order to have better outcomes than to think rashly and regret the negative impacts later on.

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# **NLP Tactic 2: Resource Anchoring**

### What are Resource Anchors?

We have mentioned earlier in this book how the resource state is a kind of anchor that creates a response either from the person itself or to the other person who is affected in the situation. The term "Resource Anchoring" is actually a reference to the metaphorical use of a ship's anchor to attach the ship to a stable point. Hence, the term is used to correlate how the brain can produce a stable response by making use of a particular experience or state. In this chapter we will discuss different methods for using this method in order to incorporate anchoring in our daily lives.

Resource anchoring is a technique used in NLP in order to attain personal growth and development by boosting confidence, adding enthusiasm and making oneself more relaxed when in social situations.

By setting up a resource anchor, people can change unwanted feelings and emotions into more constructive ones. This is done by incorporating programs that will establish a stimulus-response pattern to change the way a person feels when he or she needs to. Studies also show that anchoring can be done by triggering external and internal factors in order to create a more appropriate internal response. Going back to the example that was mentioned in the previous chapters, classical conditioning is one of the most common techniques used as a resource anchor. It was mentioned that Pavlov used various sound objects in order to create a condition that would trigger the response of the dogs. Pavlov associated the sound by ringing the bell before giving the food to the dogs. Thus, the sound began to be an external factor which created an internal response to the dogs. The stimulus-response pattern of the dogs began when the sound began to be associated as a cue for food. Hence, the response of the dogs would always be the same response over and over again when they heard the bell, whether Pavlov was giving them food or not.

Psychologists also noticed that behaviors can be changed not only by external environmental stimuli, but also by internal responses. For example, a memorable experience can trigger a particular feeling whether it is positive or not. Anchoring is actually a powerful way to condition oneself in creating a more appropriate response to the external environment. In fact, a person can be aware of choosing response triggers for himself which later on, will become a tool for self-development and growth.

# The Potential and Advantage of Building Resource Anchors

The main reason why Resource Anchoring is very effective is that it is helpful emotionally and physically to the person incorporating the technique It allows someone to be able to create more control in the way they react to their environment, and thus be more flexible to changing circumstances. In fact, our brain has the power to create and break anchors within us. It must always be remembered that anchors are created naturally, whether we intend for them to be created or not. We actually all have anchors that we must break or revise in order to create more positive results. However, keep in mind that anchors are used to associate a feeling with a stimulus. This means that anchors are one of the best ways to create your desired outcomes.

By learning to create your resource anchors, you are teaching your brain to manipulate your thoughts as you intentionally associate your environment with your internal responses. This is why anchors can be useful in boosting your confidence and increasing your self-esteem. For example, using an anchor to boost your confidence may be done by being aware of how your brain processes your environment. The main processes that your brain goes through when processing your environment are:

- Memory For example an experience that made you feel that you are confident.
- Emotions What emotions you felt when you are confident. (e.g. acceptance, enjoyment etc.)
- Neuro-Physical Effects How your body reacted. (e.g. happy and smiling, relaxed etc.)
- Encounter Asking yourself this question: "If this happens, how am I going to feel about this?"

NLP Resource Anchors may not only be for boosting confidence but also for lessening the stress in your state of mind. The resource anchors may be incorporated in different emotional states depending on what results you want to have.

Another advantage in taking the time to build resource anchors is that doing so may offer clarity on your values and vision in life. This also trains your brain to be more specific in your goals and purpose. As you create anchors that help in building your personal growth and development, you can overcome your limitations and create more success in your life. Lastly, NLP anchors strengthen your ability to communicate with other people. As you manage to handle your responses, your reactions to those people around you will also be improved. If you successfully create positive results through doing this NLP technique, then you can expect great long lasting results afterwards.

# The Five Keys to Creating an Anchor Effectively

We've mentioned earlier that you can imagine and create your own anchors for any emotion that you choose. But the real question here is how and where you would first start. There are actually 5 keys that you must remember in order to create an anchor effectively. To remember what they are, you can use the **ITURN** acronym. This acronym stands for: Intensity, Timing, Uniqueness, Replicability and Number of Times. These 5 keys will be your basic foundation in creating your own personal resource anchors.

- 1. Intensity of Experience Your modalities and submodalities play an important role when creating an anchor. In fact, learning exactly how your own personal psychology creates your memories and thoughts is a helpful advantage in constructing powerful anchors. One must remember that every experience is recorded in our memory, whether it is a good one or a bad one. How much it influences our present decision making processes depending upon its intensity. The reason why memories are memorable is because of the degree of influence over our behavior that they create. Therefore, when an experience occurs and produces emotional intensity, it will naturally be encoded as significant within our memory.
- **2. Timing of an Anchor** Anchors are believed to work effectively when you set the anchor action at the peak of emotional intensity. When setting anchors, the effectiveness therefore naturally depends heavily on your timing. If you want to release an anchor, it is better to do it when you are in the peak of your emotions. Remember, timing is everything.
- 3. Uniqueness of the Anchor Studies have shown that uniqueness of the anchor action is important when creating anchors that you will later be able to trigger at will. Unique trigger actions that you can use when setting anchors may include: rubbing both of your hands, touching your earlobes, touching two specific fingers together or anything that you usually don't do. Non-unique stimuli are believed to lessen the effectivity of anchoring since this can be done unconsciously without us realizing. Example of non-unique stimuli are: nodding the head, touching your nose or shaking hands with another person; any gesture that a person might usually do without thinking. Studies also show that creating unique gestures might help in triggering the associated emotional state of one's mind.
- **4. Replication of the Stimulus** You must remember that when you create an anchor, you should have the ability to replicate it. This is actually an easy thing to do since like we've mentioned in classical conditioning, all you need to have is a trigger and a response. However, in order to successfully replicate your anchor, you must avoid having different response triggers. Keep in mind that replication means that you can do the same trigger exactly the same way every single time. Try to incorporate one unique trigger in a certain experience to avoid confusing your brain on what response to create. This means that you

must be aware of your chosen modality or sub-modality, location, frequency and duration of experience.

5. **Number of Times** – Using your anchor frequently will help your brain to incorporate it faster and naturally. It has been mentioned that in order to effectively create an anchor, it is recommended to take time to practice setting it at least 30 minutes. This will help you set your NLP anchors successfully, and the results would be well worth it afterwards. This technique in NLP is called *stacking an anchor*. In other words, you set the same anchor multiple times. Repeat it multiple times in order to encode it into your subconscious so you can create positive resource states that you can access any time in the future.

The five keys in creating anchors are great to keep in mind as a quality control mechanism to ensure that the anchor will work effectively and powerfully. Thus, these keys will let you unlock the secrets of teaching your mind to be more positive and successful.

# **How to Create Resource Anchors Step by Step**

As you now have your keys in creating your recourse anchors, the next thing you must do is to use the keys to start setting anchors. There are 5 Steps that you must remember when creating your resource anchors: Recall, Anchor, Change, Evoke and Repeat. You can remember the mnemonic RACER.

- 1. **R Recall a Vivid Experience** The first thing that you must do is to recall a positive experience that you want to use as a resource state. This will be your key foundation when setting up your anchor. For example, if you're a person that is in a relationship, you can use anchors to recall an experience that made you happy with your partner. It is important to remember that you must not just imagine the experience but to associate yourself deeply with it. Remember not only the event itself but what it made you feel, what are the colors around it and the smell that you can associate with the event. Any modalities that you can associate with the experience will make it clearer and help you create a fully immersive memory of the remembered experience.
- 2. **A Anchor or Provide a Specific Stimulus** The second step in creating your resource anchor is to associate the emotional stat you have just created with an anchor action itself. We've mentioned a lot of times that an anchor should be unique and specific, such as a tactile sensation of pinching your earlobes. You should remember that your modalities (Visual, Auditory, Kinesthetic) and sub-modalities can be used as a particular anchor to come up with the desired positive resources. For example, if you associate the smell of roses with the happy day when you were married, this can be a source of positive emotion. Every time you buy a rose or a flower, your brain will now recall this experience. Therefore, you can use the smell of roses as an anchor; however this is not ideal as you do not want to depend on the presence

- of roses every time you want to enter your chosen emotional state. That's why it is common to use an anchor action that involves kinesthetic stimuli such as touching a part of your body.
- 3. **C Change State** Now that you have the basic foundation in creating the anchor, the next step is to release it. To release it, you must try a simple way of breaking the state such as thinking of a different experience and emotion.
- 4. **E Evoke or Set off the Anchor to Test** The second last step in creating an anchor effectively is setting off the triggers that you made. To do this effectively, you must be aware of all the responses that you are doing when associating the anchor to your desired state. Ask yourself a question such as: "Is this the desired response that I wanted when this type of event happens?". Checking yourself will not only make you conscious of all your actions but also how you react differently to certain situations. This will later on begin to be an automatic response especially if you do this repeatedly.
- 5. **R Repeat to Continue Amplifying the Anchor** If you think that Step 1 to Step 4 didn't work to create your desired outcome in terms of the effectiveness of the anchor, the next thing you must do is to repeat the whole process. Think of your brain as a kid that must be taught over and over again or like a dog that you are training to sit down. Repeating the process will slowly teach the brain when, where and what to do when a certain experience happens. Always remember that the more times you repeat the process, the more effective it will be.

NLP resource anchors are proven to be effective, and can produce very powerful results when employed correctly. Consciously creating your anchors rather than just allowing your brain to make associations as you go through life can really benefit your sense of ability and self esteem! Give creating a resource anchor a try today.

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# **NLP Tactic 3: Using Swish Patterns**

## What is a Swish Pattern?

The Swish Pattern is an NLP technique that functions a bit like cognitive reframing. The goal of this technique is to deal with negative thoughts and to help people remove any unwanted behavior that they may have. This will later make an impact on how they respond with their environment. The key to using Swish Pattern effectively lies in changing the submodalities. This will involve dealing with the specific stimulus that controls the behavior of the person, and changing it into a new behavior or state.

Unwanted behaviors may take different forms. These can be behaviors such as: biting nails, smoking, excessive drinking of alcohol or other bad habits. This technique, when used correctly, will lessen the struggle of dealing with negative thoughts and behavior and allow a person to choose more positive outcomes.

The pattern doesn't only deal with bad habits, but can help with changing a memory or perception of a person as well. Events that happened in the past such as embarrassing or shameful experiences, or even events related to future experiences such as having anxiety about certain events, can instead be replaced by positive ones.

Psychologists believe that Swish Pattern is a useful technique in solving these types of issues. The technique helps a person choose a new direction by teaching the brain to have a different perspective. Thus, the brain will, with practice, have a different response in terms of negative thoughts. Repeating the pattern several times, a person may train his brain to use the negative thoughts as an old trigger to produce a different line of thoughts and feelings.

Testimonies of people who have used this technique show how effective this pattern can be. In fact, some psychologist believes that the Swish Pattern may be a lasting solution to bad behaviors. Hence, using Swish Pattern can effectively remove bad habits permanently and and create new healthier habits in their place.

# Using the Swish Technique Step by Step

Implementing the Swish Pattern Technique takes several steps. In order to understand the steps carefully, let's use a real life example. Say a man named Danny is thinking about his work negatively. He is unsure if he is still going to return to work or just continue his vacation and leave the company.

To help Danny with his problem, he must first learn to segregate his thoughts. We can call this step as a pre-run of the pattern. This is most likely a preparation stage where the person can identify which ones are the unwanted thoughts and which ones are not.

#### **Preparation (Pre-run Stage)**

- a. *The Unwanted Thoughts* These play as triggers and also include all the negative thoughts. The negative emotions attached with the unwanted thoughts also play a role in invoking perceptions.
- b. *The Unwanted Feeling* These are the feelings created by the unwanted thoughts.
- c. *The Replacement Thought* These are the thoughts and feelings that a person would like to happen instead of the negative thoughts.
- d. *Pointing out that No Action is Needed* This is to clarify that the unwanted thought should not require any practical action.

Incorporating this preparation stage to Danny's case, the four pieces of information would look like this:

- a. Unwanted Thought Danny imagines himself going to work on a Monday morning and meets his boss and teammates. The feeling of anxiety and nervousness about his incompetence starts to swallow him.
- b. Unwanted Feeling Every single time he thinks about the scenario, Danny begins to have sweaty palms and an upset stomach from the negative emotions when he considers interacting with his coworkers and boss.
- c. Replacement Thought In a hypothetical instance, Danny imagines he could actually instead be congratulated by his boss and teammates for a job well done on a certain project. His mind was playing tricks on him! He is not incompetent and unappreciated, but rather Danny realizes that he just felt demotivated for all the frustrations he had at work. Thus, this type of scenario can be used as a replacement thought.
- d. Pointing out that No Action is Needed Psychologists say that NLP Swish Pattern can be used only on silly or irrational thoughts. Meaning, on those thoughts that a person thinks that the decision doesn't require any practical action. In other words, if there was a real emergency such as being chased by a bear, the swish pattern would be completely ineffective against the feelings of fear and terror that should cause you to take action and move to safety. In the case of Danny, however, the negative emotions associated with going to

work is irrational. He did not receive any demotivating feedback from his teammates and his boss. It is a negative state of mind that can be changed without worrying about not taking action.

#### **Running the Swiss Pattern**

To run the pattern successfully, Danny should start to review the preparation stage. He must not only think about the thoughts, but also be aware of what he feels and what he wants from performing the technique.

#### **Checking the Preparation**

- a. Unwanted Feeling The feeling of having sweaty palms and stuttering to those people around him. These will be the feelings that he wants to replace.
- b. Trigger This is the negative scenario he imagines which becomes a trigger for the unwanted thoughts. In the case of Danny, the trigger is the scenario of going to work every morning and interacting with his coworkers and boss.
- c. Check re-practical action Danny will ensure that no further action is needed to push himself in not going to work.
- d. Replacement thought Instead of having the feeling of incompetence, Danny wants to boost his confidence at work and be more proactive in doing the tasks assigned to him. This can be called a 'dissociated image', a positive scenario that opposes the negative thoughts.

#### **Running the Technique**

After checking all the preparations, Danny will now run the technique for himself. Now, you can also try this for yourself. This can be done by:

- a. Thinking of the trigger image.
- b. Placing a small version of the replacement thought somewhere in the trigger image.
- c. Visualize making the replacement image bigger and clearer until the trigger image disappears and is completely replaced.
- d. Create a break state briefly to incorporate it as a habit. These can be: Checking your watch, looking at the people around you or suddenly touching your face to break this current train of thought.

Keep in mind that this is only a one round of doing the technique. In order to successfully create a positive thought, 5-7 rounds are needed. This is necessary to train the brain that a new program has

been made.

Interestingly, it also tends to be more successful when the technique is done quickly. Studies show that the key ingredient in the success of this pattern is the increasing speed with which you go through the process of experiencing the emotions. Thus, the perfection of the images and visualizations is actually not needed, but how you change it affects how effectively you are rewiring your brain. For example, the first round is done for 5 seconds while the next rounds are at 4 seconds, 3 seconds and so on seconds. An additional two or three rounds can also be made at 1 seconds to increase effectiveness. Keep in mind to aim not for accuracy but for the speed of changing the images.

**Testing Stage** 

This stage is to make sure that the Swiss Pattern works perfectly. Going back to the example mentioned, Danny does 5-7 rounds of changing his state. Every time he runs the technique, he stands up and walks around for about 30 seconds. This is what he uses as his breaking state.

Danny will then bring back the negative thoughts by thinking about the trigger scenario. If the negative thought is hard to bring back, then this means that the thought has been changed by a new one. However, if the negative thought does exist, Danny still needs to try repeating the process by 2-4 more rounds. If Danny still finds the negative thought, he may need a more powerful replacement image that can overcome the negative triggered state effectively.

You may also use these troubleshooting methods if you are still having problems running the Swiss Pattern:

**Reason 1: Insufficient rounds/repetitions.** 

Solution: Repeat the technique a few more rounds.

**Reason 2: Weak replacement thought** 

Solution: Select a more appropriate replacement thought that you think can overcome your negative thoughts. Choose a replacement image that gives you a strong positive emotion. Doing so can be the solution to finally overcoming your unwanted thought. If you need, brainstorm other memories that created the desired emotion in your past, and choose the most intense one.

Reason 3: The unwanted thought has a required practical action.

Solution: If you find that you actually need to take action in your situation, the Swish Technique might not be appropriate. Try to observe the situation reflectively and see if you can do something to address it in a timely manner.

Reason 4: The situation is too complex and the emotions are too strong.

Solution: Try to use other NLP techniques. However, it is also important to seek the guidance of experienced NLP Practitioners if you need additional guidance.

You may ask, "what if this technique isn't effective for me even though I tried what Danny did?". It is important to keep in mind that not all NLP techniques work for everyone. In fact, this is why psychologists created various techniques in order to address the problems of individuals who are having a hard time in doing a single method.

# Make Sure Your New Self Image Is Both Realistic as Well as Inspiring

We've mentioned a while ago that a person may have a problem in finding a sufficient replacement thought. This is why visualization plays a very important role in running the Swish Pattern.

Why must you make the new image inspiring? In order to ensure the effectiveness in your replacement image to overcome negative thoughts, you must choose something that you will be invested in emotionally as your new identity.

Aside from thinking realistic images, you must also know how to inspire yourself. The Swish Pattern technique is more effective if you don't only change the images in your mind but also, how you perceive your environment as well. In fact, you can do this by telling yourself a lot of positive things. Phrases like: "I can do this", "I know my value", "I am more than the choices that I've made" are only a few of the positive things that you can say to yourself.

Moreover, you can create a powerful replacement image by telling yourself who you want to become. For example, if you want to be a lawyer, picture yourself wearing a judge's robe inside the court. A replacement image can be imagined or real. However, always ensure that the imagined images are SMART. Meaning, Specific, Measurable, Attainable, Realistic and Time-bound. You may also ask yourself questions like: "What do I want to become?". Doing so would help you have a more positive outlook on you personal identity.

A person may know if the replacement image is effective if:

- 1. You can either visualize or remember the scenario vividly. This means that the thought is realistic. Realistic scenarios have stronger connection to your brain as it has more links to your emotional and physical states.
- 2. They are intensely happy or positive. These happy thoughts have emotions attached to them just as unwanted thoughts also have unwanted feelings alongside them. Happy thoughts inspire healthier and brighter emotions that you can work with.

Positive replacement images are the best weapon a person can use as an ace to bring down negative thoughts. Negative thoughts do not only play tricks in our mind but also in our emotions as well. In fact, negative thoughts can be considered as a parasite that can ruin a person's mental health and even the physical state. Negative thoughts are very powerful enemy. For example, some unwanted thoughts may lead to depression.

Always remember that the battle is within you. Your real enemy is not the people around you but the lies that play inside your head. If you manage to change your negative thoughts, you will be able to change not only the thoughts inside you but also your values and personality as well.

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# NLP Tactic 4: Strategies and Mental Sequences - Building Your Map

# What is a Strategy in NLP?

NLP Strategies or Mental Sequences are modelling systems used to navigate the behavior and thoughts of a person. The technique is widely used to get to know how a person uses his mental states and belief systems in creating patterns of behavior.

As a person starts to incorporate modelling behavior as a technique, this action now becomes a Strategy. Strategies aim to understand how the internal resources of humans can affect their responses in the environment. By analyzing and sequencing a person's internal representations, NLP strategies can alter one's behavior to help them accomplish the desired outcomes. Using the strategies can not just allow a change in a person's behavior but to also strengthen the way a person thinks.

A good example on how a person uses strategies in carrying out daily routines is during those times when he does certain tasks with familiarity. Can you remember a time when you had a difficult time finishing a task that you were not familiar with, but that task got easier and easier to finish as time went by? This happens because the brain has repeatable sequences that play every time we do the same tasks over and over again. Whether it is a good habit or a bad habit, the brain will just continue to play the repeatable sequence until the task is done.

Strategies can also be applied not only in carrying out tasks, but also when communicating with other people. In fact, people tend to use strategies when they want to show emotions to other people or to feel love from them. These are already embedded in the unconscious level of the human brain. Humans don't often realize that they are using strategies in their daily lives, but the application of strategies is something that we do automatically, often without us fully understanding how it works.

# The Advantage of Using Personal Strategies

NLP Strategies can be used in an infinite number of ways. These personal strategies are intended to be a solution tailored to a unique individual's desire to make a change for him or herself.

Personal strategies can be used as a source of motivation to someone who wants to have greater positive energy and health. Using strategies can also be employed as a reason to pause and think about your goals in life. When changing the behavior, redirection is very important. Personal strategies can help you to make your internal resources stronger by contemplating on your inner desires. The strategies can also be used to stop bad habits or undesirable behaviors in the same way that other NLP techniques can be applied. Lastly, personal strategies can be maximized through the guidance of a life coach. This can make one's future easier as personal strategies create positive life balance.

If you are wondering how you would apply the advantages of NLP strategies to yourself, you must first understand that you can use the technique for two purposes. The first one is for yourself and the second one is for the people around you. Strategies can be greatly effective if you start to think that you own your mindset, and learn to understand how your brain creates sequence. For example, if you want to achieve your goal of losing weight, you must first understand the patterns of your behavior that keep you at a certain weight. Keep in mind that everything starts with your mind. By applying the advantages of this technique, you can create better eating and exercise patterns for yourself.

For the second use of this technique, realize that it can be helpful when collaborating with other people. Discovering how your behavior works can yield greater results when synergizing with the people around you. This can be used in improving organizational behavior as it can build strong organizational communication. People may overcome bad habits or behaviors such as being impatient on task outputs or procrastinating.

One of the advantages of using personal strategies is how easy a personal strategy can be manipulated once you understand how it works. Your strategies are already present in the subconscious, and the human brain is naturally already made up of various strategies that you have constructed over the course of your life. People don't tend to notice that their strategies are already being used to dictate their decisions or to create the habits that they use everyday, whether they be positive or negative. Thus, how a person programs himself depends on the outcome that he desires. Keep in mind that the goal of NLP is to reprogram how a person thinks and create a desirable positive behavior in the future.

# How to Build a Strategy or Mental Sequence Step by Step

There are different NLP Strategies that you can use to get your desirable behavior. The following steps will help to guide you on what and how to use these strategies:

Step 1: Choosing a behavior to change.

Like mentioned in the previous chapters, you should know what are the things you want to improve in yourself. This could be changing a habit, acquiring new skills, or even your decision to imagine yourself differently. For example, you could motivate yourself to giving up a smoking habit.

#### **Step 2: Finding the Trigger.**

We've mentioned throughout this entire book how a trigger can create various effects in the human brain. Being aware of the triggers that cause certain behavior can help you to alter them. You may increase your awareness of your current processes by mapping out strategies every time a particular behavior occurs. For example, if you often smoke without knowing the reason why, you should be aware of what triggers you to want to smoke in the first place. Write down the steps or questions that you go through before and after you do the behavior. For example, write down questions like: "Do I smoke when I'm stressed or frustrated at work?", "Do I feel more comfortable after smoking?" these questions can guide you in knowing what triggers your bad behavior.

#### **Step 3: Write down the strategic steps.**

One way to stop the bad behavior or thoughts is through writing down strategic steps in countering the trigger. For example, if you have observed that you smoke every 2 hours at work to take a break from the task at hand, then you can counter the smoking behavior by doing other tasks that are non-work related, but that are also not smoking. Create alternative behaviors that would be a new response to replace smoking when you are stressed. Other questions may also be helpful in finding and answering your triggers. You may use the model set questions created by NLP practitioners Molden and Hutchinson:

- 1. How do you know when to do this?
- 2. What lets you know you are ready to do this?
- 3. What do you do as you are preparing to do this?
- 4. What steps do you go through?
- 5. What happens next?
- 6. Then what happens?
- 7. How do you know when you have succeeded?
- 8. How do you test whether you have succeeded?
- 9. What lets you know if you did not yet succeed?

#### Step 4: Check the effectiveness of the eliciting strategy.

Repetition is essential when changing a behavior. To ensure the effectiveness of this strategy, you must learn how to go back and check if you have missed any steps in the trigger stage. Check if you

have written all the alternative course that you can take to change your negative response at the trigger point. Keep in mind that your main goal here is not necessarily remove your response but to change it into a positive one.

## **TOTE Model**

The TOTE strategy stands for **Test**, **Operate**, **Test**, **Exit**.

This technique is used to understand how a person processes the information in the environment in order to create a variety of behaviors. However, studies believe that the technique can be more effective in understanding complex behaviors of a person.

- **Test** This will be the cue or the trigger point of the brain to begin the strategy which will lead to the second point. Again, think of what are the triggers to your desirable outcome.
- Operate This is how the brain accesses all the information involved. This
  can be done through remembering or gathering information by using the
  modalities and submodalities and also using the internal and external factors
  around us. Think about how you want to respond to the trigger to obtain the
  desired outcome.
- **Test** This is how the brain compares the accessed data with the criteria that has been set by you intentionally. Ask yourself if the action you have done has already answered the goal.
- **Exit** This represents the decision point or choice point of a person. If the response matches with the person's desired outcome, the strategy will begin to exit. However, if the strategy mismatches with the desired outcome, the strategy will be recycled. The strategy can be recycled by looking for an alternative outcome or by redirecting the values and goals. The criteria can also be adjusted in order to match directly with the information gathered.

Let's look at an example of the TOTE model. Suppose you want to attain a certain grade class. For this, your motivation would be: I want to get an A+.

**Test** - Are you at A+?

Response: No.

**Operate** – How do I get an A+?

Various information related to improving your grade will be gathered. Ultimately, you determine that the best action would be to have a longer study time.

**Test** – Using your last answer at O, did you already got an A+?

Exit – Yes.

This strategy might look complicated at first as it requires testing stage. However, keep in mind that strategies are made depending on how a person responds to what is effective for them. Some might find this strategy complicated for them but some might find this the perfect solution in obtaining their desirable outcome.

### VAKOG Model

This model stands for Visual, Auditory, Kinesthetic, Olfactory and Gustatory which, as we mentioned previously, are the main modalities and submodalities of the human brain. The first chapters of this book mentioned how the brain gathers information through the use of sensory organs. In NLP, VAKOG was made in order to make people realize that there are different ways in understanding their environment. In fact, by knowing your own representational system, you will be able to change your behavior. For example, if you are an auditory person you may best make changes through the use of self-talk. Some auditory people tend to remember better when they talk out loud, so this knowledge may change how you memorize things for your exams.

When we feel an intense emotion from our experience, our senses will create a trigger to turn that experience into a memory. Thus, every time this trigger plays, it brings back the memory of the experience whether it is a good one of a bad one. In order to change the bad experiences, you must know your own learning type. If you haven't answered the short quiz in the beginning of the book, we encourage you to do so in order to use this strategy effectively. Use your learning type to create an alternative choice when the trigger plays. Like we've mentioned in the previous strategies, you may write down your behavioral patterns to incorporate a new pattern for how you react to certain situations.

These three strategies are essential in the world of NLP in order to teach the brain an improved model of perceiving the world. However, installing these strategies might be difficult at first. You may begin by identifying first what strategy you want to incorporate. Keep in mind to use one strategy at a time or focus on only one strategy to avoid making yourself confused or overloaded with information. Repeating the steps of your chosen strategy will also be effective in training the brain to the alternative solutions you wish to create. Learn to use the anchors that we've mentioned in the previous chapter. Doing so will create a stable strategy that can help you in obtaining your desirable outcome. Lastly, do not hesitate to ask help from certified NLP coaches or psychologists if you feel it is necessary. These experts know how to help you in addressing your problems, and seeking guidance can be very helpful if you hit a roadblock and require the wisdom of an alternative and experienced perspective.

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#### **NLP Tactic 5: Future Pacing**

#### What is Future Pacing?

Future Pacing is an NLP technique used to change a person's internal resources. It is also known as mental imaginary, where the brain considers future situations or events through imagination.

The technique is used after every process or method that was mentioned in the previous chapters. Using imagination helps to ensure that the brain can now respond positively after the pressure and negativity have been removed. Future pacing can be done by extending the use of modalities and submodalities. By imagining using all your 5 senses or just focusing on the associated sense related to your learning type, you can create triggers that play the NLP methods automatically.

For example, let's imagine you are inside a cinema when the fire alarm suddenly goes off. Imagine seeing the chaos in front of you. How do you anticipate yourself responding in the situation? A normal reaction of a person might be experiencing the heart beat increasing rapidly and panicking. However, if you would be able to train yourself to have a positive response in emergency situations, you can imagine yourself analyzing the situation first before reacting. Questions and thinking such as: "Why do the fire alarm goes off?" and "I think I should act calmly" are helpful affirmations during your future pacing.

Future pacing doesn't only help a person to have a positive mindset, but it can also set an expectation that can contribute in attaining the desired outcome in the future. Studies show that there is a higher chance of effectively yielding a positive result when a person imagines the outcome happening beforehand. Future pacing can therefore increases the internal desire of a person to reach their goals.

#### The Benefits of Using Future Pacing

Future Pacing is a method that can be used to increase motivation in a person. However, there are many additional benefits of using this technique. Studies show that using this NLP technique releases dopamine or the feel-good hormones that increases the stimulus for determination.

The reason why life coaches use the future pacing technique after every method is because it is also a way to test if it really works. Life coaches ask their clients at the beginning of a coaching session to imagine the things that the client wants to happen in life. If the client displays a relaxed feeling after the session, then the coach may say that the NLP methods are well applied.

Another benefit of this NLP technique is to allow a person to explore larger possibilities by imagining new positive outcomes. As with methods used in other NLP techniques, it embeds changes

in one's mind. Future pacing ensures that the change will not only apply in the present but also, in the past and the future.

Keep in mind that Future Pacing is a practice-makes-perfect method. In other words, the more you use it, the more you train your brain to become more aware of the triggers you have in your mind. By mentally practicing to block all the negative thoughts, future pacing can encourage a person to give their brain the positive images and emotions that it deserves.

An additional benefit of Future Pacing technique is how it gathers the elements used in other NLP methods to prepare one's mind in every situation. Like we mentioned earlier, this method can be applied for past, present and future. If the mind has been trained to react positively in the environment, then you can expect that the person can attain his goal efficiently.

Future pacing is widely used in storytelling to develop language patterns. This is why the method is used after other NLP techniques. One good thing about this technique is how you can use it to improve yourself as well as the people you are communicating with.

## Using Future Pacing to Influence Others and Improve Communication

Future pacing can also be used in other situations like business and politics, and any circumstance where influencing others is concerned. One example where future pacing can be applied in these environments is when a person has an extreme fear of public speaking. In order to remove these fears, future pacing can be used to make the person feel relaxed when giving a speech in front of a large audience. It also boosts the confidence as the anxiety of speaking goes away. Therefore, future pacing can be used as a way to increase self confidence in social situations, and thus help people to convince others of their ideas.

This method can also be applied in the sales industry. Have you ever wondered how salesmen wield such great confidence in convincing the public to buy their products? Some salespeople might have even started their careers with the fear of public anxiety. However, imagining the motivations of being rewarded for doing their job correctly and encouraging people to buy their product may have provided them with the opportunity to change their behavior. Influencing others is certainly a huge advantage of using this NLP technique. In fact, how it boosts one's confidence in communicating with other people is one of the reasons why people use this method.

Future pacing not only helps one's own mindset but can also affect the people around those who are using this technique. Using the word "Imagine" is a very powerful suggestion when getting others to consider new scenarios in the future. Here are some examples of statements that encourage people using future pacing:

"Imagine 2 years from now, our company would be able to enter the global market."

"As you cast your vote, imagine how the changes I will implement in government will make the country a better place."

The people who hear these statements will be using future pacing, likely without knowing it. Thus, you can communicate effectively using future pacing even if you are not directly telling people what to think, but instead inviting them to feel that you are on the same page in considering the future. You can notice this pattern in every presidential speech. The way they speak often gives direction to the goal that they want to achieve whether it is a positive or negative outcome. For them, the outcome is the most important thing that they want to achieve which is why they try their best to convince others with confidence.

## How to Use Future Pacing to create Positive Outcomes Step by Step

Like other NLP techniques, future pacing can be broken down into several steps. These steps will help you to use the method effectively.

- 1. **Examining future possibilities.** The first step in doing future pacing is to think of several possibilities, try to keep it to a maximum of four, which trigger the old behavior that you want to alter. It is important to know what causes the trigger. For example, if you are a person who has a sense of fear every time you do a presentation about your report, you may think of several possibilities that contribute to the trigger. In the example given, the trigger point is the presentation of the report. If you imagine yourself having the possibilities of stuttering, sweaty palms and other factors that contribute to the fear, then these are the results of the trigger which you can use as a foundation to change the behavior.
- 2. **Imagining that you are in the situation.** Future pacing allows a person to put themselves in the situation. In fact, you should not underestimate the power of imagination. Keep in mind that you are the one in charge of setting your mindset. Imagining through the use of all your modalities and submodalities will help you to experience the situation as if first hand. This will be your core basis for your desirable outcome. Going back to the example earlier, imagine yourself reporting to your boss to present your work. Imagine how you want them to look at you, imagine their response to your report. These visual representation is now associated to your trigger point. Now, after building the scene through your learning type, you may also ask yourself questions that would create the outcome that you desire. In the example given, you may ask questions like: "What reaction do I want to see in their face?" or "What response do I want to hear from them?" These are only a few of the questions that you can ask in building your future pacing scenario. Thus, you must answer these questions with

- exaggerated positivity. Imagine that you want to see smiles from the faces of the managers as well as hearing praises after your report. This will now be your desirable outcome which will motivate you to achieve the same response during the real scenario.
- 3. **Take the Imagination to the Test.** As the saying goes, you will never know unless you try. If you want to respond in the way you would like, you should take action in executing the change for yourself. Face your fears by doing what you have imagined. Using the example about presenting a report, you may do several preparations before the presentation itself. Try practicing the report in front of the empty room where you are going to present. Your goal is to train your brain to convince other people about your presentation. Even if you are doing it without the actual people you are going to show the report to, you have already trained your brain on how to anticipate the response of the actual report, creating a positive feedback loop in your behavior.
- 4. **Consider changes in the actual outcome.** Since you have taken the method into the test, you might consider a few changes in attaining your desired outcome. Try to create various positive possibilities in order to arrive at the same outcome. For example, if you imagine yourself presenting your report through projecting the presentation in a monitor and suddenly, your laptop is not working properly, you might consider changing your strategy in presenting. Since your goal is still the same, to see positive reactions and hear praises from the managers, you are just going to change how you deliver the report itself. To prepare yourself from unexpected changes, try your best to imagine all possibilities that can happen in the actual presentation so that you will not only be more prepared, but also feel more prepared.
- 5. **Repeat Steps 1-4.** If you think that you are failing in motivating yourself, try to repeat the process all over again. We have mentioned before that practicing is the best way to make these NLP methods effective. Keep in mind that you are training the brain not just teaching it, but incorporating the skills into ingrained habits that it will use when facing the challenges in life.
- 6. **Lastly, Observe the outcomes.** Did you manage to succeed in attaining your desired outcome? If you observe that your behavior has changed as time goes by, you may continue using the future pacing test on the same scenario now and then. However, if you notice that the method is unsuccessful for you, you might try to change NLP methods or repeat the whole process again.

Future Pacing may seem to look like easy to do, especially by yourself. But keep in mind that future pacing is more effective when done with specialists or life coaches. In fact, training programs are available and you can search how to get your own life coach. NLP Certification Programs aim to teach you the skills that you need in order to change how you perceive your environment and can supplement the information that you have learned here.

# Conclusion: Using Your NLP Superpowers

# Congratulations! You Have Learned Some Amazing NLP Strategies for Improving Your Mindset

Let's summarize what we have learned in this book. NLP is a proven system consisting of techniques that can help your personal development. In this book, we have learned many different methods that you can apply to your problems and use to improve your life.

Another thing that we have learned is to know and understand more of yourself, especially concerning what type of modalities and submodalities you are using in your daily life. In fact, you have now unlocked the secrets of your NLP superpowers by becoming aware of the internal processes that your brain is constantly doing, such as: Generalizing, Deletion and Distortion. These are only a few of the subconscious protocols that determine your behavior, that most people aren't even aware of. Armed with the knowledge of how to examine your own thought processes, you will be prepared to accept new challenges and create success in areas that you may have previously had difficulty.

NLP aims to help people understand that the function of the human mind is complex, but can be manipulated with awareness and positive intention. Thus, using the various techniques discussed will help you to deal with life's challenges with more productivity and positivity than before.

#### The Massive Advantages of Practicing NLP

The world of NLP has been presented here in a way that may help people realize just how powerful the brain can be. Thus, the advantages of knowing NLP does not only apply to oneself, but also to the groups of people who are influenced by NLP techniques. The previous chapters have discussed how future pacing, for example, can be used to influence a wide range of people, not just the people using it.

NLP can in fact, be a source for better collaboration. Like author Stephen Covey has said, there are three constraints in life: Change, choice and principles. If a person who is practicing NLP engages in

understanding these constraints with eagerness, then they can improve not only their situation, but the situations of others that they positively interact with.

The practice of NLP also creates a deep sense of self-awareness. If you started to apply the methods mentioned in the previous chapters, you have already unlocked the door of self-awareness. We have mentioned in this book how change can affect the mindset of a person. Thus, self-awareness is a key to create better behaviors and mitigating the bad ones.

Another advantage of knowing how to use NLP is like having life-hacking skills. As you train your mind to remove the negative thoughts, you are teaching it with a new way of dealing with the things around you. You are now penetrating your brain to create new habits in order to remove the old behaviors.

Lastly, we have mentioned in the previous chapters each benefit of all NLP methods. One thing that they all have in common is that they allow you to remove the limits of your current beliefs. Your main beliefs and values are your core foundations; they play a large role in creating your behaviors whether they are helpful or negative. NLP helps you to remove the limits that your brain had set, opening you up to a larger perspective, helping you to see more possibilities and adapt to changing circumstances.

NLP will make you realize that you have more potential than you thought to imagine. It will help you to believe in yourself, to believe in the people around you and to make the world a better place.

This book has been created in order to help you understand that all things are possible by intentionally changing your mindset. The power of negativity can be defeated through the power of positivity. There are always factors that are uncontrollable, especially when it comes to the behavior of other people around you. But always remember that those things that you can control are your thoughts and imagination, which can in turn determine the reality you experience.

#### **Continue to Practice**

It is important to keep in mind that these techniques that you have learned can be used in many types of circumstances. However, practicing them is essential to reaping their benefits. We have mentioned in this book how essential it is, for example, to test the effectiveness of an NLP technique and to use repetition to make them stronger.

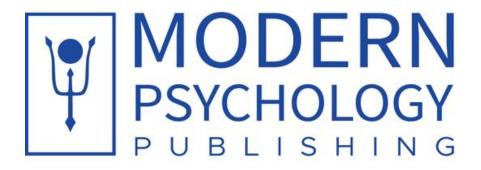
For some people, this process may be viewed as ineffective, but it's actually how your brain can be conditioned to change behavior. In fact, your brain can be trained by using whatever NLP method you want to use, as long as you practice it until it becomes effectively ingrained in your subconscious. In other words, the effectiveness of these techniques lies upon how many times you have practiced them and also choosing the method that is most appropriate for you. Always remember that how you use your learning type (modalities and submodalities) will have a big role in imagining your desired outcome. What is important is to use the best method that works for you.

Give yourself time to know if a particular technique is really effective for you. For example, if you have been using cognitive framing for over 2 months and you have not yet seen any improvement on your behavior, then you might want to switch into another tactic like resource anchoring. Continue to practice until you have seen an improvement on your response and behavior.

Keep in mind not to stop practicing, even if you have already attained your goal. Repeating the process all over again is very important in NLP. Don't waste your time forgetting what you have already built. Continue to improve as a person and to obtain your desired outcomes.

If you are having a problem successfully doing the NLP methods alone, consider doing it with an NLP coach in order to gain an improved understanding of the technique. These experts will not fail in helping you to attain your desired goals.

# NLP: Neuro-Linguistic Programming The 10 Most Powerful Tools to Reprogram Your Behavior and Maximize Your Potential



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#### Thank you and congratulations for picking up NLP

*Neuro-Linguistic Programming: The 10 Most Powerful Tools to Reprogram* 

Your Behavior and Maximize Your Potential!

You are on your way to increased happiness, success, and healthier relationships through these easy to learn but extremely powerful NLP techniques! After reading this book, I'm sure you will agree that NLP is an amazing tool that can help you really get in touch with your psychology and help to maximize your potential.

By purchasing this book, you have already shown that you are willing to take action and do what it takes to build an extraordinary life. Don't forget to check out our <u>Amazon Author page</u> and subscribe to the Modern Psychology Publishing newsletter, where you will be the first to receive information about new book releases, free promotions, and the latest news to help guide you on your journey of mastering your psychology.

Throughout this book, you will find guided exercises as well as journal pages to record your progress. We recommend that you continue to take action and practice the exercises, to guarantee the best results. Get excited, because you are about to learn some extremely powerful NLP techniques!

In this book, you will learn:

- ✓ 10 specific ways to take control of your habits and turn them into positive behaviors
- ✓ Core principles of Neuro Linguistic Programming, and how knowing them can improve your life
- ✓ Actionable steps you can start taking right now to put these techniques into practice
- ✔ How to supercharge your habits, to create success automatically
- ✓ And much, much more!

Let's get started!

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#### Introduction

If you are experiencing trouble controlling your emotions or achieving your goals, Neuro-Linguistic Programming may be what you need. Why is that so? Let me explain; most of the time, one of the things that hinder your success in life is the way you handle the challenges and situations that life throws your way. But the good news is that once you learn NLP, you learn the essential techniques you need to handle these situations better and live a happier and more fulfilled life.

In other words, Neuro-Linguistic Programming can help you develop a clear understanding of how you see yourself and the world. It uses the words, actions, and your way of thinking to change how you view life and teaches you essential techniques you can use to transform your life. Is that something you would be interested in to create drastic positive change?

Do often feel bad that you cannot face some problems objectively even when you know your way of thinking is biased? Do you sometimes notice that your stereotypes about people, things and situations cloud your judgment such that you react in ways you would not ordinarily expect to react to such situations? If your answer to these and similar questions is a 'yes', you probably have noticed how limiting this can be in your career, relationships, finances and other facets of life. All this has to do with how your mind is hardwired to react to situations, people or things.

It can seem like a helpless situation because of the automatic responses but the good news is that it is never too late to change your life. Neurolinguistic programming can help you learn all the skills, behaviors, and attitudes you need to learn to improve your success in life, whether that success is in your career, your relationships, your business, finances, and every other aspect of your life.

This book has actionable information about the 10 most powerful tools that will help you reprogram your behavior and maximize your potential. The information here will show you exactly how you can tap into the power of NLP to make your life less frustrating, and more rewarding.

# Mastering Your Mind: Understanding NLP

Before we can discuss the specifics of the different NLP techniques, let's start by building an understanding of the concept of NLP so that you know why it works and how it works. To use NLP techniques and strategies in your life, you need to understand what it is:

#### What is NLP?

As the name implies, neuro-linguistic programming stands for:

**Neuro**: Your nervous system

**Linguistic**: Your verbal and non-verbal communication skills

**Programming**: Your ability to program/structure your neurological and linguistic systems to achieve desired results.

Proponents of NLP believe that how you behave has a certain structure to it. Therefore, NLP aims to examine this structure to redefine the way your brain performs and responds to the information it receives. NLP helps you understand the things that make you tick. It opens your eyes to how you perceive the things that happen to you and around you on a daily basis. When you fully understand these things, you can handle situations in a better manner, and communicate more effectively.

Your neurological system is responsible for transmitting all the information your brain receives from your environment. In this context, your environment refers to everything external including all your organs- your ears, your eyes, your skin, stomach, lungs, and every other part of your body.

Your brain processes the information from all these parts of your body and transmits them to your brain and vice versa. For instance, once your brain receives information, it processes it and decides if it is good or bad news, and then transmits it to emotions that could be joy, tears, or laughter.

The takeaway here is that your brain determines how you respond to everything going on around you and how you communicate with others. Now, imagine being able to somehow, alter the way your brain handles this information and force it to react in a certain way. That is the whole logic behind NLP.

NLP helps to change your personal programming (think of computer programming: how programmers can change computer code to get a device or software to perform specific task or behave in a specific manner). It helps you re-organize your internal programming so you achieve the desired results you want.

To frame it in a simpler manner, NLP helps you achieve the following:

**1. Increases Your Chances of Success:** Generally, life is problematic and your day-to-day life whether at work, with your family or at leisure will be full of challenges. NLP helps you change how you view these challenges as well as your outlook on life. It helps you change the way you see life so that unimportant things stop weighing heavily on, or bothering you. It gives your life a deeper meaning and helps you organize your priorities.

It helps you identify your strengths and weaknesses so you can concentrate on things that can help you become better and more efficient, which helps you become more successful.

**2. NLP Improves Your Communication Skills:** NLP fosters positive thinking, which makes all your communications positive. It helps you redefine how you think and feel, which makes you a better verbal and non-verbal communicator, which then makes it easier to share your perspective with others and become.

So in essence, NLP helps you to become better at expressing yourself.

**3. NLP Synchronizes Your Body and Feelings:** When your mind and body are not in harmony, putting your thoughts and plans into action becomes very difficult. However, once you start using NLP, you unify your

mind, body, and feelings so you can create a better connection and work towards achieving your goals.

You now have a better understanding of what NLP is and what it can do for you. Before we start using it to reprogram our behavior and maximize our potential, let us delve a bit deeper into its history:

#### **NLP: A Brief History**

John Grinder and Richard Bandler founded NLP in the 1970's at the University of Santa Cruz, California. At that time, Richard Bandler was a (AMIS) Information Sciences & Mathematics Master's level student while Dr. John Grinder was a professor of Linguistics.

They both studied people who they believed to be exceptional communicators and very good at helping their clients achieve desired results and necessary change. Particularly, they were interested in finding how it was possible for some people to effectively deal with difficult or sick people, defying the odds where other people have failed.

Grinder and Bandler chose to study three renowned psychotherapists-Virginia Satir, the developer of Conjoint Family Therapy, Fritz Perls, the founder of Gestalt psychology, and Milton Erickson, one of the major contributors to the development of Clinical Hypnotherapy. They also studied the skills of two linguists- Noam Chomsky and Alfred Korzybski, as well as social anthropologists Gregory Bateson and Psychotherapist Paul Watzlawick.

Neuro-Linguistic programming eventually exploded to include other disciplines and spread to several other countries. Unfortunately, in the 1980's, due to some dissatisfaction that Grinder had about some coding work they did together known as the 'classic code,' Blander and Grinder had a falling out. This led to a separation that led Grinder to team up with Judith Delozier to form newer models later named 'The New Code.'

Neuro-Linguistic Programming has come a very long way and many scholars have developed new codes, techniques, and versions, thus making it easier for ordinary folks to apply it in their lives to effect real transformation.

Although originally developed for use in the field of psychotherapy, professionals now apply NLP in all fields including Doctors, Accountants, Engineers, and every other profession in the world; from the way it looks, the future of NLP continues to look bright.

## The Pillars Of NLP: How To Apply The Knowledge In This Guide

To understand how to apply NLP to your personal life, you have to understand the four pillars of NLP. The four pillars of NLP are <u>rapport</u>, <u>sensory awareness</u>, <u>outcome thinking</u>, and <u>behavioral flexibility</u>.

- **1. Rapport:** Rapport refers to how you build and maintain relationships with yourself and other people. Rapport teaches you how to say no to requests and things you do not want while still maintaining a good professional relationship and friendships with the people whose requests you reject.
- **2. Sensory Awareness:** Another pillar of NLP is sensory awareness; sensory awareness teaches you how to pay closer attention to the things going on around you- how to make better use of the senses of sight, sound, touch, hearing, smelling, and taste.
- **3. Outcome Thinking:** When you face a challenge, instead of being stuck, NLP teaches you to focus on what you want and helps you make decisions that will help you achieve these things.
- **4. Behavioral Flexibility:** This refers to how you do things and handle situations. NLP helps you to do things differently. It gives you flexibility and the ability to change a course of action when one course of action leads to failure.

Authors Romilla Ready and Kate Burton describe how the four pillars can translate into your day-to-day life with this interesting illustration.

Imagine you ordered a new software to help you record all the names, addresses, phone numbers, and other important friends and clients' details.

After spending time to purchase and install the software, you discover the software does not work because it has a coding bug.

You contact the software company's customer service department and they are rude and unhelpful. At this point, you have to employ your **rapport** building skills with the customer service manager so they can listen to your complaints. You would need to increase your **sensory awareness** by listening carefully, controlling your feelings, and deciding on the most suitable response. You have to know the **outcome** you desire by engaging in discussions with the customer service manager; do you want a refund or a replacement. Lastly, your **behavior needs to be flexible** enough to accept other outcomes if the desired one is unachievable.

That is how NLP helps you to become a better communicator and helps you achieve the things that you want without a lot of stress or frustration.

#### **NLP Presuppositions**

NLP presuppositions are basic generalizations or general beliefs in NLP that can be useful to you when you act as if they are true.

Some common presuppositions of NLP include:

**1. The Map is not the Territory:** Alfred Korzybski takes credit for this statement. He explains that we experience the world through the human senses of sight, touch, hearing, taste, and smell, which he refers to as 'the territory.' The experiences you get from these senses then transfer to the brain where they make an internal representation that he refers to as 'the map'.

You create an internal map in your brain; your experiences shape this map, but another person who has had the same experiences would never have the same exact internal map like yours (their perceptions and the way their

senses perceive information may be different). This simply means that what is outside can never be the same as what is inside your brain.

If you are a doctor, what pills mean to you may be vastly different from what they mean to a patient and even a law enforcement agent. The point is that we all make different internal representations of the same things depending on our backgrounds and personal contexts.

To be a better communicator and a generally better person, you need to learn how to see things from other people's eyes- try to understand the internal representations or map of the person you are trying to communicate with. Rather than respond negatively to other people's behavior you may deem inappropriate, focus on trying to understand why that person might have behaved that way. This would make you a happier person who accepts people's actions and inactions with greater ease.

**2. There is no failure, only feedback:** This very important NLP presupposition will help you, but only if you can live by it. There is no one person in the world who does not experience setbacks and failures. It is up to you to choose whether to allow those setbacks to bring you down or you want to take lessons from your setbacks and these lessons as a learning experience that helps you become better at whatever you failed at the first time when you decide to try again.

Whenever you fail at anything, rather than give up, always ask yourself these five questions:

- \* "What am I trying to achieve?"
- \* "What have I been able to achieve so far?"
- \* "What are the things I have learned (feedback)?"
- \* "How can I use the lessons learned to better my performance?"

- \* "How am I going to measure my performance and success?"
- **3.** The Meaning of the Communication is the Response it elicits: How the person you are communicating with perceives the information you are trying to pass across is the most important thing. No matter how good your intentions are, your listener interprets information based on how they receive it.

The onus therefore, rests upon you to pass your messages across carefully in the way you want your listener to receive it. Before you start communicating, have a clear understanding of the desired outcome of the conversation, and then carefully construct your conversation to elicit the exact response you want.

**4: If What You Are Doing Is Not Working, Do Something Different:** This is yet another presupposition and a very simple one at that. Do not be fixated on things that do not work for you, instead, change your tactics.

Determine why what you are doing is not working and what you can do to get better results.

- **5: You have all the Resources You Need to Create Desired Outcomes:** Everyone has what it takes to develop, grow, and become a better version of themselves.
- **6: People are Much More Than Their Behavior:** The fact that a person is behaving badly does not necessarily mean he or she is bad. People behave badly when they do not have the inner resources to behave differently. Most times, helping them change or improve on these resources would help them improve their behavior and start behaving better.
- **7: Body Language is Important:** When communicating, you have to employ the right body language because body language makes up for 55%

of how others receive your communication.

For the techniques in this book to work for you, you have to practice them. Most of the techniques listed here are not instant solutions that are going to work in one day; however, with consistent practice, your life would improve and you would get better at what you want to improve.

In the subsequent chapters, we will discuss how to use different NLP techniques for different goals. We will start with setting personal anchors.

#### 1st NLP Technique: Setting Personal Anchors

Anchoring focuses on helping you change your state of mind. It can help you stay calm in the face of danger or trouble, and can help you relax and behave in a positive way when people are trying to provoke you.

Anchoring tries to mimic one of Pavlov's experiments. Pavlov experimented with dogs and sounded a bell as the dogs were feeding. Whenever the dogs saw the food and heard the bells, they salivated in anticipation of the meal. After some time, Pavlov began to sound the bell without the food in sight and he noticed that the dogs salivated whenever they heard the bells even without seeing the food.

Anchors are similar; they stimulate a response in your mind and help you control your thoughts and emotions. For instance, rubbing your forehead can be an anchor. Sometimes, anchors can be involuntary. For instance, a familiar smell might bring back a memory from your childhood or a song can trigger a memory of your ex. These are examples of involuntary anchors that work automatically without any self-induced trigger.

Establishing anchors involves producing stimuli when you experience the resourceful state so that the resourceful state pairs with the anchor. Just like with the dogs that begin salivating without a meal in sight simply because they heard a bell, you can establish personal anchors that will trigger a desired response in you whenever you experience anything.

Activating the anchor refers to the act of producing the anchor after you have established it in a bid to trigger the occurrence of the resourceful state.

When you are happy or sad, you are responding to some anchors in your life. When you are feeling motivated and confident or otherwise, you are also responding to some anchors although sometimes, you do not even know what these anchors are. That is why sometimes, you may be in a bad mood without knowing why.

The NLP anchoring technique teaches you how to design personal anchors and use them to produce a desired state of mind. For instance, if you are in an interview situation and you are feeling jittery, but you want to be calm, you can use established anchors to trigger a calm response within yourself. If someone is annoying you, but you do not want to lose your temper, you can use anchors to calm yourself down.

#### The Resource State

In the last section, we established that we all have the resources we need to achieve the things we desire. Here, the resource state refers to memories of the required state. For instance, if you want to be calm, your resource state here is a memory of a past time where you were calm and relaxed.

The resource state involves striving to make a previous experience vivid so it feels as if you are experiencing it afresh in the present. If you cannot recall a situation where you have felt that way, you can simply just imagine yourself in the resource state.

#### **Types of NLP Anchors**

There are three different types of anchors:

- **1. Visual Anchors:** Visual anchors involve using the things you see to provoke a response. For instance, if you want to feel powerful, you can use your wristwatch as an anchor so that any time you want to feel powerful, you simply look at the wristwatch and use it as an anchor; however, the anchor does not have to be objects- you could use people, symbols, drawings, or anything physical as an anchor.
- **2. Auditory Anchors:** Auditory anchors involve using sounds or music as anchors to provoke a response.
- **3. Kinesthetic Anchors:** Touching yourself or imagining someone touching you is an example of a kinesthetic anchor.

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#### **How to Set Personal Anchors**

To set anchors:

**1. Decide** the state you wish to anchor (the response you want to elicit e.g. Calmness, happiness, feeling powerful, feeling relaxed, etc.). It is helpful to write down your intention in your journal, so that you can crystalize exactly the feeling or emotion you wish to create a trigger for.

NLP Technique 1: Setting Personal Anchors
Describe the exact feeling/emotional state you wish to create a trigger for

- **2. Choose** the anchor you want to use to trigger that state. You can use a combination of anchors such as visual and auditory anchors.
- **3. Close** your eyes.
- **4. Tap into** your resource state by recalling a memory where you previously experienced the state you want to trigger.

- **5. As soon** as you can vividly recall that experience, activate the anchor (play the music, touch the parts of your body you want to use as anchors, or look at the object you wish to use).
- **6. Release the anchors** as soon as the experience starts to fade away. It is important to release the anchor immediately the experience begins to fade so that you do not anchor a drop in that state rather than the state in itself.
- **7. Take a break** and do something else such as counting from one to ten.
- **8. Repeat the process** from step 1; this time, make the memory more vivid and then try to establish the anchor at the highest point of the experience.
- **9. Test the anchor** to see if the required state occurs. After you have solidified your process, be sure to record everything about your process, to make sure that it is repeatable. What emotions came up during this process? What memories did you specifically trigger? Did you use visual or auditory cues? Write down everything.

<b>⊘</b>

**10. Check the anchor** the next day and continuously until it becomes permanent.

You should always ensure the anchor fires in the same way every time you want to link to the resourceful experience. If you cannot get a desired state when you trigger the anchor, change the anchor to avoid establishing a negative anchor.

Pattern interruption is the second NLP technique we shall discuss.

#### **2nd NLP Technique: Pattern Interruption**

Imagine a situation where you have a favorite route you drive through each time you are going from home to your place of work (every day). This driving pattern becomes repetitive and sometimes, you do not have to place too much effort and concentration into it because well, you already know the drill.

It is kind of like autopilot for you and you take out this time to think of the tasks you need to complete at home, how your day went, and other things while your subconscious takes care of everything else.

Suddenly, you hear a loud sound and bam! A large tree has just fallen and your path is obstructed. You slam the brakes and the car comes to a screeching halt. For the next few seconds, you are sitting in your car wondering what just happened.

Your subconscious is not used to this situation; therefore, it does not know how to respond. At this point, you have to step in; your conscious mind has to take control and issues instructions detailing how to handle the situation. Your subconscious mind is great at running automatic patterns so that your conscious mind can handle other activities that need conscious handling.

When you are trying to alter some patterns, sometimes, automatic habits, thoughts, emotions, and actions can create a problem. It is not as if you are not willing to change, but your subconscious keeps pulling you back, which then cause you to do the same thing repeatedly.

Well, you have to understand that the subconscious mind is very poor at decision-making. Only the conscious mind has the ability to make decisions. As an NLP technique, pattern interruption forces your

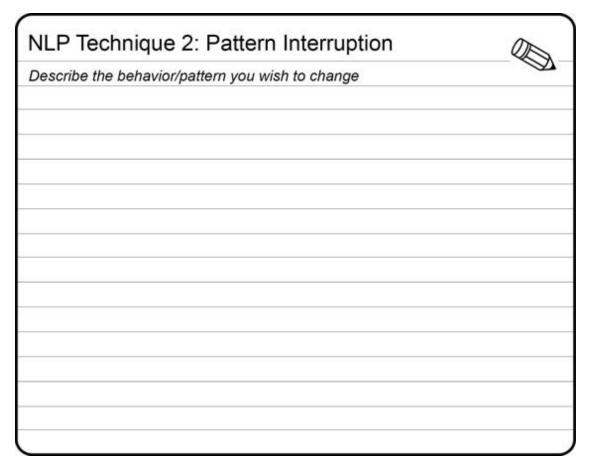
subconscious mind into a state where it waits for information from your conscious mind.

It helps you break habits and embrace new methods and changes. It helps you re-program your subconscious so that the subconscious becomes a messenger that receives instructions from the conscious mind.

#### **How to Practice the Pattern Interrupt Technique**

To practice this NLP technique:

**1. Decide** on a particular behavior you wish to change. This has to be something you do automatically without thinking about it. For instance, eating junk food whenever you are watching TV could be an example of something you want to change. Write down in detail in your journal exactly what you would like to change.



**2. Start** observing how the pattern runs. At what point do you start to experience the urge to eat something? At what point do you decide to get up and walk to the fridge? How do you make a choice of what to eat from the different available choices? Record your decision making process in detail in your journal.

NLP Technique 2: Pattern Interruption	0
Observing the pattern running	Ø

**3. Create** a pattern interrupt completely alien to the behavior you wish to change. For instance, when you experience the urge to eat something, fold some clothes or instead, drink some water. You need to create a pattern interrupt entirely different from the usual pattern. This pattern interrupt has to jolt you just like the tree that fell in front of your car. Again, write down in detail the new behavior you are going to implement.

NLP Technique 2: Pattern Interruption	
Pattern Interrupt: New behavior	<b>⊘</b>

**4. Every** time you feel the urge to engage in the pattern you wish to change, use your pattern interrupt to do something else.

Continue to impose this pattern interrupt and before you know it, you will eliminate the habit you want to change and the new habit will replace the old one (as such, the new habit has to be a positive one). You can use pattern interrupt to get rid of addictions and any negative behavior you wish to eliminate from your person. Reflect on the effectiveness of this technique and how it is influencing your behavior.

NLP Technique 2: Pattern Interruption	0
Results and Reflections	<b>⊘</b>

The next technique we will discuss is the Swish technique.

### **3rd NLP Technique: The Swish Technique**

The Swish NLP technique helps you alter how your memories affect you. It helps you disconnect from powerful negative thoughts that provoke negative feelings that may negatively affect you and your life.

You can use the swish NLP technique to manage your thoughts and feelings especially thoughts and feelings related to the things happening around you. This NLP technique helps you disconnect from past thoughts such as things that irritated you or made you feel embarrassed in the past, present feelings caused by self-undermining thoughts, and anxieties about forthcoming or future situations.

For instance, if due to illness or stress, you take a leave from work and you find yourself worrying about getting back to work, you have an unwanted negative feeling that in this case, is worry. Each time you remember you have to walk into your office when you resume work next week, your stomach churns and your heart starts racing. This means that walking into that office is the trigger.

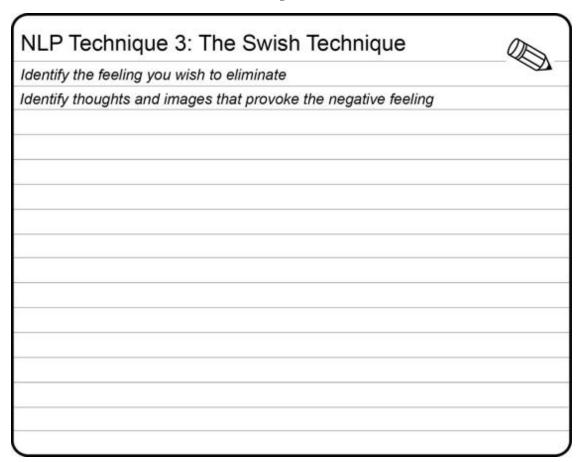
You have checked this feeling to see if there are any rational reasons for your fear, but there are none because you have checked with your employers and everything is good. Now, you do not want to be worried and afraid whenever you think of walking into your office next week. You want to be confident and enthusiastic about it.

You can use the Swish technique to replace these feelings and change them into positive ones.

#### How to Use the Swish NLP Technique

To use the swish NLP technique:

- **1. Identify** the feeling you want eliminate.
- **2. Identify** the thoughts or images that provoke the negative feeling.
- **3. Check** if your fears are founded and rational. If they are simply irrational, move on to the next step.



- **4.** Close your eyes.
- **5. Create** a replacement image in your head. This means you should identify how you want to start feeling. It means you should begin to see yourself acting the way you want.

Now, what you want to do is to point your thoughts towards a fresher and more positive direction. The idea is to re-program your brain by changing the trigger so you can know when you should start thinking new thoughts.

**6. Think** of the trigger image (the negative one) then start inserting the replacement image in between the trigger image. In between worrying, start imagining yourself feeling more confident. Before you begin, write down your replacement image in as much detail as you can, to help you solidify your visualization.

NLP Technique 3: The Swish Technique	
Decribe your positive replacement image	223803

- **7. Allow** the replacement image to become bigger and more vivid so that the trigger image begins a gradual disappearance.
- **8. Break the state** and open your eyes.
- **9. Start from step 1** and this time, try to insert the replacement faster.

- **10. Repeat the process** about 5-7 times.
- **11. Test** it to see what happens when you try to recall the negative trigger image, you will discover that it becomes more difficult to bring back the negative feeling.

If, however, the negative trigger continues to manifest, the trigger may be more powerful than the Swish technique. In that case, try a stronger technique like the anchoring technique. Reflect on the results of the Swish technique in your journal.

NLP Technique		
Results and Reflection	18	25.000

In the next chapter, we will discuss the framing technique.

### 4th NLP Technique: The NLP Framing Technique

The NLP Framing technique draws upon the idea that how you perceive everything depends on your point of view. Framing involves trying to change the meaning you attach to a thing by trying to change its context or setting.

For instance, a person trying to annoy you can seem funny so that, rather than becoming angry, you can start laughing at what the person is doing. The meaning you attach to events and things happening around you is dependent on how you frame it.

You can use your responses and behaviors to change the meaning. Dressing as a skeleton to a Halloween party and dressing the same way to a burial would cast different perceptions even though it is the same costume and the same person wearing it.

NLP reframing helps you change how you see and perceive things happening around you so you can behave in a different way. You can get people to see things differently by reframing events and communication differently to get a different response. By using this technique, you can keep calm in the face of fear and maintain your cool when you should be angry or losing your temper.

## **How to Use the NLP Framing Technique**

To use this NLP technique:

- **1. First,** identify a behavior you consider negative or troubling; a behavior or feeling you would like to eliminate from your persona.
- **2. Now** try to establish a communication with the part creating the behavior or response. This could be a sensation in your body, a picture of another person, a specific sound, or voice: anything that triggers the negative behavior or feeling. Write down both the behavior and any triggers associated with it.

NLP Technique 4: The Framing Technique  Negative behavior and behavior triggers		

**3. Ask** yourself what exactly you want- what would you rather feel instead? How would you rather behave? You have to recognize the difference

between the feeling/behavior and your intended one.

**4. Tap into your creativity** to figure out three alternative ways you would rather feel or behave instead of the current negative one or some alternative ways to get your intended outcome.

Three alternative positive haboviers		
Three alternative positive behaviors		

- **5. Evaluate** your new choices and determine whether they are acceptable or not.
- **6. Check** for objections with other parts. Sometimes, when you change an ingrained behavior or pattern, it affects other parts or aspects of your life. You have to ensure your new choices and desired change do not have unintended consequences.

The framing technique helps you tap into your inner resources so you can behave in a way than is far different and superior to your normal way of thinking. Write down any reflections and results from using this technique.

NLP Technique 4: The Framing Technique Results and Reflections		

The next chapter will be about mirroring and rapport building.

## 5<sup>th</sup> NLP Technique: Mirroring and Building

#### **Rapport**

Mirroring involves mimicking or copying the behavior, body disposition, or speech patterns of a person you are communicating with.

**Note:** mirroring is very different from aping someone. Aping is where you copy everything someone does; that is not mirroring, that is rude.

Mirroring is subtle and barely noticeable by the person whose body language and speech patterns you are trying to mimic: it has to seem unconscious.

To Mirror someone, you can mimic his or her:

- \* Speech patterns
- \* Body language
- \* Vocabulary style or specific choices of words
- \* Pace, tempo, pitch, tone, and volume

Mirroring helps you create rapport with the person you are engaging in communication. It makes it possible for the person to warm up to you, trust you, and understand you. A successful interaction can only happen when you maintain rapport with the person you engage in communication with.

There are two approaches to mirroring: you can <u>emphasize the similarities</u> between you and the person, or you can <u>emphasize the differences</u>. Emphasizing the similarities eliminates resistance and antagonism.

Mirroring is a natural thing that most of us do. For instance, if you are trying to talk to a little child, you may crouch so you and the child can be at the same height, or you may talk slowly so the child hears you and understand you better. This is an example of how we naturally mirror others.

#### How to Practice the NLP Mirroring Technique

To practice mirroring:

- **1. Mirroring Body Postures:** This involves adjusting some parts of your body (or all your body) to match the other person's body posture. Ensure that the posture is a natural one; otherwise, the mirroring may seem disrespectful. You can mirror a person's head and shoulder positions or other natural poses.
- **2. Mirroring Breathing Patterns:** Another thing you can try to match is the breathing pattern. You can mimic the depth or rate of someone's breathing; however, if this breathing is irregular, you should not mimic someone's breathing pattern.
- **3. Mirroring Voices:** You can try to match the voices of those you communicate with by matching the volume, pace, pitch, and choice of words. This can be a very tricky thing to do, but if you learn to do it subtly, you will be better for it because it will improve your rapport building skills. You do not have to mimic every aspect of a person's speech, but you can speak slowly if the person speaks slowly, or speak in a high tone if the person does so.
- **4. Mirroring Beliefs and Values**: Another way to mimic someone is to try to understand his or her values and believes, and try to see that person's perspective. This is not real mimicry because you do not have to agree with that person's believes and values; you just have to understand him or her and avoid levying judgment. Doing this helps build rapport and makes people more likely to warm up to you.
- **5. Mirror Language Patterns:** You can also mirror a person's language patterns. Marketers and sales representatives commonly use this approach.

It makes the person you are communicating with feel understood. What you have to do is to use the same words the person uses or use similar paraphrasing. This ensures the other party feels listened to and understood.

Essentially, mirroring makes the person you are communicating with feel as if you are on the same page. It makes the person feel heard and understood, which ensures the person feels comfortable and at home when conversing with you.

For the next few days, make a habit of mirroring and matching people when communicating. Write down your results and observations. Did it improve your communications? How so?

NLP Technique 5: Mirroring and Building Rapport	00
Results and Reflections	Ø.
	. 10

In the next chapter, I will show you a technique that will help you to overcome any phobia.

# 6<sup>th</sup> NLP Technique: The Fast Phobia Cure NLP Technique

In NLP, this technique goes by the common name <u>dissociation</u>. Dissociation is a very effective NLP technique used to eliminate traumatic memories that create phobias. For instance, Acrophobia (a phobia for heights) may be because of a high fall you or someone experienced in the past. Zoophobia (the intense fear of animals) may be because of an experience where you saw or watched an animal attack or kill someone.

You can use Dissociation to cure phobias by reprogramming your brain to give a different response to the object of your phobia. Dissociation helps separate the mental pictures you have from the associated feelings. It helps facilitate a safer, much more relaxed state, and a different perspective that helps you change your perspective about certain things.

Dissociation reprograms your brain by creating a new perspective that limits the triggering of the fight or flight response you have towards the object of your phobia.

# **How to Practice the NLP Dissociation Technique**

To practice disassociation:

**1. First,** identify the issue. Why do you have this phobia? Is something in your past the cause of the phobic feeling or response? Write down your thoughts.

dontifica nhahia	or foor vou would li	la ta aliminata	- W
аепшу а рпоріа	or fear you would li	ke to eliminate	200

**2.** What would you like to experience or what feeling would you rather have instead of the current one? Write down what you would like to have instead.

NLP Technique 6: The Dissociation Technique	0
Replacement feeling/experience	Ø.
	. 0

- **3. Establish** a security anchor. We talked about how to establish personal anchors; choose an anchor you want to be using to trigger a relaxed state.
- **4. After** establishing the anchor, test it and be sure it works.
- **5. Recall** the event where you first experienced that fear or the event that caused the phobia. Go with the first memory that comes to your mind. When you have identified one, write it down.

0
Ø

- **6. Picture** yourself back in that place where it first happened as though you are seeing a movie.
- **7. Imagine** yourself comforting your younger self, offering suggestions for comfort and reassuring your younger self of security as you trigger the security anchor.
- **8. Bring yourself back** to the present state, relax, or do something else for the next few minutes.
- **9. Test again** by starting from steps 5-8 and try to note the difference between your feelings the first time and now. Record your results and any reflections.

NLP Technique 6: The Dissociation Technique	0
Results and Reflections	_ Ø

**10. Lastly,** future pace to determine the effectiveness of the technique; Future pacing involves trying to imagine yourself in a fresh new situation similar to experiences that caused the phobia and trying to see if you will feel more relaxed and calm instead of the extreme fear and anxiety you always feel.

Now that you know how to neutralize your phobias, let's discuss another NLP technique: embedded commands.

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# 7<sup>th</sup> NLP Technique: The Embedded Commands Technique

Embedded commands are another technique used by marketers and sales representatives to get a desired response from clients.

This technique is like a secondary aspect of the mirroring technique. After you mirror someone, and they have warmed up to you, you begin to use embedded commands to get the person to give you a favorable response.

Embedded commands are commands masked into sentences to disguise them. For instance, a statement like "You can feel good as you start this next exercise" has an embedded command in it.

#### **How to Use the Embedded Command Technique**

To use embedded commands:

**1. First,** set up a Weasel phrase. This is a type of phrasing that gives the impression of authority that something meaningful or relevant has been stated, when in fact what you are saying is highly ambiguous. Examples of Weasel phrases include:

```
* If you were to...
```

**2. Insert** a command verb. You have to change your tone before you say the command verb or pause a bit before you say it so that the person's unconscious mind would pick up the command. You have to do this without making it to obvious or make the person wonder what you are doing. Examples of command verbs include:

```
* Remember
```

- \* Have
- **3. Process** the command. You can add phrases that complete the sentence.

<sup>\*</sup> Some people say ...

<sup>\*</sup> It is known that...

<sup>\*</sup> You really should not...

<sup>\*</sup> How does it feel when you...

<sup>\*</sup> Feel

<sup>\*</sup> Experience

<sup>\*</sup> Think about

An Example is "You can.....feel good.... As you start this exercise" or "I recently read a study about people who ....eat sushi...are healthier."

Come up with your own phrase based on a recent conversation you had and write it down. Next, try using this technique in your next conversation and record the results. Was it effective in communicating authority or changing someone's mind?

NLP Technique 7: Embedded Commands	0
Phrase using weasel words/embedded command	
Results and Reflections	

Embedded commands help you get a desired response through issuing command statements without making it obvious to your listener.

Next, we will talk about modeling.

# 8<sup>th</sup> NLP Technique: The Modeling Technique

Modeling involves copying good behaviors and attitudes. For instance, if you want to become the CEO of your company and you admire the current CEO, you can start modeling him or her.

Modeling helps you develop techniques that can improve your performance, improve unsatisfactory performances, and better understand others.

## **How to Use the Modelling Technique**

Richard Bandler, one of the founders of NLP recommends these steps when trying to model someone:

- **1. Choose** someone whose physical performance you would like to model.
- **2. Spend** enough time studying that person. You can watch him or her on DVD or physically observe the person. While watching and observing that person, be in a relaxed state.
- **3. When** you start feeling familiar enough, close your eyes and begin to create an visualization of this person performing a sequence of actions at the highest levels of excellence. Ensure the pictures you create are vivid and you can hear them clearly. Continue to watch this performance for some time.
- **4. Imagine** yourself stepping inside your role models body and watch yourself doing the same things you have imagined in the same sequence. Repeat this several times until you feel a strong sense of familiarity.
- **5. Step** out of your role models body and maintain the consciousness of your new borrowed skill or habit for the rest of the day.
- **6. Repeat** this exercise for the next 21 days. The whole essence of repeating the exercise for 21 days is to ensure it sticks. Psychologists believe it takes 21 days to form a new habit. When you practice this exercise for the next 21 days, it easily becomes a part of you. Record the results of this exercise.

Results and Reflections		W.
Results and Reflections		

The next technique that we will discuss will entail asking empowering questions.

# 9<sup>th</sup> Technique: The Empowering Questions Technique

The Empowering questions NLP technique thrives on the belief that the right questions can lead to the right answers that will improve your quality of life while the wrong ones can reduce the quality of your life.

For instance, you do not get as much benefit from asking, "Why is this happening to me?" as you would get when you ask an empowering question like "What have I learnt from what has happened to me?"

The former makes you feel unfortunate, unnecessarily sad, and dejected, while the later helps you learn how to avoid making the same mistakes so you can get better results next time. Empowering questions can help you anticipate a better future rather than focusing on an unfortunate past.

# How to Practice the Empowering Questions Technique

The empowering questions technique involves asking questions. Examples of questions you need to ask include:

- \* "What do I need to do to get better at this and that?"
- \* "What is this person doing differently to achieve better results?"
- \* "How can I replicate this person's result?"
- \* "How can I achieve better results while putting in less effort?"
- \* "What can I do differently today to have a more fulfilled day?"
- \* "How can I get better at this?"

This technique may look easy or a no-brainer, but it can bring tremendous results by making you feel more powerful, improve your outlook and zeal towards life, and your work so you can achieve better results. For the next few days, make a habit of asking these questions and record them for future reference.

NLP Technique 9: Empowering Questions	
Write down your empowering questions	<b>⊘</b>

Finally, we will discuss the future pacing technique.

# 10<sup>th</sup> Technique: The Future Pacing Technique

Future pacing is a mental imagery technique that helps you connect changes to future situations. For instance, if you want to perform better at something in the future, you can use the future pacing technique to achieve that.

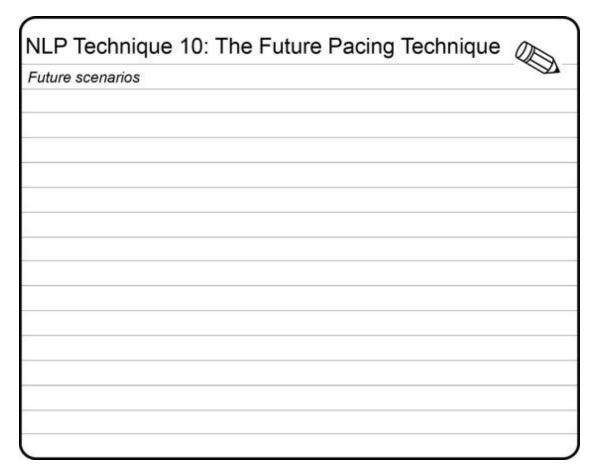
Future pacing usually comes at the end of an NLP technique process to assure the new outcome you want to experience establishes. When you imagine future situations, it becomes easier to get a desired result when faced with that situation in reality.

For instance, if you do not want to experience the phobia for dogs anymore, you can future pace to a time in the future where you see dogs and you do not get scared but instead, you play with them, feed them, and feel comfortable around these dogs.

#### **How to Practice the Future Pacing Technique**

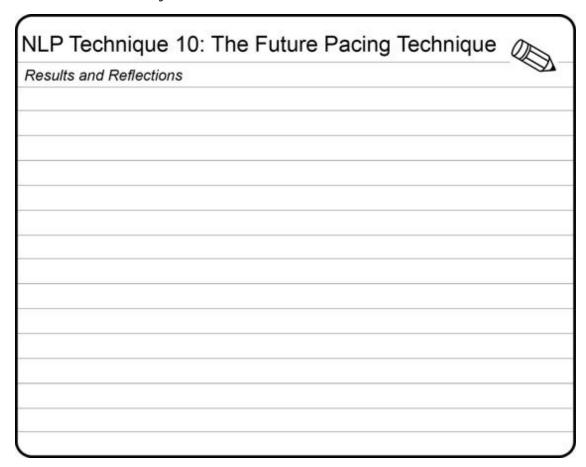
To practice this technique:

- **1. Choose** and set up an anchor to trigger the desired response.
- **2. Think** of possible situations in the future that would have triggered the feeling or response you want to eliminate (an example is walking into your neighbors' home and the dog runs to the door to welcome you). You should think of at least four different scenarios. Write these down.



- **3. Imagine** yourself stepping into the first situation. Imagine feeling, hearing, and seeing everything clearly.
- **4. Try** to imagine yourself responding in the new positive way you would rather respond.

- **5. Are** you satisfied with the new response? If not, try to fine-tune it until you get the desired response.
- **6. Repeat** step 2 to step 4 for all the other three scenarios.
- **7. Come** to back to the present moment and imagine yourself in a future situation and trigger the anchor.
- **8. Imagine** yourself responding in the desired way.
- **9. Repeat** steps seven and eight for all the other scenarios. When you are done, write down your observations.



Future pacing is only effective when you can vividly imagine situations. The closer to reality your imaginations are, the better. Just like other techniques, you need to keep practicing until it becomes a natural part of you.

#### **Conclusion**

Thank you again for reading this book! I hope this book has taught you a thing or two about the Neuro-Linguistic Programming and how to use to foster positive changes and development. The whole essence of this book is to break the concept of NLP down and make it easy to understand and comprehend for beginners. I hope that book has done that for you and shown you how to apply the 10 most powerful NLP techniques to your life.

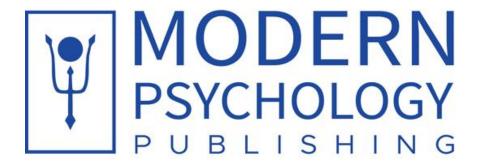
The next step is to use what you have learned here, and take action with this knowledge to transform your life.

Thank you and good luck!

# NLP

# Sales Psychology Playbook

Your Secret Weapon for Transforming Your Sales Process and Doubling Your Conversion Rates With Proven NLP Tactics



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# Thank you and congratulations for picking up NLP: Sales

Psychology Playbook: Your Secret Weapon for Transforming Your Sales Process and Doubling Your

Conversion Rates With Proven NLP Tactics!

You are on your way to increasing your closing rates and improving your sales skills with these powerful yet easy-to-follow, actionable NLP strategies.

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- ✓ 7 powerful NLP hacks to instantly supercharge your selling today
- ✓ The most effective body language hacks to build rapport with your customers fast!
- ✔ How to use Modal Operators to move customers beyond their limitations
- ✓ How to use embedded commands to powerfully influence your customer to make a decision
- ✔ How to use Future Pacing to make your product irresistible
- ✔ How to use Hypnotic fractionation to get the sale
- ✓ And much, much more!

Let's get started!

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# "You were born to win, but to be a winner, you must plan to win, prepare to win, and expect to win."

-Zig Ziglar, American Author

## Introduction

#### The Secret Sales Weapon: How NLP Can Change Your Sales Game

NLP will not just make you close more deals and increase your conversion rate; these strategies can actually make you a more aware of influential psychology in general and therefore more effective at influencing people in any circumstance. Learning these NLP techniques can also help you become a better listener, and a much more effective communicator in relationships even outside of business. But if you are looking for that extra edge on influencing your customer to act and close the sale, look no further than what can be achieved with Neuro-Linguistic Programming.

Sure, some of these NLP tactics are a little sneaky and Machiavellian - but when you gain a better understanding of the human psyche, and why people make the decisions they do, then you can't help but also gaining a better understanding of how to better serve people's needs. That, ultimately, what translates your sales process into a machine with higher conversions, more customers served, and consistently higher profits!

#### So What Is NLP?

NLP is an acronym for Neuro-Linguistic Programming. 'Neuro' refers to neurology and the framework of the mind; 'Linguistic' refers to language, (i.e. the language of the mind); and Programming refers to changing and influencing patterns. In other words, NLP is about understanding the language of the human psyche and getting down to the nitty-gritty of how and why people make the decisions they do. It is an extremely powerful framework for being able to have an almost unfair advantage over anyone, because not many people are aware of these techniques and are very susceptible to being influenced powerfully by them.

#### **Influencing the Subconscious**

After reading this book, you will have an increase appreciation for how influencing people really works, and how to use it to your advantage. We can influence the thinking processes of others by reaching them on the subconscious level. This is extremely important to understand, because contrary to what most people would like to believe, decision-making in general may be a process that is handled to a staggering extent by our unconscious mental activity. Recent studies have illuminated that many processes in the brain occur automatically, without any involvement of the conscious mind. Studies have found that micropatterns in the frontopolar cortex were accurately predictive of choices of the study participants, even before the participants could consciously identify which choice they would make.

Clearly, the name of the 'influence game' is to subtly affect people on the subconscious level - and NLP is the language of interacting with the subconscious mind. With NLP, you can interact directly with the subconscious, and leave a lasting and powerful impression. The customer won't know that they are being influenced subconsciously, but they will feel compelled to listen to you and to buy your product.

#### The Danger of Not Knowing NLP In Sales

In this book, we will dive deep into the psychology of making a successful sale, and how to improve your relationships instantly with customers. The danger of not knowing NLP in sales is that you won't be able to effectively communicate with your audience. Not knowing these techniques can leave customers without the benefit of your product, and you without any sales. Why not learn the

strategies that will get your message across, and benefit everyone involved? With practice, you will find that these techniques are indispensable part of a successful sales process.

Let's jump in with a few powerful concepts that will help put you in the right mindset to get started with NLP quickly - so you can start making more sales as soon as today!

# **Chapter 1.** Instantly Supercharge Your Selling With these 7 NLP Concepts

#### NLP Instant Hack #1: Your Mental State - Leading First

Yogi Berra, a baseball Hall-of-Famer most famous for being an All-Star catcher, was famously quoted to have said that "baseball is 90 percent mental. The other half is physical."

While baseball and sales are two vastly different fields, anyone who wants to supercharge their selling can certainly gain a lot from Berra's famous quip. Indeed, albeit counterintuitively, the key to sales success is not the quality of the products being sold, but the correct mental attitude of the person making the sales pitch. That said, the best way to get out of a sales rut is to examine one's current state of mind and do some reframing if necessary.

Since selling, like baseball, is also 90 percent mental, the secret to successful sales is having a positive state of mind. After all, a salesperson who fervently believes that he can sell his products is more likely to actually sell his products as compared to someone who is unsure of his sales skills. This is especially the case since salespeople tend to hear "no" from people all the time. Whereas an average salesperson will immediately be discouraged when turned down so often, a successful salesperson will remain positive, work even harder, and power through setbacks.

This brings us to these questions: how does a salesperson remain positive and enthusiastic despite rejections? The answer is not as difficult as it may seem – use hypnotic affirmations with repetition.

A hypnotic affirmation is a statement combining elements of affirmation and self-hypnosis. Simply, affirmations are powerful statements assuming as true what you want to be true. These statements are short and stated in the present tense. For example, instead of saying "I will be a great salesperson", you affirm with "I am a great salesperson." Instead of saying "I hope to sell a lot today." say "I'm going to sell a lot today."

To combine affirmations with self-hypnosis, it is necessary to create an affirmation that focuses on one specific aspect. This will help your subconscious deeply ingrain and eventually embody the affirmation. Set a time every day when you can relax and practice your hypnotic affirmation. Find a quiet place where you will not be disturbed and relax. Once you are relaxed, start saying your affirmations. Say your affirmations slowly and deliberately. Do this 10 times, taking four breaths in between each affirmation. Then bring yourself back to the present and say your affirmation one more time, with conviction. You will immediately feel how empowering this exercise is. Over time, the idea will become ingrained in your subconscious and can dramatically affect what is possible for you in your reality.

#### NLP Instant Hack #2: Hypnotic Fractionation - Getting the First 'Yes'

Another important technique which you can utilize to increase your sales success is hypnotic fractionation. The concept of hypnotic fractionation typically comes up in crash courses on seduction, especially since the process was first developed by psychologists like Sigmund Freud and Carl Jung. Fractionation as a technique for seduction was later on developed by John Grinder and eventually made mainstream by Derek Rake in the 1990s. Despite its origins as a seduction

technique, however, fractionation has applications beyond the world seduction. In fact, fractionation can be a powerful sales technique when properly executed.

Fractionation as a psychology concept is akin to the scientific process of fractionation; that is, the separation of a mixture into smaller parts or quantities. As an NLP technique, hypnotic fractionation combines elements of psychology, hypnosis, and persuasion. Since this technique involves taking another person in and out of a hypnotic trance, bringing them a little deeper each time, the technique is subtle and comes off naturally. This is also why this technique is often referred to as covert hypnosis.

To better understand hypnotic fractionation as a sales technique, let us take a sample sales interaction which employs this NLP tactic. Say you are a salesperson selling food processors at a crowded mall. A potential buyer passes by your store. How do you employ hypnotic fractionation to convert the potential buyer to an actual buyer?

The first step is to get the first "yes". Consider the first part of hypnotic fractionation as a "getting to know each other" phase. In this phase, you are not asking the other person to take a plunge. Instead, you merely want the other person to be receptive of the interaction. So in this scenario, what can you do to get the first "yes"? Offer something free and say, "Would you like to try \_\_\_\_\_? It's free." Now that is why there are so many free taste offers at the mall.

Once you get the potential buyer to give you the first "yes", you can accustom them to agreeing with you. Ask questions that will let them empathize like, in this case, "Don't you hate it when your food processor does so-and-so?" or "See how much easier this is compared to chopping everything yourself?" The trick is to ask questions they can identify with and easily agree to. Once they are used to agreeing with you, you can start asking the bigger questions, such as "Would you like to get one now?" And if you are doing hypnotic fractionation correctly, you can build up the interaction and even prompt the buyer to get an upgrade.

#### NLP Instant Hack #3: The Power of Repetition

One basic sales technique that often tends to be overlooked is the power of repetition. Salespeople, especially those who have been in the industry for a long time already, tend to scoff at this technique, mostly because it appears too "basic". However, as basic as repetition might be as a marketing tool, there is a reason why it remains to be largely used today – it is effective in its simplicity and science backs it up.

The power of repetition relies on two key concepts: first, it shapes the perception of truth of the target audience and second, it increases memory. The first one is based on the "illusory truth effect", a psychology concept discovered in the 1970s. According to this concept, repeated exposure to the same message tends to convince the audience of the truth of the message. The second concept is more obvious — we tend to remember better things we have encountered multiple times. The more times a particular message is repeated, the greater the recall. In fact, this is precisely why famous and well-established brands do not bother changing centuries-old slogans, no matter how outdated they may sound — the sheer amount of repetition has made their brands more credible and a lot easier to remember.

The pitfall of repetition, however, is that it has a tendency to be irritating if not employed properly. As such, there are a couple of things that an effective salesperson should keep in mind when utilizing the power of repetition. First, it is important to determine what specific aspect of your product or service you want the customers to remember. Here is where you play up the factor which

differentiates your product or service from its competitors. It is not enough that you repeat the message; the message also has to be worthy of repetition.

Second, appeal to the customers' experiences. People are more likely to remember things that they can associate to their daily lives. Use stories, quips, or anecdotes that your customer can identify with. This adds a human element to the repetition.

Finally, know when to add variety to your delivery of the message. While studies show that customers on average need to be exposed to a marketing material at least seven times before they can make a decision, note that repetition, when done improperly, can be vexing. To avoid this, try to say your message in different ways each time.

#### NLP Instant Hack #4: Using Urgency and Fear of Loss to Your Advantage

Most salespeople play up to what the customers want when trying to make a sale – and this is a good tactic. However, there are instances when no matter how much you try to sell a product or service, the potential customers simply just do not buy the sales pitch. If no matter how hard you try, you cannot seem to get your target consumers to want the product or service enough to make a purchase, is there anything else you can do to close the deal? There is, actually!

The human psyche is a fascinating and mysterious thing that has yet to be understood by scientists and psychologists alike. What we do know at present, however, is that urgency and fear sell. So if the product or service itself cannot be sold, then sell the urgency and fear factor instead.

In plain terms, urgency refers to an earnest and insistent necessity. It demands that something be done now or right away. While haphazard decisions might make for some bad decisions in various aspects of our daily life, this quick decision-making is a salesperson's best friend. After all, studies show that the more time a potential consumer has to decide whether or not they want to make a purchase, the less likely they are to actually make a purchase. That said, if you want to close a sale, you do not want your target customer to "think about it", you want them to buy "now". To create a sense of urgency when selling something, there are two things you can do. First, you can express why the sale must be made right away — maybe there is a discount, a limited-time offer, a deadline. Make the offer as appealing as possible while letting the potential buyer know that the offer will not stand for very long. Second, you can focus on the customer's problem that your product or service will solve. This creates a need, be it real or imagined.

The fear of loss is also a factor that can help you close the deal. Studies repeatedly show that fear is a good stimulant and that it tends to elicit strong reactions from individuals in general. Instead of pitching what the buyer will gain if they make the purchase, emphasize what they will lose if they do not make the purchase now. The fear of loss, when utilized alongside urgency, is effective in making potential buyers make quick decisions and, in turn, on-the-spot purchases.

#### NLP Instant Hack #5: Utilizing The Jones Effect

Another interesting NLP concept that you can use to generate sales is the Jones effect. The Jones effect is an offshoot of a 1913 comic strip called "Keeping Up With the Joneses", which chronicles the McGinise family's attempt to keep up with the Joneses, their socially superior neighbor. Hence, the Jones effect pertains to the perceived need of individuals to keep up with peers and be on the same level as the people they perceive as superiors. Does that sound familiar? Of course, it does! After all, this is the most common marketing pitch for luxury products or at least those products perceived to be "status symbols".

The "pack mentality" is deeply ingrained on human beings. True enough, we all have an innate desire "to belong" and a tendency to look at things which are different, new, or strange with disfavor. This innate desire to be just like everybody else is something that you can play up to your advantage when selling a product or a service.

For purposes of this discussion, let us discuss two aspects of the Jones effect: first, the need to be like everybody else and second, the desire to imitate someone we consider socially superior. As to the first aspect of Jones effect, this is where the "everybody uses this" or the "it is the most popular so-and-so" sales pitch. In a multinational scale, this can take the form of "World's No. 1 so-and-so" or "the leading brand in \_\_\_\_\_\_\_." By emphasizing that the product or service has been availed of by "everybody", you can subtly create the fear of being left out. And since individuals generally do not like to be left out, or be different, you can convince the potential buyer to avail of your product or service.

As to the second aspect, this is where celebrity endorsers or certain social groups come in. Allowing a famous personality to represent the brand, or creating an association between a brand and a socially-favored social group, fires up the potential buyer's desire to be just like that person. So when you are making your sales pitch, you can start off with "this is what so-and-so uses" or "this is popular among a certain social group." By doing this, you are imparting in your potential buyer's subconscious the desire to do what everybody else is doing and to have what everybody else has. In turn, this will motivate your potential buyer to actually buy.

# NLP Instant Hack #6: Fascinate Your Customer by Painting Vivid Word Pictures to Describe Your Product or Service

Imagery is a powerful literary tool and for understandable reason — words alone are not enough to keep readers interested. In order to be hooked to a story, the story must be told as vividly as possible, letting the readers create a clear mental image of the story. The goal is to make the readers feel as if they are in the story. Now, let us translate all this to sales.

Research shows that there is greater recall when individuals can visualize something. In fact, the "memory palace technique", a famous and effective for rote memorization, is founded on the brain's capacity to retain information better and longer if the information takes a visual form. Using vivid imagery to close a sale operates under the same principle – potential buyers will be more likely to make a purchase if they can imagine themselves using the product or enjoying the service. Think of it as letting the potential buyer experience or enjoy the product or service even before they make the purchase.

That said, good vocabulary and a knack for storytelling are essential tools which every salesperson need at their disposal. For example, if you are selling a house, you are highly unlikely to convince anyone to buy the house you are selling if you describe the house as "good" or "big" or "beautiful". These words are vague and hold very little meaning. They do not appeal to the creative and emotional part of your potential buyer's brain. If anything, using vague words only prompt more questions, inquiries and, eventually, hesitation.

On the other hand, going into specifics and painting an image with your words is a sure-fire way of piquing your potential buyer's curiosity. Does your buyer have a big family? Instead of saying that the house is "big" or "spacious", talk about how it has ample space for recreation, talk about the backyard where the family can host barbecues, talk about the large dining table and the elegant chandelier hanging just above it. Is your buyer a bachelor? Talk about the minimalist design, the convenient layout, the walk-in closet big enough to be a bedroom in itself. In short, paint as clear an

image as possible. Once your potential buyer starts imagining themselves enjoying their purchase, they will be more likely to check out the product or service for themselves. Moreover, even if your potential buyer does not make the purchase right away, there is an even greater chance that they will continue thinking about your product or service even after your interaction.

#### NLP Instant Hack #7: The Instant Replay Technique

Finally, we have the instant replay technique. This NLP technique may sound quite technical, but it actually only pertains to a very simple concept, that is: if a person has done something once, they are more likely to do it again. That said, this technique capitalizes on people's inherent attachment to what is routine or what is familiar. By appealing to a previous experience, you will be able to create a positive association to your product or service. To better understand the concept of the instant replay technique, let us look at an example.

Say, you are selling a house to an individual who has purchased a house before and, as such, is looking for very specific things in their new home. How do you use the instant replay technique to close the deal? Easy, you ask your potential buyer how they purchased their last house. Find out how long it took them to find their last house and decide to buy it. Find out what requests they have made to their real estate agent. Find out what made them choose their last house over the other houses they have seen and visited. Once you know and understand your potential buyer's thought process when they made their last purchase, you can start acting accordingly. Modify your sale strategy to match your potential buyer's previous experience. After all, your potential buyer already knows what they want and how they want something to be sold to them. Instead of forcing a whole new technique to the potential buyer, who may or may not be receptive of a new approach, opt to provide the potential buyer with something familiar, something they can identify with. After all, there is comfort in the familiar and human beings, in general, are more receptive to things that they are comfortable and familiar with.

Note that this technique holds true for both products and services. Just think of your favorite coffeeshop. Chances are that your favorite coffeeshop is your favorite because it is familiar, because it lets you establish a routine, because the baristas know what to expect when you walk in and they consistently provide you with the same experience. This is how people's minds work in general. We tend to be more amenable to things that meet our expectations and that we are accustomed with. By making your sales pitch in such a way that mimics how your potential customers want something to be pitched to them, you are breeding familiarity and encouraging them to make the purchase.

# **Chapter 2.** Embedded Commands, Embedded Questions and Milton Model Techniques

#### **Embedded Commands are a Powerful NLP Tactic**

Embedded commands are one of the most powerful neuro-linguistic programming techniques in influencing customers. Its strength lies not only in its proven effectivity, but also in its utter simplicity. To better understand how embedded commands can help in influencing customer choices, let us first define what an embedded command is.

An embedded command is an NLP tactic used to subtly and subconsciously "plant" a thought in another person's mind. An embedded command is made through the use of assumptions which are covertly but masterfully implied within verbal structures. This might sound highly technical, but this definition can easily be simplified. In layman's terms, an embedded command is simply a command hidden inside either a longer sentence or a question, phrased in such a way as to subconsciously give the receiver of the embedded command an order to do a certain thing or to think a certain way.

Much of the principles behind embedded commands as an NLP tactic is based on the works of Milton Erickson, a noted psychiatrist. Erickson has developed a way of inserting suggestions in daily conversations in such a way that no conscious resistance is elicited from the other party. An embedded command operates in the same way. By hiding or "embedding" a command in a sentence or a question, the command registers with the receiver's unconscious, but not with the conscious mind. This way, the command is met with no resistance from the receiver.

Now that we have defined what an embedded command is, let us move on to the crucial question: how can embedded commands be used to influence a customer? There are endless possibilities when it comes to using embedded commands to influence customers. Embedded commands can be used to urge a customer to buy a product, to urge a customer to buy a certain product in greater quantities, and to urge a customer to choose a more expensive product over another. If the person making the embedded command is skillful enough, it can even be used to convince customers that they like a particular product – even if they really couldn't care less.

#### **Using Power Words to Get Results**

One effective method of persuading people in general – or customers in particular – is by using power words. This brings us to the question: what are power words and why are they effective in getting our points across?

Power words are simply words with strong meanings. Often, these words evoke meaning, feelings, or imagery in the listener, thus prompting them to take action. This is in contrast with weak words which have shallow meaning and do not evoke emotions or prompt the listener to take action.

Power words can take a variety of forms. There are three main types of power words, each of which appeals to different aspects of the human experience, making them effective in eliciting a response from the listener. These three types of power words are emotional words, sensory words, and seductive words. Emotional words, as you can well imagine, are words that speak to human emotions – our feelings – to grab attention and elicit a response. Sensory words, meanwhile, are those that appeals to the senses and, thus, easily stirs up imagery. Sensory words are powerful because they are not merely heard by the listener, they are, in a sense, experienced. Finally, seductive words are those words that prompt people to take action. Their effectivity is often viewed as irrational, but studies show that people tend to respond quite positively to these words, making them particularly effective in making a sales pitch. There are six words that are considered especially "seductive", giving them consistent spots in various sales pitch and advertisements. These words could pertain to qualities (such as "new", "instant", and "free") or could prompt the listener to think (such as "imagine", "because", and "how to"). Notice how often you see these words in commercials and print advertisements? Their repeated usage by manufacturers and advertisers alike is not accidental, but rather skillful and deliberate. To better understand how power words work, let us take one of these seductive words and see how they can be used in ordinary situations.

Let us take the word "imagine". "Imagine" is one of the most effective power words when it comes to sales because it prompts the potential buyer to visualize a very specific situation: having already bought whatever product is being sold. Take the statement "imagine how much you will save!" for example. It might sound very casual, but the mental image it creates is powerful. After all, not only does it urges the potential buyer to think of potential savings, it also subconsciously lays down the premise that the buyer will buy whatever product is sold. That is the power of implementing power words.

#### **Elicit Agreement With A Question**

One vastly underrated way of influencing another person's actions and/or decisions is by asking the right questions. This might sound counterproductive if your goal is to get someone to do something instead of to solicit potential disagreement, but once you understand how to elicit agreement by asking questions, you will realize how easily you could employ this technique as well in real life as in sales and marketing.

Before we discuss how to ask questions to elicit agreement, it is important to first understand why this technique works. There are two underlying principles behind the effectivity of asking questions to elicit agreement. The first principle is that "yes is better than no". Generally, people find it uncomfortable, awkward, or even rude to disagree. This is already a natural form of leverage you can take advantage of. By asking the right questions, you will be able to appeal to the subconscious mind which would much rather agree than disagree. The second principle is "words create imagery". Remember how power words can evoke feelings and experiences? The same idea operates here. The way you phrase your questions and the words you use to ask your questions can direct your listeners attention towards or away from a particular thing or idea. Take the question "do you want to stand up?" and compare it with the question "do you want to remain sitting down?" In terms of meaning, these two questions ask essentially the same thing: whether the listener wants to stand up or to sit down. However, because of the choice of words, they convey very different images. By opting to say "stand up" or "sit down", you paint a mental picture and prompt the listener to imagine themselves in the scenario in question.

Now that we understand the principles behind this particular NLP technique, let us illustrate how you can ask a question to elicit agreement. Let us take a very simple task: buying apples. If you want to prompt someone to do a positive action — or in this case buy apples — you can phrase your leading question in this manner: "are you buying apples?"

If you want to dissuade someone from doing something, you can use reverse psychology and disguise discouragement. In this case, you can phrase your question this way: "are you not fond of buying apples?" Notice how this phrasing already creates a negative image.

Finally, if you want to prevent someone from doing something, you can set out an alternative. In this case, you can say: "would you prefer to do something else instead of buying apples?" By phrasing it this way, you direct the listener's attention away from the action you want to prevent.

#### Turn a Direct Order Into A Question

A constant theme throughout the discussions in the previous sections is this: the best way to prompt another person to do something is to rephrase the order in such a way that it does not sound like a command. Going back to Erickson's findings, the trick is to subtly insert suggestions so that it meets little to no resistance from the person to whom the suggestions are directed to. Another effective way of doing this is by disguising direct orders in the form of questions.

The key to effectively turning a direct order into a question is by making the direct order the underlying premise of the question. Generally, you would want to avoid questions that ask whether or not the listener wants to do what you want them to do. Doing so negates the whole idea behind turning direct orders into questions and, at the same time, invites some resistance on the part of the listener.

To better understand what makes an effective direct order disguised as a question, it is best to illustrate with an example. Taking off from the example in the previous subsection, let us consider buying apples. Imagine that you are a fruit vendor selling both apples and oranges. Now, there is a potential customer looking at the fruits you are selling. Say that the apples are more expensive than the oranges, so you would prefer that the potential customer buy the apples over the oranges. How do you convince the potential customer to buy apples by turning a direct order into a question?

The direct order would of course be "Buy apples!" However, you would not want to tell your potential buyer that. It is too pushy and too desperate. It will certainly throw your potential buyer off. To soften this order, you can turn it into a question: "Would you like to buy apples?" This is what you want the potential buyer to do and it is phrased as a question, but is it effective? Unfortunately, it is not. The potential buyer could easily say no. If anything, the question prompts the potential buyer to consider whether or not they want to buy an apple. Now, consider this question: "How many apples would you like to buy?" The question still contains essentially what you want the potential buyer to do — to buy your apples. However, unlike the previous statements, you make it sound as though buying apples was the potential buyer's own idea and you are merely asking for the details.

#### **Use the Power of Facts**

Have you ever wondered why advertisers liking dishing out figures and statistics? Think of key phrases like "9 out of 10 of customers say…" or "the world's no. 1". Or have you ever wondered why soap, toothpaste, and even shampoo commercials like showing seemingly authoritative figures — or "experts" — in laboratory settings? The answer is simple. This mode of building up a product presents sales pitches as "facts", thereby making the target audience more receptive of the information regardless of whether or not the information presented is actually accurate.

This is where the power of facts come in when it comes to embedded command techniques. Sure enough, appealing to emotions is effective in marketing, but appealing to the logical mind is equally important. So how does this factor in NLP sales tactics? Does this mean that you have to bombard your audience with facts, figures, and research? This might sound counterintuitive, but the answer is no. The thing is very few people in this day and age actually fact-check, so the trick is to present something – be it an opinion or a subtle command – as a statement of fact. To better illustrate this point, let us look at how embedded command techniques can benefit from the power of facts.

Let us start with the simple phrase, "in fact." The beauty of this phrase is that it evokes a certain authority and gives the impression of accuracy regardless of whether or not the statement that follows it is actually a fact. Taking the same example regarding apples, one can easily see how big of a difference this phrase can make. Saying "apples are good for you" is a statement of fact, but it is just that — a fact. It has no persuasive power and it does not carry any authority. Now contrast the statement "apples are good for you" with the statement "in fact, apples are good for you." Do you notice how the latter sounds more authoritative? The message did not change but the way it is phrased lends the statement a whole new meaning.

Now translate that to marketing and advertising. According to studies, the subconscious mind does not actually discern whether an "in fact" statement is actually true or false. Instead, the subconscious merely registers the word "fact" and by association attributes authority to the statement following the phrase, even if the said statement is merely an opinion. The same goes with other key phrases like "everyone knows that…" and "I know that…"

#### **Use the Customer's Name**

Embedded commands and embedded questions are already powerful and effective in and of themselves, but their power and effectiveness can be further amplified by using one simple trick – using the customer's name. Even if you might not know the rationale behind the effectiveness of using the customer's name, chances are you know, intuitively, that it works. But before you chuck the effectiveness of using the customer's name to the inherent charm of, say, your favorite barista or your disarmingly inspirational boss, you might be interested in knowing that this phenomenon is true for most people. In an article published in the Journal of Experimental Social Psychology, D.J. Howard and R.A. Kerin discussed at length the effects of name similarity on message processing and persuasion. Their findings show that using the other person's name is effective in terms of persuasion because (1) it acknowledges the identity of the other person and (2) it grabs their attention. Let us further discuss why these two reasons are particularly noteworthy.

As to the first reason, using the name of the person you are talking to will help in better getting your message across because it acknowledges the other person's identity and, as such, gives them an ego boost. It makes the other person feel important and boosts their self-esteem. By massaging the other person's ego, you make them feel better about themselves. This not only makes them more receptive to whatever idea you are pitching, but it also creates a positive association between their feel-good moment and your sales pitch.

As to the second reason, using the name of the person you are talking to makes embedded commands and embedded questions more powerful simply because doing so immediately grabs the attention of the other person. Consider this: you are less likely to pay attention to a random street vendor offering you apples on a busy sidewalk as compared to your local barista who greets you by name before asking you if you would like to try their newest offering. When you hear your name, your first reaction is to pay attention and to hear out whatever the other person is saying. This is true for most people and, as such, using the other person's name is how you grab the talking stick so to speak.

Thus, by using the other's person name in combination with embedded commands and embedded questions, you can create a very persuasive case for whatever product or services you are selling.

#### **Tonality is Important for Persuasion**

Finally, let us discuss the importance of tonality in persuasion, especially in relation to sales. Selling a product or a service is not that different to being a great stand-up comedian or a powerful speaker – you have to get your audience's attention, sustain their interest, and sound interesting, convincing, and authoritative. And since the interaction happens in person and face-to-face, among the salesperson's greatest trick in his arsenal is his voice. This is where the importance of tonality when it comes to persuasion comes in.

Simply speaking, tonality refers to the way a person sounds when he speaks. That said, it includes a whole range of factors including intonation, pace, tempo, emphasis, tone quality, pitch inflection, and even emotional nuances. Modifying these factors can either subtly or drastically change how people perceive you and how likely they are to be persuaded by you. These factors can also change, amplify, or even dampen the meaning of whatever message you are trying to convey.

The intonation alone can mean a world of difference when you are persuading someone. Again, let us take the sentence "I'm sure you would want to buy some apples." Now, try saying it out loud with a rising intonation. Did you notice how it made you sound like you're asking a question or as if you are uncertain? By saying the sentence that way, you are not persuading the other person, but rather merely inquiring if they would be interested in buying your goods. Now, say the same sentence in a monotone. See the difference it makes? It sounds more definitive than the first because now you are making a statement. However, while there is certainty in this mode of delivery, this is still not persuasive enough for purposes of sales. Now say the same sentence but this time say the words "sure", "want". and "buy" a little bit louder and deeper while maintaining a declarative tone. Notice how it gave the sentence a whole new life and meaning? You are no longer merely stating a fact. Rather, you are convincing the listener of your certainty, all the while prompting them to take action pursuant to your statement. This is the command tonality. By speaking slowly and deliberately, you can convey greater authority and, in effect, become more persuasive. By carefully varying the volume of your voice and by placing emphasis on keywords, you can subtly influence your listener.

#### **Using the Milton Model Techniques to Influence Your Customer Hypnotically**

The Milton Model technique is one of the best models used in overcoming customer objections and closing a sale. The technique is a way of using language to induce people into a trance in order to make contact with the client's subconscious mind. It seeks to take advantage of the way the mind works naturally. Trance is a way of accessing the subconscious mind directly to gain influence.

Milton Erickson is generally regarded as a hypnotherapist. He was known to cleverly structure words that are full of vague meanings in other to help his clients understand their problems and how to solve these problems with the resources already at their disposal. The success of Erickson's method is attributed to his ability to understand the nonverbal behavior of his clients and also being able to establish a good rapport with his clients. He also holds some core beliefs which, when adopted as a salesperson, can make you very effective at relating to your customers. The beliefs are as follows:

- 1. Always respect the other person model of the world
- 2. Every person's behavior has a positive intention
- 3. Objection from a client is due to lack of good rapport
- 4. This choice is the best option available to a client giving the circumstance open to them now or how they see it

5. There are no resistant clients, just inflexible therapists

Next time you are with a potential customer, keep these principles in the back of your mind and see how they can positively influence your interaction.

#### Using Double Binds to Go For the Close of the Sale

The double bind technique is mostly used in psychology, but can also be employed in closing sales deals. Double binds are seen as a sales strategy where the salesperson offers two choices that are both desirable to the client. Here, you are giving someone two choices where there is no option not to go forward with the sale.

A good example of using a double bind is to ask the customer "Are you ready to get started now, or in a day or two?"

It is assumed here that you both understanding that the client will sign the contract. The only option open to the client is the time they want to do it.

This technique can also be used in a discussion or training session for a participants. For example, ask "Do you want to answer the question now or when we come back from break?"

Other methods by Erickson use language patterns to encourage the listener to move away from details and content and more to a higher level of thinking. The following are some of the other language patterns.

#### Cause and Effect

This technique is used to imply that one thing automatically leads to another. Knowing a sequence of cause/effect. In using this language patterns the following phrases are used:

If ..., then ..., because .., then ..., and as you ..., then you ...

For example, "If you can try out the product, then you would enjoy the product."

#### **Mind Reading**

This is the process of making the client believe that you can read their thoughts, without stating how you came about that knowledge. You can start by telling the client:

"I know you're thinking of..."

"I know that you believe that this product will...."

This technique is great at helping lead the customer because it conveys authority and an understanding of what they may be experiencing.

#### Complex Equivalence

This technique is about attributing meaning to something that may or may not have a causal relation. Here are some examples:

"Listening to me means that you would buy..."

"Being here means that you are willing to change..."

#### **Presupposition**

This is a linguistic equivalent of an assumption, and similar to the double bind. Ask the customer:

"Will you make up your mind now, or later today?"

Assuming the 'yes' can go a long way to moving the sale forward, if used at the correct time.

#### **Tag Questions**

This technique is where a salesperson adds a question at the end of a statement, and is designed to soften the prospect's resistance. The tag question comes with the structure of a question but the

tonality of a statement. It can be effective in leading your customer to your point of view as well as probing for more information about your customer's current thought process.

Example: "Your perception about our service is changing isn't it?"

#### **Comparative Deletion (Unspecified Comparison)**

This tactic makes a comparison without making specific reference to what is stated.

Examples: "That one should be better" or, "You will enjoy this one more."

Use this method when you want to subtly influence them, or allow them to project their past negative experiences onto the unmentioned alternatives to your product.

# **Chapter 3.** Understanding What Makes People Buy

#### Your Job is to Influence Your Customer

In every market or service providing industry, there is always competition, each trying to outdo the other, with newer strategies for making more sales and boosting their customer base. On the part of the customer, he is faced with the task of choosing between numerous products or services. The big question is, what makes the customer pick a particular product over the other? What is unique about the customers choice?. The answer here is simple; he has been influenced by defined factors.

In a competitive market, you have to influence your customer's decision for them to pick your product over other options, you have to give them reasons why your product is better than what your competitor is offering.

If you want to make more sales and to expand your business, then you have to start by getting more customers, to get more customers, you have to influence the choice of potential buyers.

Understanding how customers reason is an excellent way to start, why should he pick your product over your competitor? Buyers make this decision by comparison. The comparison can be made in two ways; the product factor and the non-product factor.

#### The Product Factor

This comparison has to do with the product itself, for instance, if you sell mobile phones, and your customer picks iPhone over an Android phone, the product factor prompts this decision, an iPhone has some features that the Android doesn't have despite both are mobile phones. The content, features or materials that the product is made of are factors that influence the customer's decision.

#### **Non-product Factors**

This factor is influenced by other factors order than what the product is made of. Usually, before the non-project factor influences the customer, all the options he wants to choose from would be similar; for instance, if you're going to buy an Android phone, and you are faced with Samsung, HTC, and Hawaii, all are Android phones and only non-product factors like brand name, packaging, reputation and price can influence the customers decision.

Influencing your customer's decision is very important, and if you understand how it works, your sales will inevitably improve. It has to do with giving potential buyer reasons why he should buy your product, despite your competitors. Because most products may seem the same, but some salient factors can help yours stand out.

#### How People Make Decisions and the Power of Emotional Marketing

Understanding how customers make a decision is important as a marketer or business owners because customers are faced with different options to choose from each time they goes to make a purchase; there is undoubtedly a reason why he ends up picking a particular product over the others.

#### **How do People Make Decision?**

According to Dr. Winston Sieck, who is a cognitive psychologist and founder of Global Cognition, "The idea is that people encounter situations. When they do, they recognize important parts of the situation from experience. They then create a story (or explanation) about what's going on and what will happen."

What Dr. Sieck means is that, people (customers) make decisions based on experience, his explanation is limited because people don't just decide from experience, there are other factors that influence how people make decisions. These factors include:

#### **Social Norms**

People decide by what they feel is acceptable in the society, according to research, norms are established in a society, and it goes a long way in influencing every member of society. For example, in the United States, and some other countries around the world, iPhone is regarded as a premium phone, this has help boost sales of its product, there is a craving from the general public to own an iPhone.

Social norm pressurizes individuals in the society to keep up to a trend; for example, if a particular headset becomes a trend, it will influence the decision of other buyers. The 'Jones Effect' mentioned earlier plays a role here, as people tend to want what other people have simply by virtue of being able to keep up with their peers and feel included.

#### Indecisiveness

Making a decision should be instant, the best time to decide is now. According to psychologists, the more time wasted in taking a decision, the less confidence the customer feel about his eventual decision. Lack of a quick decision is caused by indecision, and indecisiveness can result in low self-esteem. During a purchase, after making a long and indecisive choice, the customer will doubt the decision made. Putting Dr. Winston Sieck's explanation into consideration, the buyer's current experience will affect his future purchase. As a seller, try as much as possible to avoid putting your customer in a situation where he could be indecisive.

#### **Too Many Options**

If a customer is faced with too many options he may end up not making a purchase; you will only get your customers confused when you crowd them with too many choices, this will result in losing the sale. So when trying to influence your customer's decision, always remember that less is more. Try to present a maximum of only two to three options to your customer and make the differentiating factors as simple to grasp as possible.

#### **The Power of Emotional Marketing**

Emotional marketing is a technique that involves the arousal of emotions; this will influence the decision of prospective customers. In reality, only a few purchases are made based on logic, 90% of purchases are made after the emotions of the buyer must have been incited by the marketer and other social factors. The influence of emotional marketing on buyers cannot be overemphasized. All advertisements you see have the primary aim of appealing to our emotions.

If you want emotional marketing to take full effect, then you make sure you create a positive, surprised, happy emotions when describing how the product or service will affect their life.

#### Why People Make Decisions Emotionally

When we make decisions, it is mostly influenced by our emotions no matter how hard we try to be logical. The best we can do is to reduce our emotional reactions while making a decision so as not to make a purchase rashly without thinking through the repercussions. However, the fact remains that people make decisions emotionally first, putting reason aside.

According to Antonio Damasio a neurologist, emotions can be a decider when faced with two options without a rational base, in his book "Descartes' Error: Emotion, Reason, and the Human Brain". Dr. Damasio made it clear that without emotions, people will not be able to make simple decisions, he showed how patients with prefrontal cortical damage are incapable of making very simple decision like choosing between socks.

Picking out clothes to go for a date cannot be made purely rationally; even if you try to do this, emotions would undoubtedly set in in your decision making process. No matter how hard you try to be rational, you cannot block out emotions.

Over the years there have been a lot of research studies carried out on how decisions are made, and it has been established that no matter how we try, we cannot entirely block out emotions when making a decision. The best we can do is to reduce the emotional bias by becoming aware of how we make decisions.

#### **People Justify Emotional Decisions With Facts**

Almost everything ever purchased has an emotional undertone, and marketers strive to influence the decision of customers to boost sales. Is this a bad thing? Certainly not, since it is natural to make emotional decisions.

The buyer's decision is undoubtedly clouded by different emotional factors. But after he has made the purchase, things become more evident and rationality steps in, and he begins to justify his purchase. At this point, the seller as well as the product or service comes under scrutiny. If the customer eventually feels cheated, there will be no future transactions. This is why, as a seller, you should not only be concerned about selling your product, you should also strive to create a trusted relationship with your customers, this will help guarantee further purchases. Some of the factors that customers use to judge their purchase include:

#### **Price**

If a client buys a product from you for \$40 and later realizes that he can get the same product at \$35 from your competitors, there is no guarantee that he will come back to buy from you again. You have to develop trust, because only when there is trust before you can retain a good customer relationship.

#### Efficiency

If a customer buys any product or service from you, and he later realizes that he could get a more efficient one from your competitors, then you are likely to lose your customer. You have to stand up to your competitors, your product or service should be the best around.

If your customers have an overwhelming advantage over you, the only secret is to make your customers feel special each time they buy from you, that care and attention will make them come back. Great customer service can trump better features, and some customers will appreciate this tradeoff.

#### Relationship

Building a strong relationship with your customer will go a long way in influencing how the customer justifies the purchase. When you have a good relationship with your customer, it maintains positive emotions even after a purchase is complete. If you have a boutique, and you build a stable

relationship with your customers, they will see you as their best experience in buying clothes and they will buy from you time and time again. After a purchase is made, there might be no reflection, because your customer trusts you completely.

#### **People Are Self-Interested and Ego-Centered**

Before you start selling your goods and services, there are two factors you should put into consideration. Either you are introducing a new product to your customers, or you are going to provide products that they need and already use.

Need is basic in almost every purchase except of course if you are introducing a new product or category into the market. No matter how poorly packaged a broom may be, it will undoubtedly be purchased to clean homes; no matter how flawless your goods or service may be, once it is not needed selling it becomes extremely difficult.

As a seller you need to understand exactly what a buyer wants, you should be more concerned about providing customers needs rather than the product's availability.

Whether you sell directly to individuals or other businesses, your priority should be understanding their needs, only when you know what a person wants can you confidently convince them to buy your goods or service.

#### **People Are Looking for Value From Your Product or Service**

To make sales, you have to find out exactly what your customers want; if your customer is pleased with the product or service that you offer, then you can retain a lasting "customer relationship." Now the big question here is, what do your customers want? Most times, it may seem like, what customers want is an affordable price, but that is not always true, deep down every customer wants value for the product or service that he purchases. No matter how affordable the price may seem, no customer will be happy to purchase a product or service that has a value is below what he paid for. Even if a customer pays for a cheap car, he still expects to be able to drive it around and get the expected value.

A customer may initially prioritize cost over value when making purchase, but deep down, he wants to be satisfied by the product and service. For example, if a customer picks a more affordable bag A over bag B, it may seem like he chose price over quality, but deep down, he expects bag A to give him all the benefits of having bag A. What this means is that people don't just buy a product; rather, they are looking to buy a solution.

Every company or individual strives to promote his product, therefore one thing the salespersons or company should be concerned about is the value their product provides to the potential buyers. If you can answer this questions, then the answer will serve as a technique of winning your customers' lovalty.

If you sell your product while prioritizing cost over value, the customer will only be satisfied at their point of purchase, but when he fails to get value out of the product, he will be left disappointed. Reducing the price of your product or service will only give you a temporary edge over your competitors; instead customers should be able to relate the cost of the product to the value that it offers.

You should be more concerned about building a long-term relationship with your customers, and the best way to achieve this is by making them satisfied with the value of their purchase. Since customers perceive value separately, it is your responsibility to understand how each of your customers perceive value. For example, if you deal in mobile phones, some customers may perceive value in battery life, while for others it may be quality of the camera. Knowing what they value allows you to influence them more effectively.

#### **People Want To Feel That They Made The Right Decision**

Customers want to feel as if they have made the right decision after the sale. If you can achieve this, your customers will feel special, they will trust you, and you will be able to build a strong relationship with them. If your customers feel he made the right decision, he will be satisfied with the product, and you will have a guarantee of a long-term relationship with them.

Before a customer makes a purchase, try to engage them in conversion, highlighting the value of the product they are buying. This will help the customer feel that he has made the right choice.

#### **NLP Psychological Sales Tactics**

As we mentioned briefly before, NLP is an acronym for Neuro-Linguistic Programming; it is a technique used for understanding the human mind, and it can be used as a framework to analyze the way people think, feel, make use of language. However, NLP doesn't just stop there, you can use it to analyze a range of other human traits.

The concept of NLP was formulated by Richard Bandler and John Grinder in the 1970s, and over the years it has grown to encompass many psychological fields of study. For example, NLP can be employed to develop marketing techniques which can be used to manipulate or persuade customers when making purchase decisions.

In the sales and marketing of products and services, using NPL techniques can be very helpful as it helps you get into the mind of your customers. This is achievable through presale communication. If you are trying to convince a prospective customer and you can prove to the customer that your product is a perfect solution to his or her need, then you will inevitably increase your chances of making the sale. For example, if you are a car dealer and you want to sell a car to a teenager, you have to first understand how teenagers think, and their motivations for buying. If they say they want a convertible or a sport car, then you can to utilize this knowledge that they are looking for style in order to better emphasize product features on the cars you show, thus helping you to convince your customer of value and close the sale.

#### **How to Influence the Opinions of Others to Buy From You**

NLP makes use of language in order to influence and appeal to the emotions of your prospective customers which will help shape their decision. With NLP, you can completely change a client's mind or his perception towards a product.

Humans think differently from each other, we view the world from different perspectives. So if you sell mobile phones, understand that people view different brands from different perspectives, that is why some would go for iOS while others will go for Android. If you can understand how your customers think, then influencing their decisions will be easy.

Using NLP techniques to manipulate your customer's decision will help your gain unconscious influence over them.

# **Chapter 4.** Rapport Building

In business, we always hear this sales maxim "People will buy from the people they like." In building rapport in business, one needs to create a strong relationship with the customers.

Recent scientific research has shown that a strong relationship with a customer often translates to a stronger influence over the customer.

Building a strong relationship and rapport with a customer is fundamental for any successful sale.

#### **Successful Selling**

When we talk about successful selling, we are discussing rapport building, communication, (verbal and non-verbal), and gaining understanding of your clients. Using neuro-linguistic programming (NLP) techniques can encourage sales. This NLP method involves using valuable insight in managing customers and people. When people communicate, there use their own communication styles to express their ideas based on their experience. This accounts for the high rate of misunderstanding in communication, as people express themselves in different ways.

Some individuals are blessed with the ability to build rapport and convince others easily, and these are natural salespeople. But by studying rapport building, and making an effort to get 'on the same page' as the customer, anyone can gain this skillset and become a master of rapport building.

While building rapport, it is important to note that one needs to build good communication even when you are not communicating verbally. Why? Surprising research has shown that 80% of nonverbal communication accounts for rapport building in communication.

Non-verbal communications impact social interactions through the following:

#### 1. Body language

One basic way of building a good rapport with customers or clients in business through non-verbal communication process is by body language. This involves the process of matching or mirroring the behavior of another person. A good example consist of crossing your legs while discussing with a customer because you noticed that the customer sat down and crossed his/her legs. You can gesticulate while speaking if you see that the customer does that too. It sends a strong signal to the customer that you are paying attention to their communication in a nonverbal way. Employ this technique subtly, and be prepared for dramatic results in terms of gaining customer trust.

#### 2. Mirroring and Matching

Like we stated above, people feel more comfortable and at ease with people that they feel are more like themselves, than with those who act in ways dissimilar to them. A study by Bill Schoeffler and Catherine Oak noted that it becomes difficult to break communication barriers when the customers think that you have nothing in common. Mirror the customer's unspoken words, mannerisms and behavior while building rapport.

#### 3. Voice and Tonality

This is another proven NLP sales strategy of building rapport. A good salesperson will mirror and match the voice tone, accent, and pace of the client's speech. But remember not to mimic their accent and tone unconsciously; rather, be yourself but try to pace your voice and tone in a way that is more similar to your customer.

#### The Most Effective Salespeople Build a High Level of Trust with Their Customers

"How you sell matters. How you process it also matters. But how the customers feel when they engage with you matters more." – Tiffani Bova, customer growth expert at Salesforce

Trust is an important ingredient in building a good rapport with customers. This is essential for your success in sales and business. No one will be willing to buy from you if they don't trust you. Learn to sell yourself first before selling your product. Sales trust is very important for your success. And there are many reasons why sales trust is needed in order to close a sale.

Research shows that over 90% of customers reported that they are prone to make a repeated purchase from companies that they trust.

Salespeople are now fully educated and trained on the importance of building a lasting rapport with their customers - as this translates to the building of trust. Once you have succeeded in building trust between you and your customer, it is important that you maintain it. People often don't come back to buy from you when they notice that you have broken the trust they gave to you.

It is unfortunate when buyers don't trust salespeople after the first sale. This mistrust can be as a result of underserved expectations, or too pushy salespeople.

Sales trust speaks more about company integrity. Why should we trust your product or services? A business and salesperson's self-worth is built on integrity, honorability, and trustworthiness.

Individuals that have trust among themselves tend to work better together and offer ideas for each to grow. When a customer or client puts their confidence in you, it means that they have sales trust in you.

Walter Rogers in his work *Sales Mastery: 10 Keys to Building Trust and Credibility with Your Customers* listed some steps salesperson can use in building credibility and trust with customers. He noted the following:

- 1. Always avoid selling a solution that is not in the best interest of the customer. Be honest with your client instead of selling a product which you know that will not deliver what the customer seeks
- 2. Never misrepresent the benefits and features of a product or services
- 3. Never promise anything that you know that you can't deliver
- 4. Keep price consistent within all departments in the company
- 5. Don't hold back bad news if you know that it is important for the client decision

Once your customers have developed sales trust with you, they are likely to recommend you to other customers and willing to put their reputation on the line since you are fully trusted.

#### Create an Atmosphere of Agreement below the Conscious Level of the Customer

To be truly good at clearing subconscious blocks, you have to aim the target (technique) at the right problem.

Often salespeople seek to influence, engage and influence the subconscious mind of potential clients. This involves bypassing the conscious mind of the customer & influence them at a subconscious level.

Due to the incorrect practice of this strategy, many people tend to be on the lookout for any manipulative tactics and even not too pushy persuasion are often suspected and may raise red flags. Influencing people now involves creating a deep connection and rapport quickly while breaking or bypassing the conscious world and stepping into their subconscious mind without any form of manipulation.

#### **What the Critical Factor is and How it Functions**

The critical factor is the part of the conscious mind that interprets data and filters new information. It acts as the gateway between the conscious mind and subconscious mind, and serves to protect an individual. However, in order to reach a person on an emotional level and have an impact, the critical factor must be subdued or bypassed.

One of the ways to begin to bypass one's conscious mind is using engagement.

Using engagement rather than manipulation is a good way to go. Engagement works with the use of Meta Programs. Meta programs are mental processes that manage and direct other mental processes. This is one of the potent neuroscience techniques that salespeople use in other to go deep into client's world and mind. Previous studies show that sales go up 50% or more when salesperson make use of the Meta Program techniques of engagement. This technique enables salespersons to step into their customer's world, build a good rapport and foster a deep feeling of trust but understanding what the customer is thinking.

#### **How the Subconscious Relates to a Person's Emotions**

The subconscious mind has a great impact on the behavior and emotions of people. Research has proven that most sales are as a result of the unconscious prompting of the mind. There are situations where you purchase an item not because you need it, but you feel something pushing you to buy it? Most often, it is due to emotions experience in the unconscious mind.

Therefore, it is worth noting that the subconscious mind affects people's behavior and it is important to understand how it relates to a person's emotions.

#### The Power of the Subconscious Mind in Influencing Decisions

In other to influence the subconscious mind in making a decision, one needs to alter it by referencing past beliefs and emotion. The power to influence customer's emotion as seen by Leslie Cameron-Bandler *Four Subconscious Secret Codes* includes the following tactics:

#### 1. Toward-Away

Here the salesperson uses questions such as "what else do you want? What else is important?" in influencing the buyer's decisions.

#### 2. Options-Procedures

Here the salesperson ask questions like "why did you choose the current product or service?" This allows the customer opportunity to respond with a story or details on the reason he needs the product.

#### 3. General-Specific

Ask the customers questions like "What do you do for fun?" Be mindful of the words your clients use. Note if they started with specific details or an overall statement.

#### 4. Active-Reflective

Understand if the customer is someone that is motivated to take action immediately, or someone who wishes to analyze and wait before making a decision.

#### From the Very First Moment of Contact, Match and Mirror Body Language

Before starting up your sales pitch with a potential client, spend some time in establishing a good rapport. Get the potential client fully comfortable before introducing your product or services.

Mirroring and matching is extremely important in NLP. The more an individual believes that you are like them, the easier is it for them to build rapport and trust at the unconscious level.

A good example is a situation where two best friends are sitting together, talking. With time you start noticing that they begin acting and sounding alike. In neuroscience, this is known as the concept of entrainment, or matching energy.

From the very first moment of contact with a potential client, it is important to mirror and match the most unconscious element of the individual emotions and behavior during communication. As we discussed earlier, research shows that most of our communication is physiology and tonality. Adapting your speech can make you speak and act like the person without them knowing or feeling that you are copycatting them.

Some of the ways to create the first moment of contact through non-verbal communication method by matching and mirroring include:

#### 1. Posture

One can mirror and match a client's behavior by following its body posture. Is the target customer sitting, slouching, relaxing or standing? Is the target customers crossing his/her legs or arms, is the person holding anything or moving the hands? Observe the client's movements and match them after 5-10 seconds. Be sure that the patterns synchronize with the client.

#### 2. Speech Rate

When your potential customer speaks slowly, the best way to break the ice is to first begin to match their rate of speech, and match their level of energy to establish a level of trust.

#### 3. Gestures

People most times use gestures to explain their emotion and experience. Does your customer gesture with his hands when speaking, or blink his eyes, or move the head sideways? Mirror your gestures to the person you are listening to. If the person moves the hands while talking, take note and use similar movements when it is your turn to speak.

#### 4. Facial Expressions

What is the client's facial expression while speaking or listening? Does he/she raise their eyebrows? How often does he or she blink in general? Try to match your customer blink rate since the eyes are known as the windows to communication. Understanding the facial expressions of your customer enables you to gain access to their physiological and emotional state.

Other ways a salesperson begin breaking the ice and creating rapport from the first contact includes:

- 1. Tone/Inflection
- 2. Kinesthetic/Feeling
- 3. Auditory-Digital

#### **Matching Opinions and Beliefs to Influence Your Customer**

Good communication is an art - Honing it to a keen edge is a science.

Another powerful way of building rapport and matching your opinions and beliefs with customer's similarities is by finding a common ground. In getting your clients to understand or get to the same pace as you, try to find a common experience with the target customer.

Before getting to discuss the product or services to the client, endeavor to find a similarity with your customer. These similarities can be in the form of sports, fashions, politics or current affairs. Building a rapport can be done easily through this method.

By understanding what the customer is interested in, and what they have in common with you, you will be able to mirror and match a common perspective and build the rapport naturally and sincerely. Some sales representatives are naturally good conversationalists, and have a natural ability to build and convince others to see things from their eyes. This trait can be learned with just a little effort in getting on the same page as your customer. When you mirror and match, a common relationship is built because people trust people like themselves. With this relationship established, the ability to convince the customer that the idea, product or service is what they need becomes much easier. The clients are confident to discuss their needs with you because they believe that you both share something and that you will naturally understand what they need. A quick and effective way of building sales relationship is synonymous with building rapport. Good rapport between a salesperson and a customer enables a smooth communication because of ease of communication has been firmly established.

In some customer/client relationships, rapport happen naturally, while in others it requires dedicated action and a little bit more effort. However, getting to know the similarity of prospective customers has never been easier. The use of social media, (for example Instagram, Facebook, and LinkedIn), can be employed to the salesperson's advantage when getting to know a new customer or client. Social media makes it easy for sales reps to get information about their customers. With research about the customers, you can find potential similarities, current work situation, career background, hobbies, and education background.

The major techniques a salesperson can use to find similarities with your customers include matching and mirroring, active listening and finding common experiences.

#### **Building Rapport with your Voice: Speech Rate and Volume**

While most sales representatives rely more on scripted responses when speaking with customers or answering a client's call, it is important to understand that this is a good opportunity to build rapport, and to also communicate effectively.

In building rapport with your voice, the following steps should be followed:

#### 1. Always make use of the customer name

A basic step in maintaining rapport is to personalize the service by using the customer's name as they introduced it to you. Try to remember the customer's name correctly as this will instill in them the belief that you are listening to them and value their time. Always remember that an individual's name will help them focus on what you are saying as well as make them feel as if they are being valued.

#### 2. Adjust your speech while they speak

Try to pay attention to understand how they speak in other to adjust your speech to match their tone, rate, volume, and sound. Speaking quietly and slowly with a client that speaks fast and in a loud volume will immediately communicate a difference in perspective and will make it harder to connect with your potential customer.

#### 3. Make eye contact

Making eye contacts help in building trust and rapport with the customer. A maxim that is popular with salespeople is "If you cannot look me in my eyes when speaking, then I cannot trust you." Look your client in the eyes in a friendly way while speaking.

#### 4. Pay sincere compliment

Give customers sincere compliments. Be emphatic with your voice and tone while doing this.

Careful flattery can go a long way in building trust and establishing good will, especially when meeting for the first time.

#### The Dangers of Obvious Copycatting

Mirroring and matching is an aspect of being persuasive, charismatic, building rapport and developing a positive impact on clients. But while mirroring and matching is a very powerful technique, it is important to note that you should never mimic people overtly. Matching and mirroring customer behavior, speech, tone, and gestures can backfire if done too obviously.

While mimicry or mirroring can be advantageous when used properly it can also have an adverse effect and lead to negative feelings and perception about your trustworthiness if not done correctly.

When a client notices that you were actively using a specific step to create rapport with them instead of allowing it to flow naturally, they will feel as if they are being tricked and will be very critical of you and anything you have to say.

You can avoid this pitfall if you approach this technique with care. It is important for you not to mimic a client's every move, but rather use discretion and common sense when trying to mirror their behavior. Also, don't mirror or match negative body language during the process of mimicking.

Like we have stated above, matching and mirroring is a form of nonverbal communication technique that affects the subconscious. This act is a two-way communication that affects both the person mimicking and the person mimicked. Chartrand & Bargh in their research noted that overly mimicking can create either positivity and liking or negativity and mistrust, since these emotions occur on the same level.

Andersen, in a 1998 study, noted that mirroring and matching leaves customers with a positive feeling. Balinson and Yee, in a 2005 study posited that mirroring could make a customer easier to

persuade. However, when the client or customer know that they are copycatting them, it actually backfires.

Is not in every occasion that mirroring and matching is needed. Also, mirroring can be most ideal for employees of the same ranking or client of the same peer group.

We easily mirror and match individuals that we have built rapport with them and are comfortable speaking with them. When we practice these techniques well and not too obviously, then our communication with our potential and target customers will achieve the desired result.

Before trying it out on people at a bigger occasion, try it out on few people first with some individuals that you have already developed a rapport with.

# **Chapter 5.** Leading Your Customer

#### **Pacing and Leading: Persuade Anyone**

Everyone is susceptible to being swayed, convinced, and influenced. Sales involves persuasion, and it's important to remember that ultimately your objective is to change a person's attitude and behavior towards your product or service, with the end goal of closing the sale.

An understanding of effective persuasion techniques will do more than just help you meet your sales targets. It will also allow you to gain an edge over your competitor.

But just how do you do it? How do you effectively and consistently convince your customers? What if your customer throws an objection before you could even open your mouth? Two tactics that have been proven to break walls are to P.A.C.E. and to L.E.A.D. – the greatest tools of mind control and manipulation.

**P.A.C.E.** - Perceive a Common Experience **L.E.A.D.** - Let Them Entertain a New Direction

Upon initial contact with your prospect, you will need three things:

Need #1: A definite outcome (What do you want to persuade this person with?)

Need #2: The ability to communicate with this person. Need #3: A little PACE-ing and LEAD-ing know-how

#### PACE VERSUS LEAD

When you P.A.C.E., you want your prospect to *Perceive a Common Experience*. You want your prospect to believe a statement this is true without dispute.

Example: You are reading this book. You are reading the words in this sentence. Your eyes are open.

These are statements that they cannot argue with because it is accepted. It is a perceived common experience. The magic is in PACE-ing. When you utter several true or accepted statements in a row, the prospect's mind gets into a pattern of accepting what is being said. This is when you introduce a leading statement. When you L.E.A.D., you allow your prospect to *Entertain a New Direction*. This is what you want them to accept without judgment.

Example: You want to keep reading this book. You want to purchase the book. You want to tweet about this and share what you've learned on Facebook.

The key to PACE-ing and LEAD-ing is to create a rhythm that combines these two tools. The formula to use is as follows:

3 PACE + 1 LEAD 2 PACE + 1 LEAD 1 PACE + 1 LEAD

3 PACE + 1 LEAD

Pace 1: You're reading this book

Pace 2: You're trying understanding what this book has to say.

Pace 3: I am describing how PACE-ing and LEAD-ing can help you persuade a prospect.

Lead: You're thinking about how you could use this in your next sales call.

#### 2 PACE + 1 LEAD

Pace 1: Your eyes are open.

Pace 2: You are reading every word in this portion of the e-book. Lead: You think the advice in this book is useful and easy to read.

#### 1 PACE + 1 LEAD

Pace: You're reading this book via paperback, tablet, phone, or computer.

Lead: You want to purchase this book or tweet about how valuable of an investment this is.

#### 4 LEAD

Lead 1: You want to share this book with your boss.

Lead 2: You don't want to share it with your competitors.

Lead 3: This is really cool!

Lead 4: I'm going to tweet about this!

If you notice, the difference between a PACE and a LEAD can be subtle. This is exactly what you want.

#### **Improve Your Listening Skills & Take a Walk in Their Shoes**

Anyone who has ever worked in the sales or service industry knows how crucial it is to LISTEN. You cannot possibly meet every single need of your prospect. However, you can offer your full attention by listening to their needs in a way that keeps both of you engaged. Listening is the foundation of customer satisfaction and interaction. It should be one of the tools in your arsenal if you want to provide a positive experience (or flip a bad experience into a good one)

#### **Tips for Developing Effective Listening Skills**

**Tip #1: Make Eye Contact** – Looking someone in the eye makes the other person feel heard. Resist the temptation to look at his file or your phone. Customers notice that and it can get really annoying. Contrary to how well you think you multitask, technology interferes with listening.

**Tip #2: Listen to Understand** - A common pitfall for anyone is to come up with a retort before the customer is even finished. Salespeople have this bad habit of rushing to respond to what they think their client will say. It isn't impressive at al. Avoid guessing what your customer is about to say.

**Tip #3: Show Empathy** – What you say matters, especially if your prospect/client is irate. Your first words should always be a sincere "I'm sorry you are having this issue." Start with compassion before you offer any solution. Many salespeople think that the faster they are able to solve a problem, the closer they are to a done deal. This isn't true. Showing empathy and eventually showing how you can help them does wonders for customer satisfaction.

**Tip #4: The Problem Isn't Only the Problem -** Fixing the product or offering your customers solutions is half the job. You also have to earn their trust. If a previous transaction didn't go as planned, your customer feels betrayed. Work on rebuilding this trust before someone else does!

**Tip #5: ASK QUESTIONS** – One way to show you care is by asking questions. You want to show that you are trying to understand their predicament. It makes them feel heard and important.

Customers today want one point person to address their needs. This means that after-sales service isn't just the sole responsibility of customer care.

#### Once You Build Rapport With Your Customer, Take the Lead

Your customer is interested, now what? What do you do next once your potential customer expresses interest? Now it is time to take the lead, of course!

First off, let's differentiate the type of "lead" we are referring to here. You might have heard the terms "sales lead". A sales lead is your potential sales contact who expresses an interest in your goods or services. You get leads through referrals, direct responses to ads you've placed, or contacts via social media. But what we mean by LEAD in this chapter is different. When you TAKE THE LEAD, you use the influence you built from P.A.C.E.-ing and L.E.A.D-ing to get them to do what you want.

#### Tips to Take the Lead and Steer the Conversation

**Tip #1: Get Real** – The temptation to bluff is overwhelming. After all, what's the harm in a little exaggeration, right? What's wrong with appearing more professional than you really are? Don't even try. Artificial swagger can be seen a mile away. You want to build trust because that's the only way good relationships are formed. When you are genuine and sincere, people are far more interested in you.

**Tip #2: Listen** – Just because your prospect is interested doesn't mean you can stop listening to their needs. Continue to gently probe. Perhaps get to know the individual and the company he or she represents. It's a great way for them to get comfortable and build trust.

**Tip #3: Don't Just Talk** – The temptation to gab and display your arsenal of useful facts can get overwhelming. But remember that a conversation takes two. It's a game of tennis. The ball has to go to the other person's court and back. To encourage meaningful conversation, get the other person involved by asking relevant questions.

**Tip #4: Be Observant** – Know what interests your customer. What makes this person tick? When you understand where their point of view, the easier it is to influence the conversation. Pieces of useful information are sometimes revealed through small talk. Stay genuinely interested. You'd be surprised at just how much information you are able to gather.

**Tip #5: You Don't Have to Agree All the Time** – While getting on your prospect's good side is great, there is something disingenuous about a salesperson who agrees with just about everything. In the course of your conversation, introduce one or two different views. It makes the exchange lively, enjoyable, and engaging.

#### **Future Pacing**

Future Pacing is about letting the customer imagine what life would be like with your product or service. It is also a method that can also work to feed positive expectations into your mindset. It's the cornerstone of effective NLP training. Future pacing allows your customers to experience desired results even before they buy.

Placing your product or service in the context of your customer's situation can spell the difference between your sale and your competitor's. Future Pacing is an effective technique to getting your clients to seal the deal. Here, you ask your client to imagine himself or herself in a situation where your product or service is instrumental.

For instance, begin by the describing the extreme anxiety your client feels before taking a written exam. Because of your coaching services, your client is more relaxed and confident. Finally, you ask your client to imagine himself or herself inside an exam room, answering with assuredness and calm.

Why use the Future Pace technique?

- It allows you to test your service or product Is our product/service effective? Does it really solve the problem it seeks to address? To properly validate your work, observing verbal and non-verbal cues (body language, tone of voice, overall reaction) is crucial. You have to be very familiar with how your client reacts with his issue BEFORE using your product versus after using it.
- It allows you to insert the desired change in a future situation You want your product to be applicable not just to the present but to the future. You are seeking repeat order and loyalty.
- It allows the client to mentally rehearse Future pacing is a mental exercise for your client. The idea is to make him feel "resourceful" now that you have offered a solution to his problem.
- It's a great way to give the mind positive feelings Positive feelings, sounds, and images are associated with success. Remember, good feelings are addictive. You aren't just selling your product. You are selling benefits as well. When a client feels good, a successful sale is most likely. How can anyone NOT want that?
- It allows you to prepare for difficult scenarios One nice feature of future pacing is you could place someone in situations he or she has never experienced before. For instance, athletes may have never competed in the Olympics, let alone, be seen by a million viewers on TV. Yet, you can have your client imagine this scenario. This type of mental rehearsal can be difficult to recreate in real life. BUT repetition makes it doable when the time comes.

#### **Use Future Pacing to Create Positive Expectations**

Infusing your mindset with *positive expectations* does wonders for self-motivation. But how does one go about creating positive expectations?

Life coaches utilize future pacing techniques the moment clients experience a positive mindset shift. The method is pleasantly simple. And the best part? It creates anticipation.

Here's how the pattern of Future Pacing should go: FUTURE > PRESENT > PAST

- -You are going to (AN ANTICIPATED POSITIVE EMOTION) with what I'm going to show you.
- -You are experiencing (POSITIVE EMOTION).
- -You loved it and enjoyed it!

The application for this pattern is almost limitless – sales pitches, podcasts, presentations, and even hypnosis. The trick here is in PACING the steps. Do not use the steps too soon one after the other. They must flow into your sales pitch, presentation, or casual conversation.

#### Take this for instance:

You and your team are going to love this software! It's convenient, easy to learn and navigate, and compatible with files from older software that you've owned. Everything about this new software makes you feel efficient and smart. In fact, your teammates applaud you for finding something so reasonably priced for its features! You like it so far. I've done demos to several firms such as yours. They think it's fantastic and does the job really well. You loved it too, right? It has (MENTION BENEFITS + THEIR CRITERIA AND VALUES), didn't it?

#### **People Buy Outcomes, Not Products**

When Steve Jobs first came out with the iPod, people didn't think much about it. What would make it stand out from other MP3 players in the market? But Steve Jobs knew something that we didn't.He knew that people buy outcomes and experiences, not necessarily products. He presented the iPod as "1,000 songs in your pocket". The rest, of course, was history.

The first generation iPods were up against so much competition. But everyone else was offering 1 GigaByte of storage in in their music devices. The tagline itself is informative. But not quite as human as telling someone that you have the choice of 1000 songs in a small device.

#### **Features vs Outcomes and Benefits**

A feature is what your product does, such as product specifications and the like. A benefit, on the other hand, is what the customer can do or achieve with your product/service.

When you try to win over customers, it is effective to sell them how good your product makes them feel. For instance, when you go out looking for an electric hand tool, they know they should look for quarter-inch bits. But in truth, they aren't looking for quarter-inch bits for their drill. They want quarter-inch holes instead.

The following are some examples of companies that emphasize outcomes (benefits) more than features.

#### **Evernote, Remember Everything**

Evernote is an app that keeps your notes organized. Memos are synced across you're your devices, allowing you to search for what you need anywhere, anytime, on any device.

Now the short description in the first paragraph tells you exactly what this app does. But doesn't "Remember Everything" sound better? It tells you what it can do for you in just two words!

#### LinkedIn: Be great at what you do

LinkedIn is a social networking site (also available as an app) for the business community. It is commonly used for professional networking and is extremely helpful for both employers seeking qualified people and employees in search of jobs.

Their tagline isn't clear outright. But what it does is give you the idea that you could be exceptional given the right opportunity.

#### Nest thermostat: Saving energy is a beautiful thing

People don't need to know what a thermostat does. What they do need to know is if could save them money in the long run. In just six words, the Nest thermostat does exactly that. The benefit is saving energy (and in effect saving money). Beautiful, because the product is well-designed.

# Teach Your Product In a Way Your Customer Will Understand Using the Three Learning Types

Understanding how different people learn is important not just for the younger set. For children, the purpose is obvious...by knowing a child's learning style (hearing, seeing, or doing), teachers are able to effectively employ methods that would maximize learning and retention. For adult learners, learning styles become even more significant because the objective isn't just learning. Learning goals include being motivated to put the new knowledge to practice in the workplace.

What does learning style have to do with selling? Quite a lot! In fact, understanding your customers' learning style can very well be the trick that makes or breaks a sale.

As salespeople, we tend to bombard customers and prospective clients with so much information. The danger here is either indifference (the customer won't care) or ineffectual efforts (the customer listens but is overwhelmed with the data you're feeding him!). To avoid this danger, understand how your customer prefers to learn and process new information.

The three learning types are auditory, visual, and kinesthetic.

**AUDITORY** – Individuals with an auditory learning process absorb information by listening. They like having information explained methodically. They retain information and instructions better when engaged in a dialogue.

Auditory learners respond well to:

- Audio clips and recordings
- Use of MP3 recorders/smartphones to recite notes
- One-on-one dialogues and conferences
- Oral paraphrasing or summarizing
- Debates

**VISUAL** – Visual learners process information by what they see. They learn best by watching a demonstration before trying the task themselves.

Visual learners respond well to:

- Illustrations, graphics, photos, pictures
- Written instructions and procedures
- Graphs / Charts
- Notes that have been highlighted or color-coded
- Videos and instructional clips

**KINESTHETIC** – Tactile or kinesthetic learners are "doers". They learn by physically trying the task themselves.

Tactile learners respond well when they:

- Take down notes during meetings, interviews, or training;
- Memorize information during a physical activity
- Skim through notes before reading them in detail
- Translate information into something visual (diagrams, flowcharts, illustrations etc)

When you recognize these differences in your customers, you can adjust your sales methods. If your client is visual, demonstrate your service's effectivity through a visual flowchart. Auditory? Engage them in a friendly debate or discussion. Be mindful of your voice tone, and body language. Kinesthetic? Let them try out the service or product before explaining the nuances of your product. You'd be surprised at how much information they could retain. When you cater to the learning style of your customer, they will be more likely to remember the features of your product and more likely to buy from you.

The bottom line is you want to influence people. You want your customers to use their imagination to decide they want your product or service. It's usually a good idea to know how they prefer to learn because knowing how they understand concepts let you be more specific in your script. For instance, if your client is a musician, they are most likely auditory learners. A sports athlete? Probably kinesthetic...

Understanding how people process and use this information to make decisions can help you become a persuasive salesperson. It's a great way to show that you understand them and are happy to go the extra mile to help them resolve an issue through your product or service.

# **Chapter 6.** NLP Sales Tactic 4: Overcoming Objections

#### **Overcoming Objections**

Customer objections are a very difficult hurdle that salespeople can sometimes dread. After all, objections from the customer seems to impede closing deals. Only the well-prepared salesperson tends to succeed in overcoming this impediment at the end of a sale.

Most often, customer's objections revolve around different issues. This objection might be as a result of price, quality, trust for the salesperson, reliability of service provided or the risk involved in closing the deal. Customer's objections can be difficult to handle if the salesperson does not equip himself with good communication techniques and valuable information to appease the customer's concerns, fear, and needs.

Most of this fears are often mollified, however, by simply reframing the minds of the customers and putting the issue into a new perspective.

#### **Anticipating Objections**

In handling objections the first step to take is to be prepared by anticipating the likely objections that might be raised by the customer and then planning your response. No client is waiting with his/her cash books in hand and smiling from ear to ear to buy your product or services. When anticipating an objection, a salesperson needs to do a great deal of homework in other to be able to understand all of the possible objections a potential customer may have. A salesperson can seek out information from their colleagues, do market research on their competitors, or take advantage of product information and sales tools in order to prepare their answers accordingly.

Other ways a salesperson can handle the process of overcoming objections include having a positive attitude towards objections.

For example, an objection can be an opportunity in disguise when handled properly. Learn to be enthusiastic and to keep a positive outlook when a customer objects or raises a question. This shows that the person was paying attention to your sales pitch and may have an interest if handled properly. Seen from this angle, an objection should stimulate a professional salesperson to seek out ways to remove doubts in the minds of the prospect.

Another thing you can do is know the possible objections to your product/service and plan persuasive responses beforehand. Making prior preparation for any possible objection makes the task easier. Cal Worthington, an American car dealer, stated that the knowledge of the solution to a sales objection is important, but the attitude to handling this objection is better. Tackling the toughest objection can be made easy by knowing the possible objections to your product and services and plan a persuasive response beforehand. Each of the objections must be answered one-by-one starting from the most valid points to the most irrelevant ones. This should be done in a composed and pleasant manner. Focus on answering the tough questions in a persuasive manner and your confidence in your product will go a long way to convincing the customer that they are making the right decision.

#### Re-frame the Proposal in Such a Way That the Customer Will Object

A good way of anticipating an objection is by reframing your offer in a way that will push the target customer to object in a way that you are prepared for.

For example, you can begin by asking a customer to pay for a product at a much higher price than you can sell at, because you already know that the extra cost can be removed if your customer objects to the high price. The objective of this tactic is to make the client satisfied that they secured a good bargain through their objection.

#### Show Respect and Allow the Prospect to Voice Their Objections Completely

Be sure to acknowledge the opinion of the customer, show proper respect and make sure to reflect the objection back to them. If the client note that the product is expensive, you can answer back that "the product is of high value as you might have stated" and then begin in answering the objection by laying out why the reasons why it is expensive, positively and convincingly.

#### **Understand the Objection Completely**

In understanding customer's objections, the first step to follow is by pre-empting them. This is anticipating their objections and responding even before the prospect has even voiced it out loud. The other step is by solving the objection as it arises. Over 96% of dissatisfied customers do not voice their dissatisfaction but wait for the next opportunity to try another product. Therefore keeping your client happy can go a long way to improve one's sales in the future and retaining repeat buyers. In handling these objections, one should not react defensively. One mistake that most salespersons make in handling objections from clients is jumping right in and responding immediately. A professional salesperson needs to train him or herself on how to ignore any negative emotions that arise from customer objections, while staying focused on what the buyer is saying and how to help them solve it. Reacting defensively may raise an assumption that there is something you wish to hide, you don't want to listen to them, or their opinion is not important to you. Take out time to listen to the objections fully. Listen with the intent to understand what the client is saying without prejudice or bias.

Listening to a customer makes them feel heard. One of the fastest ways of putting off a prospective client is for them to feel like you are not listening to them. When a customer raises an objection, simply take note and confirm you understand their concerns. This ensures that they know that you are paying attention. Most times the customer may even answer the objection they're raised by themselves. When you jump in too early, it may lead to a further objection, and when you interrupt them, it may look as if you are arguing with them. The confirmation or acknowledgment of a client's objection goes a long way in showing that you are taking the objection seriously.

#### **Uncover the Heart of the Objection - Explore the Why's**

Ask appropriate questions in other to know and fully understand the reasons for the objection. In uncovering the reason for an objection, use an open-ended question like "Tell me more or what do you really need." That gives you the opportunity to get more information of their needs, and you can find a way to tailor your pitch to satisfy it. Don't respond by assuming you understand their full objection - many times customers may not express their real opinion and you need to work to uncover it. If you react to quickly the customer may withhold information and not voice their main hesitation – if that is the case you will have difficulty addressing their true objection and overcoming their resolve will be difficult.

#### **Respond According to Their Needs**

An objection is often raised when a customer's needs are not met. Take out time to understand their needs, as well as their value system. This could be understood through proper communication. Then, respond to them directly addressing the objection they raised and the need they seek to satisfy.

#### **Confirm That Their Concerns Have Been Resolved**

Always check to understand if the customer's objections were fully answered and their concerns met with the proper information. Don't mistake a nod of the head as full acceptance of what you just said. Seek out to know if the buyer is happy or if they have any other objection to raise. If they are not yet convinced, explain the solution further if necessary. Don't try to force an immediate commitment from the client as some objections require the customer to take time to come to a decision on their own.

#### **Modal Operators - Defining The Customer's Map of Reality**

In closing a business deal, there are some words salespeople use that work wonders in overcoming objections. The meta-model in NLP can be seen as a set of questions designed to specify needed information and overcome objections by expanding the limits of a person's model of the world.

#### What are Modal Operators?

This concept comes from the Milton Model. The use of modal operators comes down to a simple word: "if."

This "if" word can be used to create a variety of scenarios in the customer's mind that expand their version of reality by allowing them to imagine other possibilities.

In creating these scenarios, we respond to the distortions, deletions, and generalizations in a speaker's language. The following are examples of model operators that can be identified in all human communication.

Here are the six known types of Modal Operators and language examples of each:

1. Modal Operators of Possibility

Examples: Able to, Try, Can, Will

2. Modal Operators of Impossibility

Examples: Am not, Try not, Can't, Won't

3. Modal Operators of Probability

Examples: May, Could, Had better, Might

4. Modal Operators of Improbability

Couldn't, Might not, May not

5. Modal Operators of Necessity

Examples: Should, ought to, must, have to, supposed to

**6. Modal** Operators of Negative Necessity

Examples: Mustn't, Shouldn't, etc.

In using modal operators, it is important to identify the pattern of limitations that the customer has. For example, let's say that you are selling a bookkeeping software to a new prospect. You may claim that your product or service will revolutionize their business and save them a lot of time in bookkeeping. Now, this may be perfectly true and you may have hundreds of case studies that prove that your claims are accurate, and that your software helps your customers save time and money. However, your customer is skeptical because they have gotten used to a certain way of running their company. It's not that they don't believe you, it's just that they have never considered an alternative to the outdated methods they are comfortable with. Therefore, they are hesitant to give your product a try and reap the benefits of your service.

So how do you convince them that your software could help?

First, you have to understand that in their model of the world, your claims may not be accurate. You need to identify their deep-seated restrictions to change. By using an understanding of modal operators, you can adjust your language and encourage them to imaging a new possibility. If they are indicating they have modal operators of impossibility, like using words such as can't and won't, you

can use the word 'if' to paint a different picture and step out of their limited reality by thinking of new options.

In selling your product, always seek out those factors that prevent customers from buying. This objection might be a variety of different issues which could range from past bad experiences with salespeople, or with negative experience of products they have tried in the past. By making them understand the benefits your product or services will bring to them, you can easily change their mind frame and objection positively.

#### **Move People beyond Their Limitations**

In overcoming buyer's objections and moving them beyond their limitations, you must understand the wants and needs of the buyers fully. Customers' expectations are any set of beliefs and behaviors that an individual anticipates when they interact with a company or salesperson. Often, customer's expectations are for fair pricing, quality services, great experience, and personalized interactions. In understanding customer's expectation and moving them beyond their limitations, the following factors should be considered.

First, in other to move people beyond their limitations, it is important to change a customer's belief. For example, consider an individual that failed in a task before or experienced a situation that did not go as planned. When he is asked to take part in that task again, he is likely to subconsciously recall the negative experience without evening knowing that is what is happening. Then you hear the individual saying "I can't do the task, it won't work" even though it may be a completely different situation that would yield a positive outcome.

This is what could happen, for example, if a customer had tried a version of a similar product that did not work. The result is a mindset that this product cannot solve their problem.

In his famous quote, Albert Einstein stated that no problem could be solved at the same level of thinking in which the problem was created. This concept is important to keep in mind when endeavoring to overcome customer objections. Reframing the buyers thinking and mindset should be the first step to take in making a sale. Help your customer see the bigger possibilities and help them to expand their limited map of reality, and you will gain a loyal customer.

#### Ask Questions Like 'What would happen if you didn't...."

An example of this concept is when you have a sales pitch with a potential client, and he states that he is already doing business with your competitor. This could be a blessing in disguise because you know they've already recognized a need for your product. Therefore you don't need to do much education on the importance of the product, you can instead focus on the differentiating factors of your product specifically. Ask questions like "what if you didn't go into a contract with company X; you would have our product instead." Then, probe into the relationship they have with the competitor and why they choose their product or services. Pay attention to complaints they may have and how your product can offer them an advantage or solution.

Try to get them to see from a different perspective, and go beyond their boundaries they have set. Another great way of moving your customers beyond their limitation is to get them to see things from a fresh perspective. If a prospect is saying, "Oh no, I can't buy that", a good salesperson can ask, "what would it look like if you did?"

By inviting the client to imagine what it would be like to have your product, you gently push them beyond their self-imposed limitation to see the benefits.

#### How to Back Away from the Close - "Maybe you're Right"

In business, we only have one chance to close a deal. If you don't pull it off successfully, all the hard work you have put in for the past days or even weeks will go down the drain. If you are successful,

then all your hard work will pay off with a new customer.

Dealing with tough customers can make every stage of the business deal difficult, especially the close of the sale. Sometimes difficult clients will try to push you around or be unwilling to commit, thereby making the deal linger indefinitely and increasing the possibility that the sale will end up not taking place.

In dealing with extremely difficult clients when closing the sale, it is important to avoid a forceful attitude or try to make them to accept the deal.

Using the phrase "Maybe you're right" can be an effective way of getting the customer's side in other to break down resistance, if the customer is extremely resistant. Here are some phrases you can use with a stubborn customer:

"I agree with part of what you have just said and ...

"I agree you said that and ..."

By using this pattern of response, you have chosen to agree with your client to resolutely increase their rapport and responsiveness.

Here are some more examples of client objections and possible responses:

Client: "We won't need this services now."

Response: "I agree, you're right, you don't need this but ...

Client: The service is expensive

Response: "Yes you are right, I fully agree with you. It has a higher value than the competitor's services and ..."

#### **Using Reverse Psychology**

To take this tactic a step further, try using reverse psychology on a stubborn customer.

A professional salesperson knows that the right way to sway a prospect's opinion is a mixture of honesty and reverse psychology. In making use of reverse psychology, different phrasing can be used in swaying the customer to your information.

Here's and example. Tell your customer to go check out the competition.

Say, "The more hours or days of research you do, the more likely you will buy from us." This leaves the customer with only two options. Either they try to resist you by deciding to not check out the competition, or they listen to you and do more research anticipating that they will not like what they find out about your competitor.

#### **Do Not Argue if There is Too Much Resistance**

It is natural to want to argue with a client that is showing too much resistance - after all, you know that your product or service would help if only they could see things from your point of view. But always remember that this is part of the game, and it might lead you to lose the sales opportunity and create negative associations with your company or brand. Never take anything personally. Keep your emotion in check and stay on track with closing the deal.

Tough customers are never fun to come across, but they can still be important customers, and someone that was difficult to sway in the beginning can sometimes be your best advocate when they realized how much your product or service actually helped them in the long run.

#### **Give the Customer Time**

Some customers are scared of making a decision, and when it comes to closing the deal today they resist and insist on shifting it to tomorrow. In some situations, the customer will never act on the impulse to buy immediately, and it is important to give people like this a little more time to make up their mind. Don't rush them or they may become agitated. Give them a little time to get calm and if you treat them well they will think of you when they need to make a decision.

# **Conclusion**

Selling is an extremely valuable skill - companies today simply cannot survive if they do not have a good sales team on their side to advocate for their products and services. If you know how to sell, you can rest assured that you will have a leg up in any industry and even in any economic situation because sales is a vital aspect of any business.

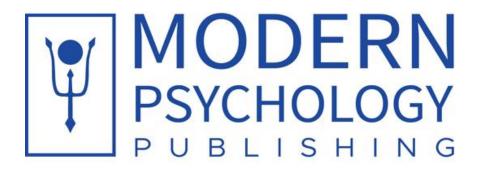
That being said, sales is never simple - even with a fantastic product, customer acquisition comes down to winning customers. This requires an understanding of the decision making process, and an understanding of human psychology.

By applying the techniques in this book, you now know how to influence the customer's emotions on a subconscious level, which is the key to a consistent, successful sales process. NLP can help to augment your sales process and increase your conversion rates. They can help you shift a customer's perspective and allow you to help them in ways that you would never be able to without your deep understanding of psychology.

We hope you have enjoyed this book, and that you begin to use these techniques the very next time you sit down with a prospective customer.

# NLP: Frame Control

# Using the Mindset of Power to Get What You Want in Relationships, Business & Life



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# Thank you and congratulations for picking up NLP

Frame Control: Using the Mindset of Power to Get What You Want in Relationships, Business and Life!

You are on your way to increased happiness, success, and healthier relationships. Frame Control is a very simple, and yet very potent concept that can help you really get in touch with your psychology and give you the advantage in social situations.

By purchasing this book, you have already shown that you are willing to take action and do what it takes to build an extraordinary life.

Don't forget to check out our <u>Amazon Author page</u> and subscribe to the Modern Psychology Publishing newsletter, where you will be the first to receive information about new book releases, free promotions, and the latest news to help guide you on your journey of mastering your psychology.

In this book, you will learn:

- ✓ Techniques to make your Frame stronger than everyone else's
- ✓ Powerful language patterns to get people to look to you as an authority automatically

- ✓ Using advanced Frame Control techniques such as humor to get people to see your point of view
- ✓ How to look at the world in a whole new way that will allow you to get the most out of life
- ✓ And much, much more!

Let's get started!

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### **Introduction**

Amanda and Jessica are 19-year-old twins. While the common belief is that twins respond similarly to similar situations, Amanda and Jessica are complete opposites. When faced with a difficult situation, the sisters tend to respond in different ways even from an early age.

For instance, when their parents divorced, Jessica had a difficult time; she felt as if her life was completely shattered and she would never be happy again. Amanda, on the other hand, was of the opinion that if her parents were happy with the decision, and could live happily like this, then divorce was better than living with two quarrelsome parents who could not stand each other.

Similarly, when Jessica lost her job, she lost all hope and believed her tomorrow was gloomy. A few months after this episode, Amanda lost her job too. Although she didn't have any way to earn a decent income at that point, Amanda believed she lost her job for a reason, which is why she used that opportunity to improve herself so she can look for an even better paying job. Instead of crying over her lost job, she laughed at the silly mistakes that cost her job and resolved never to make those silly mistakes again.

As you can see from the story explained above, the sisters have a different way of dealing with a similar situation. We can attribute this difference to the mere fact that the twins have different frames of mind. While Jessica sees everything from a negative perspective, Amanda loves putting a positive and humorous spin to every situation to change its context for the better.

The latter is what frame of control means: the ability to reframe any negative situation in a positive light. This book provides actionable strategies detailing how to master the 'frame of control' technique and use it to your advantage.

Frame of control means to change the meaning of a situation by putting that particular situation in an entirely different setting, frame, or context. For example, a very nasty event may seem hilarious when you put it in a long-term period, or when you change its context from serious to humorous. This ability may not seem very powerful to you right now, but it has long-term implications.

If your frame of control is poor, and you are in the habit of giving any situation a negative frame, you'll forever stay negative, which will hurt your self-esteem and self-confidence. Conversely, if your frame of control is positive and strong, you'll put an optimistic spin on even the grimmest of situations, which will turn that situation into a learning experience. This shapes your self-esteem, self-confidence, and helps you develop determination.

This clearly shows that mastering the art of frame control is an important NLP technique you should equip yourself with so you can turn every situation into a favorable one.

In this book, we will explore and understand this strategy, and teach you how to use the same strategy to propel success in all areas of your life.

# Chapter 1: Understanding Frame Control: The Fundamental Principles

To wrap your head around frame control technique and use it in every possible situation, you first need to understand its true essence. In this chapter, we shall deeply explore this strategy.

# **Everything Is Relative**

Frame control is an effective NLP technique. What is NLP, you ask? NLP is a powerful approach to personal development, psychotherapy, and communication. NLP aims to help you become a better version of yourself and positively change your life simply by altering how you think about situations and things. The frame control technique draws its principle from this.

Frame control suggests that everything that is happening to you is relative to your perspective and the experiences you have experienced thus far. In other words, a situation that appears awful to you may not be as grim to someone else. A situation you deem positive may not appear the same to another person.

To understand this principle better, we need to look at a few examples:

### Frame Control in Action

For instance, two men, John and James, work as sales representatives for a hat selling company. One day, the sales manager sends these two men to a new location to sell their hat products. Upon reaching their destination, the two discover that the people who live there don't know what hats even are! No one has never worn hats before, and as such, no one in town even owns a single hat.

Upon seeing this, John feels disheartened. He feels that since nobody is wearing hats, the town people will not be open to the idea. John, having been discouraged, decides to quit while he is ahead and go home.

James, on the other hand, is more positive and views the situation from an optimistic perspective. No one has a hat, he reasons, and therefore everyone will be wanting one! I couldn't have asked for a better opportunity, he

thinks. The opportunity inspires his motivation and enthusiasm, which in turn helps him to sell more hats than he has ever sold before.

In the above example, James has strong frame control, which is why he optimistically assesses an alarming situation so he could use it to his advantage. This clearly shows that you have the power to change the meaning of a situation depending on how you analyze it.

To elaborate this notion, let me give you a personal example.

When he was young, my best friend's husband would go to family reunions sometimes. Unfortunately, he had some cousins who severely bullied him. This led him to believe he was not worthy of love, respect, and anything good. Whenever he lost something, he felt it happened mainly because he was not worthy of anything positive happening in his life. This is how he lived most of his life, well, until he met my best friend.

After meeting my friend and falling head over heels, she realized this flaw and taught him the frame control technique. After teaching him this technique, he understood that by simply changing his perspective, he could easily alter the meaning of things. Slowly, he started framing even the most negative situations in a positive light.

When his affiliate marketing business didn't go so well, he didn't complain at all. Instead, he viewed that event positively. Instead of saying 'only bad things happen to me', he laughed that at least his terrible website gathered a only a few visitors. This gave him the determination he needed to work hard on the next venture until it became successful.

Frame control is about not letting the situation get the better of you, but instead realizing that you have the power to alter an influence events in your life by the way you look at them. This extends not only into the realm

of self-improvement, but into being able to create permanent and lasting change in others as well. We will get into the aspects of social influence later on in this book.

In the next chapter, we shall delve deeper into this principle and fully understand how it operates from a scientific perspective, so that we can see the psychological principles at work.

# Chapter 2: How The Brain Works: The Science Of Frame Control

To comprehend the frame control technique, we need to dig deeper into the science behind it. To do that, we need to understand how your brain works as it processes information.

# The 3 Cognitive Layers Of Your Brain

All the information you receive from the outside world goes to the brain for processing. To understand the dynamics of your consciousness, as well as the dynamics of the various situations you experience daily, you need basic comprehension of the structure of your brain.

To help the world understand these dynamics, Paul D. MacLean, popular American neuroscientist, came up with the idea of a three-fold or triune brain. The triune brain states, "The human brain is generally composed of three different complexes aka three smaller brains that operate interdependently and have created many interconnections through which it provides us with the basic functions essential for human expression and survival."

These three smaller brains are <u>neocortex</u>, <u>mid-brain/limbic system</u>, and the <u>reptile brain</u>. Let us get a better understanding of these layers.

# **Neocortex: The 1st Layer**

The neocortex, also referred to as the 'neopallium/new mantle' or 'isocortex/equal rind,' is an important layer of your brain and part of the forebrain. It is the largest portion of your brain's cerebral cortex; it makes up around 76 percent of your brain. It encompasses the two cerebral hemispheres. The isocortex has six layers that have amazing learning abilities.

The neocortex is the topmost layer of the two cerebral hemispheres and is around 2mm to 4mm thick. Also known as the 'what' layer, the neocortex is in charge of receiving different types of information.

Its second layer receives different inputs and stimuli from the different parts of the neocortex; its third layer receives information and signals from the different cortical regions of the brain, and the fourth layer is responsible for receiving sensory input from its adjacent cortical parts. Since it receives different sorts of inputs and information, it is known as the 'what' layer because it helps the brain determine the type of information it receives.

For instance, when you face a frightening situation, the neocortex helps you understand the current situation is fearful. If you eat a pineapple, this particular part is what helps you understand you're eating a juicy pineapple.

Additionally, this part of the brain is in charge of other higher functions like sensory perception, spatial reasoning, generating motor commands, language, and conscious thought.

# **Midbrain: The 2<sup>nd</sup> Layer**

The limbic system, another important part of your brain, lies in the middle of the neocortex and the reptile brain, which is why it is also known as the midbrain.

Your midbrain acts as the information superhighway and connects the forebrain to the hindbrain. It allows the brain to integrate different pieces of sensory information from your ears and eyes with your different muscular movements. This allows your body to make different fine and precise adjustments to your body movements.

The midbrain is also called the 'mammal brain' because it developed after the reptile brain, comprises of the hypothalamus, amygdala, and hippocampus. Your limbic system or midbrain generates and regulates the flow of different chemicals and the interactions they produce to form your emotions. Emotion is a trait reptiles and lower animals cannot experience.

The different emotions you experience such as joy, anger, empathy, sadness, and envy are products of your limbic system. Your midbrain serves as a buffer between your actions and thoughts because your emotions are what produce different feelings within your body and make you aware of how your actions influence others. This explains why your midbrain is known as the 'how' layer of the brain.

Without your limbic system, you would not have the ability to experience any empathy or feelings for anyone and you would be incapable of reeling in destructive and damaging tendencies, as well as actions you feel and carry out.

Imagine you just found out you failed your mathematics exam. The moment your brain comprehends the 'what' linked with this situation, you feel sad

and depressed. Your midbrain goes into action and helps you understand how you feel and how different emotions erupt inside you.

# Reptile Brain: The 3<sup>rd</sup> Layer

Your hindbrain, or reptile brain is the deepest and oldest level of our cognitive function. This layer is concerned with functions based on survival instincts, and is reactive rather than logical. The reptile brain comprises of the cerebellum and the brainstem: two parts also found in reptile brains.

The reptile brain controls all vital body functions such as breathing, maintaining body balance, regulating body temperature, and managing the heartbeat. Moreover, it also manages the different behavioral traits you experience including pure survival instincts, fight or flight response, direct-stimulus response, competition, domination, aggression, ritual, repetition and the temptation to hoard resources.

All these character traits form the base functions of your consciousness. These responses are also animalistic and similar to what animals and reptiles experience, which is why the hindbrain is called the reptile brain.

Since the reptile brain is in charge of producing, regulating, and managing these emotions, it helps you figure out the 'why' factor related to the different information your brain receives.

Whenever you experience any sort of situation, you go through a range of different emotions and feelings. Those feelings are products of your reptile brain; if you understand those feelings, you will understand why you behave and feel a certain way. For instance, if you are furious over losing a competition, you should deeply analyze this particular emotion to understand why you feel angry. Perhaps you feel angry because you lost to your competitor, which is why you feel enraged.

Now that you know the functions of the three basic layers of the brain, let us find out the role they have to play in forming your frame of mind.

# How The Three Layers Of The Brain Interact With Each Other

How does this relate to frame control? you might ask. Here's where it gets interesting. Any information or input your brain receives travels from the reptile brain upwards to the neocortex. *If a piece of information does not engage the reptile brain, it will not go up the chain of cognition for any further processing.* To be effective communicator, you therefore need to communicate not from the highest cognitive levels down, but from the inside out. You need to appeal first to the deepest level of why what you are saying is important to them. If a piece of information does not cater to the basic character traits governed by the reptile brain, that piece of information instantly filters out of your brain and doesn't move up to your neocortex.

Basically what this means is that we *automatically* frame information based on what engages our reptile brain. In other words, if it is not immediately relevant to us, then the information does not even get processed by the higher levels of cognition. This may sound simple, but it is highly profound. The reptile brain works on the level of beliefs. Whatever you believe about the world (in other words, how you frame the world), determines what information your brain receives! That's why two people can look at the exact same information and see two totally different things. Mastering frame control is about gaining a level of control over this core cognitive function at this deep level; it is simply about learning to influence and control your own belief systems.

People with strong frames understand that everything is relative; they see that any situation can be turned into a positive by <u>changing their internal</u> <u>perspective</u>. The person with weak frame control, however doesn't understand the power they have over their own frame, or series of internal

beliefs, and so they are <u>concerned with external circumstances they think</u> they can't control.

Let's get into how the brain works on another, deeper level.

Your neocortex divides into parts: the right and left hemispheres. The left hemisphere is in charge of your ability to involve in analytical thought, written, and verbal communication, reason, logic, science, and mathematics. Your right hemisphere is in charge of empathy, intuitive abilities, creative expression, holistic thought, art, and music.

If your neocortex is imbalanced towards one hemisphere, your entire neocortex will stop functioning and will not regulate the different processes occurring in your midbrain and reptile brain. In such a case, your midbrain or the reptile brain takes over.

If the brain imbalance leans towards the left hemisphere, your neocortex ceases its regulatory functions and your midbrain stops maintaining emotional balance between your action and thought. In this case, your reptile brain dominates your entire brain. As a result, you experience the desire to dominate and control everyone around you.

Conversely, if the brain imbalance favors the right hemisphere, your midbrain starts to control your entire brain and your reptile brain shuts down. As a result, you experience nervousness, anxiousness, and guilt, lack of self-esteem, fear, paranoia, depression, suicidal tendencies, and masochism.

Whether you suffer from a brain imbalance favoring the right hemisphere or the left one, this imbalance negatively influences your frame control and affects your ability to perceive different situations positively; as such, you approach situations from a negative outlook. If your frame control is weak, you won't realize the power you have over your own frame of mind and are likely to be more concerned about the external circumstances you feel you cannot control.

To improve your frame control, you need to strike a balance between the two hemispheres so you can develop a well-rounded personality. This is possible only when you understand that everything is in fact relative. To turn a negative situation into a positive one and maintain balance in the emotions you experience, you need to change your internal perspective.

Let's take a deeper look into what it means to have good frame control so you can understand how to strengthen your frame control and maintain balance in your triune brain functionality.

# **Chapter 3: Putting Principles Of Frame Control Into Action**

To improve your frame control, you need to work on adopting character traits linked with enhancing frame control. People who exhibit excellent frame control have four prominent characteristics in common.

In this section, we will discuss and analyze those characteristics in order to help you adopt them and thus improve your frame control:

# Characteristics Of People With Strong Frame Control

Here are the character traits associated with excellent frame control.

# 1. Strong Internal Belief System

Who has the strongest, most compelling version of events? They will be the ones that have the strongest frame and therefore have the greatest influence. You can observe this phenomenon in action in the patterns of great public speakers, such as Abraham Lincoln or Martin Luther King. What makes someone a compelling speaker is their complete and utter *conviction* that what they are saying is both relevant and important. In other words, they have a strong internal belief system. They know what they believe, and why the believe it.

Your internal belief system refers to your beliefs, ideologies, and viewpoints on different subjects and aspects of life as well as life in general. Internal belief system forms the basis of your mindset, which primarily divides into two types: *positive/strong* and *negative/weak*. If your internal belief system is positive and strong, you will have a strong mindset that helps you perceive a majority of your experiences, situations, and all aspects of your life from a positive approach. However, if your internal belief system is weak and thus dominated by negativity, you will view everything from a negative viewpoint.

Your belief system lays down the foundations of your self-esteem: how you value yourself, and your self-confidence: the courage to do what you want. If your belief system is weak, your self-esteem and self-confidence levels

are likely to be low. This means you do not value yourself, believe in your abilities, nor have the courage to pursue what you desire.

When your self-esteem and self-confidence are low or nonexistent, you are likely to follow the rules set by others or lack a personal opinion about things that matter.

For instance, if your parents neglected you when you were young, you may lack self-belief and may consider yourself unworthy of anything good. In that case, you may also believe your ideas are useless and as such, you may conform and follow the viewpoints of others. If your father tells you to study engineering, you will blindly follow his advice. If he tells you a particular political candidate to vote for, you never question this viewpoint and instead, you do as he says.

As a result, your frame control is weak as well. When you don't have a viewpoint and belief system, you will not trust yourself. If you fail in a competition, you will take this as a sign that you are not good enough to do what you want, rather than as a learning experience along your path to success.

While the above is a mere example, a weak internal belief system can affect you in numerous ways. For instance, a weak internal belief system may deprive you of the ability to believe in your dreams or raise your voice against injustice you face. A weak internal belief system shatters your selfworth and confidence and makes it almost impossible to think positively and believe in yourself.

On the other hand, a strong internal belief system helps shape your selfesteem and self-confidence. A strong internal belief system does not necessarily mean your belief system is a constantly positive one: It can be both, positive and negative. However, if you have a strong belief system, you have the ability to perceive everything from a favorable perspective. You believe in yourself and hold the belief that everything will turn in your favor. This belief builds and strengthens your self-esteem and in turn, your self-confidence, which gives you the courage to trust yourself and do whatever you aim to do.

For instance, if you have a strong inner belief system, you know you are a good chef and can make it to the top of the food industry. Instead of following rules set by society or those dictated by your father or any authority figure in your life, you steer your life towards a personally set course.

This strong internal belief system shapes your strong frame control. We will explain this using the earlier example.

When you encounter a setback in your professional life, you will not give up your goal pursuit. For instance, if you lose a big cooking competition, you won't see it as a failure. Instead, you will use it as an opportunity to understand your weaknesses and improve your cooking skills so you can become a better chef. Hence, a strong internal belief system is an important determinant of your frame control.

# 2. Powerful Body Language

Another factor that majorly contributes to your frame control is your body language. Your body language is the unconscious and conscious body postures and movements through which you communicate your feelings, emotions, and attitudes. For instance, you clap your hands when you are happy or hide your face in your hands when you are dismayed or depressed.

Body language is one of the number one ways that we project our emotions out and signal what we are feeling. Therefore, it is very important to get a handle on what we are projecting outward to others if we want to be taken seriously and respected.

According to research conducted by Harvard professor Amy Cuddy, your body language determines who you are and how you behave, which means that not only does your frame of mind influence what body language you adapt, but your body language in turn directly influences your frame of mind. If your body language is strong and powerful, your frame control will be perceived as strong; if your body language is weak, your frame control will be weak as well.

A strong or high power body language encompasses all poses where you lean back a little, keep your spine and head straight, face people with your chin up, keep your limbs open and don't sit, stand, or move stiffly. Conversely, a low power or weak body language signifies all the poses and positions where your back slouches or hunches, you point your head and chin downwards, keep your limbs closed, and your body stiff.

Moreover, when your body language is weak, you don't maintain direct eye contact with your listeners. On the other hand, if your body language is strong, you'll maintain direct eye contact with anyone you interact with.

Let us find out how a high or low power body language affects your frame control and your confidence.

### **How Body Language Affects Your Frame Control**

How do people with strong frame control appear? Their body language expresses that they are self-aware, calm, unflappable. Amy Cuddy's and Dana Carney's collaborative research study shows that if you adopt high power body language for a mere 120 seconds, your body will produce 20 percent more testosterone.

Scientific research also shows effective leaders have lower levels of stress hormone cortisol, and higher levels of testosterone. Testosterone is a neurotransmitter linked to boosting your confidence. As your testosterone levels increase, your self-confidence improves and you start believing in yourself. As your self-belief improves, you feel things and circumstances will favor you; this belief builds your strong frame of control.

Moreover, a high power body language decreases cortisol levels by 25 percent. Cortisol is a neurotransmitter linked to stress. As your stress levels decrease, you feel calmer and more peaceful than before, which helps you think clearly and positively, thus strengthening your frame control.

On the other hand, a weak body language decreases your testosterone levels, increases cortisol levels, which sabotages your self-confidence and causes negative thinking.

## **Exercise**

To observe the effects of a high and low power body language, try the following exercise.

- **1.** Stand completely straight while slightly curving your tailbone.
- **2.** Place your hands on your waist like Superman, or Wonder Woman.
- **3.** Open your legs and feet hip-distance apart and maintain this pose for about five to ten minutes while Looking straight ahead and smiling.
- **4.** Note your feelings about yourself and the way you perceive tough situations in your journal. What are you feeling right now? How did your emotions change? Your feelings are quite likely to be positive.

Body Language:	000
Positive Body Language Exercise	<b>∞</b>

- **5.** Next, stand or sit with your back slouched, keep your fists clenched and keep your legs closed. Maintain this low power body language for five to ten minutes.
- **6.** After practicing this pose, write down your feelings. How are your emotions influenced by this exercise? What changes did you experience? Your feelings are likely to be negative and you would have lost your ability to perceive different instances positively.

Body Language:	
Negative Body Language Exercise	<b>∞</b>

Now compare the feelings and emotions from both poses. By now, you will be aware of how beneficial a high power body language is for you.

Let's now take this exercise a step further. For the next 3 days, whenever you find yourself thinking negative thoughts, whether you find yourself in an argument or being influenced by someone negative, for example, perform the positive body language exercise. Become aware of your negative body language such as slouching and make an effort to change it. I think you will be surprised at how this simple activity can impact a negative situation! Record your experiences for each day in your journal.

Body Language:	
3 Day Positive Body Language Exercise	

#### 3. Confident Language Patterns

Your language pattern refers to the type of language you use regularly, both with yourself when you are alone or otherwise, and the language you use while conversing with others.

If you are in the habit of constantly demeaning and discouraging yourself while you engage in self-talk (the talk you have with yourself), or you demean yourself or others in public, your language pattern is a weak and negative one. For example, if you say things like "you are such a coward" or "you're a total loser" when you cannot do something or fail at a task, your language pattern is a weak and negative one.

In this case, you likely demean others and negatively influence them. If your friend tells you he/she aspires to be a singer one day, instead of

encouraging him/her to follow his/her dream, you pull him/her down and advise him/her to be realistic. Moreover, you likely practice self-deprecating behavior in public.

A language pattern of this sort negatively shapes your frame control. Because you are in the habit of seeing everything in a dim, negative light, when things don't go your way, you think of the worst possible scenarios and your language further exacerbates the situation.

For a moment, imagine you work in the sales department of a multinational store. One day, your boss decides to transfer you to another branch. While the situation is not a negative one, your frame control views it as one. You feel you will not easily adjust once you are in the new branch and this feeling threatens you. Meanwhile, you continue feeding your mind negative suggestions such as "The new place is going to suck," or "What if the coworkers at the new branch are terrible workmates?"

Such negative talk is a classic example of self-limiting talk: the kind of language that makes you believe you can never improve and that your potential is limited to a certain extent. This kind of talk not only makes you feel that you have limited potential, it also negatively influences your perception of things.

As opposed to this, a strong language pattern refers to the use of positive language with yourself and with others. If your language pattern is strong, you are likely to practice positive self-talk and always motivate yourself to become better. Moreover, you encourage and support others.

When your language pattern is strong, if your boss transfers you to another branch that is notorious for its unethical workers, you'd give yourself positive suggestions such as "Don't worry, I'm sure the workers will treat me nicely" or "Even if the co-workers are unsupportive, I'll change their

behavior towards me by being nice and helpful to them." Such positive language helps you see things from a positive frame and you confidently control even the grimmest situations with ease.

In addition to using positive language, the tone and clarity of your speech also affects your confidence and in turn, frame control. If you talk in a hushed tone or hurriedly, it signifies low self-confidence. When your confidence is low, your frame control is likely to be weak.

On the other hand, if you speak clearly, slowly, and in a moderate tone, your confidence levels are high and your frame control is strong too.

We'll tell you how you can work on your language pattern to improve your frame control in the next chapter.

#### 4. Mindfulness of the Present Moment

Another factor that strongly determines your frame control is your level of mindfulness. Mindfulness refers to your state of self-awareness and being present in the moment. The better your state of mindfulness is, the more grounded you are in the present and the stronger your frame control is. Let us deeply explore this notion.

If you are not mindful of your present, you are likely to be in the habit of wandering off in thought. Your mind either lurks in the past or is concerned about the future —these practices cause you to disregard your present.

When your thoughts are full of regrets or unnecessary concerns, your feel stressed as the cortisol levels in your body increase. As your stress levels increase, you see things using a negative frame.

On the other hand, if you are more self-aware and mindful of the present, you stay grounded in the present, which keeps you calm and relaxed. When

you live each moment fully, you don't worry about stressful situations. This soothes your stressed emotions, and allows for better and stronger frame control.

For a moment, imagine you work in a garment factory and your boss asks you to work on an order of about two thousand t-shirts your team has to deliver in one week. If your state of mindfulness is weak, upon receiving the order, you'll feel stressed. Instead of doing what needs doing, you will focus more on the consequences you'll face if your team fails to meet the order. Your weak state of mindfulness will cause you to resort to a negative and weak frame control.

On the contrary, if you are highly mindful and calm, you'll see this order as an opportunity to prove that you're a competent employee. You'll come up with an effective action plan and implement the plan to get excellent and timely results. Hence, in this situation, your strong state of mindfulness helps you stay calm and exercise your strong frame control.

Mindfulness of the moment is the characteristic that helps leaders succeed in their goals. Scientific research clearly shows that effective leaders work positively and succeed in different stressful situations because their stress levels are low because they live in the moment, they have strong body language, language patterns, and strong internal belief system.

To work effectively and get good results in whatever task you do, you need to work on gaining these four characteristics to improve your frame control. Now that you are fully aware of the concept of Frame Control, you automatically have an advantage because you now understand how people influence each other, as well as how others are influencing you. Let's now look at how to improve your frame control to become the master of any social interaction.

### Chapter 4: Techniques To Make Your Frame Control Stronger Than Everyone Else's

To improve your frame control and make it extremely strong and effective, you need to develop in yourself the characteristics that develop a strong frame control. In this chapter, we shall discuss how you can do this:

#### **How To Improve Your Inner Belief System**

You can easily improve your inner belief system with consistent, dedicated effort. The trick to doing that is by getting deep and detailed insight of yourself. To improve your inner belief system, you need to know what you believe in so you can determine if your core beliefs are negative.

#### **Exercise**

Here is an exercise to help you get in touch with yourself and improve your inner beliefs.

- **1.** Take your journal and pen and sit somewhere peaceful.
- **2.** Think of your core beliefs and principles, life in general, and how you want to live your life.
- **3.** Write your beliefs on your journal as you think of them.

Inner Belief System:	
What are my core beliefs and principles?	<b>2</b>
	J

**4.** While doing that, ask yourself meaningful questions such as "What do I believe in, What do I want out of life, What are my goals, What do I dream of doing, How do I feel about myself?" Your mind's design is one that seeks to give you answers for all the questions you ask it. If you ask yourself positive questions, it will give you positive answers. Write down the meaningful questions and answers before moving on to the next step.

Inner Belief System	
Meaningful questions exercise	<b>⊘</b>

- **5.** Once your beliefs are out in the open, analyze them one by one.
- **6.** If a belief has a negative context or contains words with a negative connotation, words such as "not, never, and cannot", positively change that belief.
- **7.** Find a positive replacement for that negative belief. If a belief states "I am not worthy of respect," change it to "I am worthy of love and respect." Write down you new replacement beliefs as you do this.

Inner Belief System	
Positive replacement beliefs	Ø

- **8.** Chant that positive belief several times until it settles in your mind.
- **9.** Next, eliminate the negative beliefs by crossing out your negative beliefs that you just wrote down. This way, you will not think of them repeatedly and you will focus only on the newfound positive beliefs.
- **10.** Additionally, get into the habit of saying positive things to yourself all the time, especially when you approach a difficult situation. You will learn how to be mindful of your thoughts in the following section, which will give you the ability to be aware of your thoughts and pinpoint negative ones on time.

Practice this exercise daily and within a couple of weeks, your inner belief system will transform into a positive one. You will also see a remarkable improvement in the way you frame different situations. Record your observations about how this practice is affecting you in your daily life.

nner Belief System	
esults and Reflections	<b>*</b>

#### **How To Have Powerful Body Language**

Here is how you can change your body language to improve your frame control.

1. To enhance your body language, the first step is to become aware of what you are projecting towards other people. To do that, begin to monitor your body language and record what you find to be your most common postures, stances and gestures. This will help you understand your body language. If you walk, sit, stand confidently, and use high power body language, you are doing a good job. If not, we will go over some tips for you in the next step.

Powerful Body Language	0
Record your most common stances, postures, and gesture	s

**2.** Begin by paying attention to your posture because a straight and correct body posture improves your testosterone and in turn, your confidence levels. Moreover, smile more often, improve your handshake, and practice an engaged body language. You can practice all the positive body language gestures such as smiling, paying attention to posture, and using power poses.

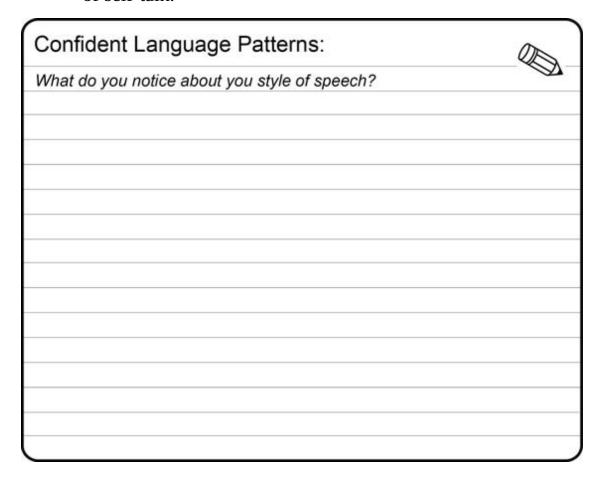
Use high power body language all the time even when you're alone so your confidence rises and your frame control continues to improve. As you continue to do this over the next few days, write down your observations about how changes in body language affect your mood and confidence.

Powerful Body Language	0
Results and Reflections	

#### **How To Have Confident Language Pattern**

Here is how you can improve your language pattern.

- **1.** First, take note of how you speak. You can do this by consciously becoming aware of and recording your style of speaking.
- **2.** Also, write your personal thoughts so you can understand your style of self-talk.



**3.** If your language pattern consists of negative words or words that make you feel potentially stunted, reject the words and replace them with positive ones. For example, phrases like "I am not good enough" or "I don't know how to cook" are examples of negative suggestions. The first phrase contains 'not' a word that has a

negative connotation and the second phrase states your potential is limited. Over the next day, write down any negative phrases or thought patterns that you observe yourself engaging in.

Confident Language Patterns:	0
What negative words or phrases you notice yourself using a	about yourself?

**4.** Change these phrases to "I am good and with practice, can become even better" and "I don't know how to cook yet", respectively. The addition of a positive phrase instantly makes the first phrase sound positive and by adding 'yet' to the second one, you give yourself hope that you can still learn how to cook. Similarly, modify all your negative thoughts and ideas. Write down these new phrases and words you intend to use the next time you catch yourself engaging in negative self-talk.

Confident Language Patterns:	0
Positive replacement words and phrases	<b>2</b>

Additionally, speak in a moderate tone and try to speak slowly so you can feel and sound confident. Practice speaking in this new style with a supportive friend and ask the person for feedback so you can further improve your language pattern. Continue to implement these changes and record your observations about how this practice is affecting your mood and confidence.

Confident Language Patterns:	<i>∞</i>
Results and Reflections	

#### **How To Improve In-the-Moment Awareness**

To improve your frame control, you need to improve your awareness of the present. The best way to do that is by meditating regularly. Numerous studies prove that meditation improves your brain health, sense of awareness, mindfulness, and quality of life. Here is how you can meditate.

- **1.** Sit in a quiet room in any pose you like. If this is your first time meditating, sit comfortably on a cushion or on a chair.
- **2.** Slowly, bring your attention to your breath and be aware of your inbreath and out-breath.
- **3.** Stay with your breath and focus on the rhythmic movements it produces in your body such as the extension and contraction of your abdomen.
- **4.** When your thoughts wander away, gently bring them back to your breath.
- **5.** Keep doing this for two to five minutes and in a couple of days, you will find it easier to focus on your breath.
- **6.** In a week (if you are consistent), you will become calm. When this happens, increase the duration of your practice. Record any changes you notice in your mood throughout the next week in your journal.

Improving Awareness with Meditation	0
Practice and record observations each day for 1 week	

**7.** In about a month, you will find it easier to stay grounded in the present and focus on one object/task at a time. As this happens, you will gain better control of your thoughts and will easily identify negative and positive thoughts on time. This will help you eliminate negative thoughts instantly and enrich your mind with positive thoughts only.

As you become better at meditation, you will feel more composed as well; this composure will help you stay calm even when the situation is unfavorable to you. When this happens, you will exude an aura of confidence and calm to a point where no one will consider you stressed. Instead, everyone will perceive you as a composed person who deserves admiration. This will help you check your emotions and calmly handle any stressful situation.

Now that you know how to improve your frame control, to achieve positive results, apply these strategies. Let us find out how you can use frame control to achieve success in sales, business, and relationships.

# Chapter 5: How To Apply Frame Control Principles For Improved Communication, Increased Success, And Social Dominance

Here is how you can use the various frame control principles to improve different aspects of your life.

## How To Use Principles Of Frame Control In Business And Sales

Here is how you can advantageously use frame control in sales and business.

- **1.** Always practice high power body language and confident language patterns in your workplace. By doing so, everyone will perceive you as a confident person. It is also helpful to study and mirror the body language of others. You can watch videos of the speeches of successful people, such as Tony Robbins. What do you notice about the way they project themselves? Absorb these patterns into your confident body language arsenal.
- **2.** Refrain from voicing your opinions until you hear the entire story. For instance, if you are in talks with a potential business partner, give your verdict after hearing the entire story. This will help you make informed decisions.
- **3.** Steer the course of a conversation in your favor by playing to your strengths. For instance, if you are selling a laptop to a potential client and the client is hesitant to buy it because of the style, focus the client's attention instead to the positives, such as the laptop's user-friendly features and high functionality. Reframe the conversation to something in your favor.
- **4.** Always try to look for the positive aspect associated with any situation. Even if you at first perceive the situation as completely negative, there will always be something positive about it. If a client returned an order, take it as an opportunity to get some honest

feedback about your product or customer service, in order to continually improve.

# How To Use Frame Control Principles In Relationships

Here are some strategies to help you make use of frame control in relationships.

- **1.** Impress people by spotlighting them and focusing on their positives. For instance, if you are out on a date, tell your date how wonderful she looks and shower attention on her instead of making the entire date about you. This simple strategy will impress your date and increases the chances of her falling for you.
- **2.** Secondly, use positive language with your loved ones and always give them a chance to speak. Hearing their side of story helps you know there are two sides to a story and changes your negative perception. For instance, if you find yourself in a heated argument, stop to think about the other person's perspective instead of getting consumed in your own emotional reactions.

Apply these tactics along with the ones taught in the 'business' section to improve your relationships.

#### **Advanced Frame Control Techniques**

An advanced frame control strategies to help you converse better with people and perceive every situation in a positive context is the use of humor.

Humor can be used to change the context of a situation and get people to like you. When you use humor effectively, you are essentially forcing people out of their frames; it then gives you the opportunity to suggest the frame that you would like them to have. For instance, let's say you are in an argument with someone, and you just can't get them to see things from their point of view. You are trying to get them to see things from your perspective and likewise they are trying to get you to see things from their perspective. Try to take a step back and see the humor in the situation. Isn't it ridiculous that you are both acting as if there are only two options? Using humor can add perspective to the situation, and remind the other person about the world outside the argument. A good joke can also lead to a break in the argument; and it is at this point that you can suggest an alternative frame, or viewpoint.

Or, let's say you are trying to get a new, bold idea across to your boss. With you understanding of frame control, you realize that your biggest challenge is actually getting him to alter his rigid frame. If you can use humor to make him laugh, this affords a window of opportunity where he is open to new ideas. You are then more likely to be able to influence his frame and get your idea across effectively.

You can also put a humorous spin on any painful or discouraging situation, to reframe it in a positive light internally. For instance, if you failed a job

interview, recall the interviewer in the tone of Donald Duck. The depressing memory will instantly seem hilarious and your perception will change. It may seem silly, but give it a try, it works!

Also, use light humor when talking to people, especially when a conversation starts to get serious and you see people getting offended. When using jokes, make sure the jokes you use are not offensive to anyone. By incorporating humor into routine conversations, you will pull people out of their rigid frames and help them perceive a situation from a different frame.

For instance, you and your best friend are discussing the way to present your final project report for a particular subject. You feel your friend's tone is rising as he tries to enforce his idea. At that moment, joke about how silly you are for not getting their point of view earlier and steer the conversation somewhere else. Bring back the real agenda after a few moments and suggest your idea once your friend has cooled down.

To improve each aspect of your life and in turn, the quality of your life, start implementing these strategies today.

#### **Conclusion**

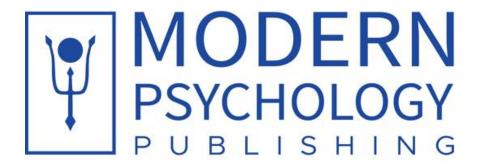
Thank you again for reading this book! I hope you are on your way to implementing the strategies outlined, and prepared to use this knowledge to lend clarity to your own life and use these principles for increased communication with others.

A recap of what we have learned: Frame control simply refers to the way you perceive different situations. If your frame of control is strong and positive, you understand that you have the power, based on your own internal belief systems to perceive even challenging situations positively and turn them to your advantage. The characteristics of strong frame control are *strong inner belief system*, *powerful body language*, *positive language pattern*, *and mindfulness*. Keep these in mind as you go throughout your daily life, and notice how these things are influencing your interactions with other people.

This book has provided you with sufficient information and actionable tips on how to improve the aforementioned characteristics and thus, your frame control. Implement these guidelines and apply strong frame control to every situation you experience. If you do, you will change your belief system until gradually, it will seem as if things are always working in your favor.

### NLP: Anxiety

# Reprogram Your Brain to Eliminate Stress, Fear and Social Anxiety



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#### Thank you and congratulations for picking up NLP: Anxiety:

Reprogram Your Brain to Eliminate Stress, Fear & Social Anxiety!

You are on your way to increased happiness, success, and healthier relationships through these easy to learn but extremely powerful NLP techniques! After reading this book, I'm sure you will agree that NLP is an amazing tool that can help you really get in touch with your psychology and help to maximize your potential.

By purchasing this book, you have already shown that you are willing to take action and do what it takes to build an extraordinary life.

Don't forget to visit our <u>Amazon Author page</u> and subscribe to the Modern Psychology Publishing newsletter, where you will be the first to receive information about new book releases, free promotions, and the latest news to help guide you on your journey of mastering your psychology!

Throughout this book, you will find guided exercises as well as journal pages to record your progress. We recommend that you continue to take action and practice the exercises, to guarantee the best results. Get excited, because you are about to learn some extremely powerful NLP techniques!

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In this book you will learn:

- ✓ The 6 most effective NLP techniques to combat anxiety
- ✓ How to recognize and end maladaptive coping strategies such as avoidance, and rewrite them into positive associations
- ✓ How to build positive thought habits
- ✓ Common anxiety triggers and how to identify them
- ✓ And much, much more!

Let's get started!

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#### Introduction

Have your family members or friends ever told you to "just forget about it" when you were feeling worried or sad? Have you ever felt stuck in a state of mind, without knowing how to change your mood? Have you ever avoided social situations because you didn't know how to cope with the feelings of anxiety at meeting new people?

Your anxiety may take the form of avoiding or feeling awkward in social situations, constantly obsessing over certain thoughts, or just a vague, impossible-to-define nervousness. Perhaps you are even living with muscle issues from tension, or suffer headaches more often than the average person due to your anxiety.

### You're Not Alone. Anxiety is More Common Than You Think:

Just forgetting about your troublesome thoughts sounds easy on the surface, but if it really is, why do 40 million people (18 and older) suffer from anxiety in the United States alone? The fact of the matter is that negative feelings don't always disappear just because we want them to. At times, we may be able to focus on positive thoughts or even distract ourselves effectively, but that still leaves the rest of the time, when emotions won't seem to let us go.

- **The Emotions have a Purpose:** The reason why it isn't always easy to get rid of negative feelings is that they exist for a purpose; to get our bodies and minds ready for defense. These emotions helped us evolve and survive, and exist for the purpose of protection.
- They become an Issue when they Interfere: Although it's possible to see the positive side of these feelings, and even understand why they exist, the fact still remains that they can interfere with our lives when they get too overwhelming. A lot of the time, these feelings seem to do nothing but get in the way, or lead to unhealthy coping methods.

#### What is the Solution?

Anxiety leads more people to seek help than all other conditions in psychology, and the treatment for anxiety is a gigantic industry. When seeking to solve this problem, you may get recommended counseling sessions, certain books, seminars, courses, hypnotherapy, and of course, medication. But what will truly help you with this issue? Desperate for a change, relief, and control over their own lives, many anxiety sufferers have already tried various methods and received only small benefits, still not understanding the real nature of their ailment.

#### **How Can You Treat Anxiety?**

One popular understanding of anxiety suggests that it's a problem or illness that needs treatment. This assumes that anxiety stems from an imbalance of chemicals in your brain, genes, or your mental hard wiring. However, if you suffer from anxiety, you are not necessarily powerless to your condition! Although anxiety does involve physiology, it is not necessarily caused by physiology. The traditional medical anxiety model suggests that in order to solve anxiety, medication should be used. However, it can be argued that taking medication for anxiety only addresses the symptoms of the problem, and does nothing to get to the root of the issue. In some cases, sufferers of anxiety can show little to no improvement in their coping abilities after taking medication.

Anyone who has gone through anxiety on a regular basis knows that it's an urgent issue that needs relief as soon as possible. Other methods for treating anxiety may take many years, or only have a very small impact on the sufferer, which calls for the need for another method.

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# NLP Methods Can Help You Get In Touch With Your Psychology:

How we consider problems determines the way we will approach those problems and treat them. Our current conception of anxiety could be leading either to a way to solve it, or stubborn persistence of anxious symptoms. The NLP approach for anxiety or other issues consist of a few foundational ideas. One of these is that each human experience has an inherent structure to it.

- **Figuring out How to Change these Structures:** When we uncover these pieces of psychology within ourselves, which cause issues, and understand the way they function (instead of focusing on why they exist in the first place), we take steps to change them. Methods of NLP therapy seek to change our structures of coping.
- From Anxiety Victim to Anxiety Expert: Another key aspect of this approach for solving anxiety is turning the sufferer from the victim into the expert of their anxiety. Since the mental steps that result in anxiety are automatic and unconscious, many sufferers feel like anxiety is happening to them. This makes the sufferer seem like a victim withstanding an outside force taking over their mind.
- **Using Skills to Beat Anxiety:** These methods focus on treatment centered on teaching people to use anxiety appropriately, choosing effective and new methods for using their own mind. This gives people the chance and ability to consider future events from a resourceful, calm state of mind. They can then experience empowerment, along with a calm and self-assured mentality, choosing which steps to take to accomplish their goals, rather than going with what was their only choice before; feeling anxiety.

The approach of NLP, for anxiety, aids people in seeing exactly how they are creating the mysterious force of anxiety. Instead of feeling taken over by

something outside of them, they will begin to see that there is more than just one choice. Living a life free of anxiety means:

- **Confidence:** Living with anxiety makes it impossible to feel confident. When you are not the ruler of your own mind, your power is non-existent. You can get back into the driver's seat of your own mind, using these methods. Instead of feeling at the mercy of whatever emotion pops up at any given moment, you can choose which state of mind you want to embody, at will.
- **Healthy Relationships:** Anxiety can ruin relationships, if allowed to run unchecked. Fear of abandonment or general worry can act as a poison on otherwise positive relationships. With these methods, you can pursue healthy and beneficial relationships.

# Chapter 1: What is Anxiety?

Research on the subject of anxiety continues to expand, providing us with a framework for how this phenomenon functions. According to recent research, anxiety should not be seen as a sickness, but instead, as a typical human quality or ability that has grown into something excessive or extreme. All of us think about future events to come, considering all that might happen, and plan out how to prevent negative outcomes. But when it comes to anxiety, the focus on the future and our obsessive thoughts about what negative events could occur, gets out of hand. The result is an uncontrollable state of mind where apprehension and fear overwhelms us.

## Cognitive Biases of Processing Information:

Current models, which seek to understand anxiety, show that anxiety is a result of biases within our minds. Here are some examples of what that could look like:

- **Negative Future Projections:** Sufferers of anxiety often feel as though the future is doomed to bring negativity. They feel as though these bad events are unavoidable and certain to happen to them. When they do look outward to observe the world, it seems impossible to focus on anything but that which they perceive as negative.
- **Being Stuck in one's own Mind:** People who suffer anxiety, at times, place excessive focus on sensations in their body, reactions and responses, and their own emotions. This is healthy when in balance, but for an anxiety sufferer, it becomes excessive and overwhelming, and leads to blocking out external information.
- **Incorrect Interpretation of Stimuli:** In addition, this warped sense of focus can lead to misinterpretations of sensations happening in the body, leading us to interpret data as more threatening than it really is. They might notice a sensation that is ambiguous, like a raised pulse or light sweating, and jump to a conclusion that they will faint, or go through a heart attack, for example.

You could sum up the experience of anxiety as someone being super focused on all the ways that life could go wrong. This leads them to become convinced that this is inevitable, and then look to their own reactions of panic as evidence that something bad will occur. As you know, this chain of biases can lead to a harmful circle of apprehension and fear that seems very hard to escape from.

## There are Three Main Types of Anxiety:

In order to get to work solving this problem, you must have as full of an understanding as possible about it. There are three different types of anxiety, according to medical professionals. They are Panic Disorder, Social Anxiety, and Generalized Anxiety. This may seem quite technical, but odds are that if you suffer anxiety, you might be experiencing one or more of these, multiple times throughout the day, with symptoms overlapping and amplifying each other.

• Panic Disorder: This type of anxiety refers to severe states of panic, which can lead to uncomfortable, negative symptoms in your body. When these are at their most intense, you might even feel as though you are going to die. This leads to an overwhelming temptation to escape or run away from whatever situation you're dealing with, at the time. These emotions can make you scared of withstanding an attack in a situation that you can't escape from, which fuels your anxiety even more.

These attacks typically begin abruptly and don't usually last long. However, anyone who has gone through one knows that they feel as though they last an eternity. The reason for this is that your body's healthy and normal reaction to a threatening situation has gotten so exaggerated, that adrenaline (which is meant to protect you against physical threats) floods and takes over your body. This leads to horrible symptoms, and can even cause you to find your surroundings surreal, or feel as though you are not attached to yourself.

• **Generalized Anxiety:** This disorder doesn't typically lead people to stay away from particular situations, as the other types of anxiety do. Rather, it's a general sense of anxiety that considers the larger picture, such as health, your career, or money situation, and leads to distressing results like depression, insomnia, shaking, or irritability. You may also feel nauseous, constantly tired, and often unable to face your day. Although some may think that this type of anxiety is the

least debilitating of the three, it can lead to a constant chatter in your mind that truly disrupts your life.

• **Social Anxiety:** This type of anxiety makes it hard for you to function or cope with social settings or situations. This can be caused by insecurities or a lack of confidence, causing you to fear the judgment of others. This could lead you to feel dizzy, experience heart palpitations, blush excessively, or sweat. Most of the time, this causes people to avoid social settings altogether, rather than risk feeling more anxiety.

# Typical Coping Mechanisms for Anxiety Symptoms:

Now that you have a brief understanding of the different types of anxiety disorders, you may be wondering why it's so difficult to get over them. This is a sensible inquiry, and it all relates to the methods people use for trying to cope with their anxiety. As with anything else, there are both healthy and unhealthy ways to cope with anxiety. Unhealthy methods for coping with anxiety are called maladaptive, while healthy methods are called adaptive.

### **Adaptive Techniques:**

These are techniques which seek to get to know, intimately, the nature of your anxiety, along with the nature of your own mind and emotions. Instead of hiding from, escaping, or masking the anxious symptoms, you decide to look at them up close and find ways to handle them. NLP methods are a great start. Let's look next at maladaptive techniques for dealing with anxiety.

#### **Maladaptive Techniques:**

These methods can be very effective for getting rid of your symptoms of anxiety, at least temporarily. Oftentimes, however, this leads to an overall increase in your dysfunction by strengthening and maintaining the problem. Instead of getting to the root of the issue, you are only addressing the symptoms. Here are some examples of maladaptive coping mechanisms:

- **Drinking or Eating Disorders:** When a person is overwhelmed with unpleasant feelings and a lack of control over their own existence, distractions can provide comfort from this reality. For this reason, some anxiety sufferers might find temporary solace in alcohol, food, or even drugs.
- **Sensitization:** Another strategy for coping with anxiety is something known as sensitization. Someone using this method puts their mental energies to learning about, anticipating, or rehearsing fearful experiences in the future. The purpose of this is to protect oneself from or prevent altogether these events, which leads to an obsession

with worrying. This particular method for coping is seen most commonly in people with general anxiety.

- **Safety Activity Coping:** Yet another method for coping with anxiety is using safety activities or behaviors. This leads sufferers to rely on someone or something to curb or soothe their anxiety. This can manifest in the need to always carry a certain item around (medication, for example), even if you don't need it, or an unhealthy attachment to a certain person in your life. You might also feel unable to perform certain activities (such as driving) without talking to someone on the phone the entire trip.
- **Avoidance:** This is definitely the most commonly used strategy for coping with anxiety, and is referred to as anxious avoidance. This method relies on avoiding situations that may provoke anxiety. It sounds reasonable, but unfortunately, if someone never confronts a difficult situation, choosing to avoid it instead, there is no way to get rid of the fear. This strategy usually ends up maintaining the anxiety, since the sufferer is never allowed to figure out how to tolerate their anxious reactions. This leads to an inability to face the beliefs that are associated with those situations.

### **Negative Reinforcement as it Relates to Anxiety:**

This strategy only works to temporarily assuage the unpleasant effects of your anxious reactions. This relies on a process of learning known as operant conditioning, which lets the person stay away from their symptoms altogether. As the principles of this model state, behaviors that are intended to get rid of negative consequences (eliminating anxiety, for example), will only lead to an increase in those behaviors. To put it another way, reducing your symptoms this way will only lead you to avoid similar events in the future, leading to negative reinforcement.

## Training your Brain for Avoidance:

Negatively reinforcing a certain behavior is essentially seeking to remove something you interpret as bad that causes you to revisit this behavior (or reinforce it). Unfortunately, this keeps you from learning how to overcome, master, and tolerate the anxiety that accompanies the situation.

• An Example of Avoidance at Work: Let's take a real life example of this that displays how negative reinforcement may affect you. Say you have a fear of social situations, and get invited to a gathering. Right as you receive an invitation, you may start feeling anxious about the party. You might then begin to fantasize about how you could embarrass yourself or be judged by others at the party. These feelings and thoughts are very uncomfortable and unpleasant. If you choose to avoid the situation by declining your invitation, you will experience an immediate decrease in your anxiety symptoms.

But this is not because you solved the issue. Instead, you only eliminated what you perceived to be a threat, by choosing not to attend the social gathering. Since your anxiety symptoms were lessened by avoiding a situation, your strategy for coping (anxious avoidance) has been reinforced negatively by removing negative emotions. You will have learned that this is an effective strategy for coping, which takes away your unpleasant symptoms. This makes it more likely that, in the future, you will use this coping method again, since you've trained your brain to believe it works well.

In your immediate experience, this does reduce anxiety temporarily, but over time, it will only get in the way of overcoming this issue. These types of behaviors hold individuals back from learning that their anxiety is not warranted, or that you can, at least, effectively handle such situations.

• **The Escape Strategy:** Another strategy used by anxiety sufferers is the method of escape. This method is employed often by sufferers of

phobias and panic attacks. When you, for example, encounter a situation that produces anxiety within you, your focus starts shifting. You may become very focused on potential threats to your safety (real or imagined). This selective focus causes your personal emotions and symptoms of anxiety to increase, while your wish to escape the scenario rises. But if you don't learn how to stay with these uncomfortable feelings, you will never be able to see that anxiety subsides naturally, if you allow it to.

These strategies for coping with the unpleasant symptoms of anxiety get in the way of your ability to learn about and dismantle your associations with particular situations and your symptoms. In essence, maladaptive techniques only intensify and worsen your anxiety, over time. This is where NLP methods come in.

### **NLP Helps you Face these Associations:**

Since these associations don't go away on their own, it's up to you to learn how to rewrite them to better your life and free yourself from anxiety. NLP helps you view associations and memories, and rewrite them in a more positive and empowering light. Your subconscious associations no longer have to rule your life and control your actions. The first place to begin is looking at your habits of behavior. Some of the things you do every day can make you feel fed up, low, and of course anxious. Finding out exactly what may be contributing can help you get started right now and experience results in beating your anxiety very fast. Here are some contributing factors:

• **Not Getting Enough Sleep:** We've all heard time and time again that sleep is important and good for your brain, but did you know that not getting enough sleep can contribute to your feelings of anxiety? When someone is tired constantly, they don't have enough energy or motivation to fulfill their goals or obligations in life. This leads to anxiety about a lack of productivity, which fuels further inaction and helplessness. Before examining your anxiety and NLP techniques to combat it, look first at your sleep schedule to see if it's lacking.

- **Being Physically Inactive:** When we don't get enough exercise, our energy is low. Being sedentary also means that you have too much time to let your mind run wild, and since that's a major contributor to anxiety, you can see how this is a bad combination. In addition to this, being out of shape doesn't do much to help your self-esteem.
- Excessive Caffeine and Alcohol Use: Many people with anxiety use alcohol to numb their stress, and eventually become dependent on it. They may then turn to caffeine as a way to get quick energy, and over time, this leads to stress on the mind and body, which doesn't help anxiety at all, but can worsen it significantly.
- **Not Paying Attention to Nutrition:** What you eat has a huge effect on your moods and energy levels. Eating junk food on a regular basis makes you feel lethargic, tired, and irritable. You may then reach for sugary snacks as a way to try to feel happy or content, but the crash comes soon after, adding to your anxiety. For a healthy mind, a healthy body is a must, and nutrition cannot be ignored in this case.

The above points, along with avoiding new chances to experience life, and succumbing to escapist tendencies, all contribute to your anxiety symptoms. Each of these points on their own may not make too big of an impact, but in combination, they play a large role in your mood and how you feel about yourself and life.

# The Psychology of Anxiety and Habits:

This next section will cover how your habits can determine the way you deal with stressful situations. In any given situation that causes you anxiety, it is not any event that is causing you to be stressed, it is how you react to it. The good news is, this means it is up to you how you deal with stress! You can determine your thought habits and gain control over your response to situations.

- **How Anxiety becomes Fixed in your Mind:** At the simplest level, your anxious tendency is simply a habit. It is a behavior you have learned and repeated over and over, until it fixed itself into your mind and personality. If you allow these habits to continue for a stretch of time, you start believing that it's simply a part of you that you cannot change but must learn to live with forever. This, then, leads to behaviors that fit with this belief and actions that confirm it.
- **Getting Used to Settling:** Anxiety makes it so you get used to settling for less than you truly want. For example, you may consider taking a trip out of town over the weekend to meet some new people and hang out with your friends. You may turn this idea down in your mind before even giving it a chance, simply because it's out of your comfort zone, and you're used to saying no to such opportunities. Perhaps you hear about a job that interests you, and only make an excuse in your mind that it's not the right time or that your current job is good enough.

You eventually get to the point where you convince yourself that you're fine with letting these opportunities pass you by, since you are reducing your anxiety by saying no, but the fact is that you are just reinforcing your anxiety habit. In order to understand why this happens, we should first take a look at habits and go over why they are necessary for us.

#### Why do We need Habits?

A habit is a program that has been stored into your mind and brain, which allows you to undertake simple actions or tasks, without the need for much direct conscious thought. Habits help you conserve and save energy and time, allowing you to place your attention on tasks that require more mental energy and stimulation. Studies estimate that about 40 percent of the actions you perform on a daily basis are not choices, but conditioned habits. Whether you are fixing some coffee or taking the train to work, your mind calls to mind past actions of doing these actions, and performs them as a habit, so you don't have to think about it.

This explains why you drive somewhere and, once you arrive, can't recall exactly what you just saw on the way there. You only remember the journey you take every day if something memorable occurs that needed your conscious attention for making a related decision.

## The Habit of Anxiety:

- **An Emotion-based Habit:** Although anxiety is also a habit, it works differently than habits which are based around physical actions. Instead, your anxiety functions as an emotion-based habit, where the mental processes and thoughts you engage in follow along a pattern that has been stored through repetition and familiarity.
- **The Mental Habit leads to Action:** Then, this may lead you to try to start new habits, based on action that will lessen your symptoms of anxiety. To put it another way, it helps you to create methods for coping that are intended to help you feel better.
- Through Repetition, Action becomes Habit: These coping mechanisms then become ingrained in your day to day existence and actions. This leads to you following through on them all the time, without much thought. All of this reinforces the habit of your anxiety, continuously, allowing the cycle to flourish.

This means that it is extremely important for you to take care of both your physical habits and your mental or emotional habits together. Since these two are inextricably linked to each other, it doesn't make much sense to try to tackle one at a time. For instance, it's nearly impossible to make your anxiety stop using mental energy alone. After all, if it were that easy, why is it still a problem? When you go after the problem this way, you are simply allowing it the power it needs to stay in your mind, feeding it with your attention and making it grow.

### **Stop Fighting your Anxiety and Yourself:**

The key here is to stop fighting your anxiety. Simply allow it to exist for now, and teach yourself to stop adding more stress onto the fact that anxiety exists within you. Although you may notice that you feel anxious, the

important part is focusing your attention on replacing the old with the new, which is what NLP will show you how to do. As soon as you're able to follow through on this, the new habits you form will stop your old habits from being triggered again. You will have replaced the routines of negativity in your mind with actions and thoughts that are productive and positive.

### Using the Rules of Habit to your Advantage:

Is it possible to use the above information about habits to lessen your anxiety? Yes, it is. Developing new, better actions and habits is something everyone is able to do, and something you've actually done countless times in life before, without even being aware of it. This is different, however, because you are going to do this consciously, choosing the correct habits, rather than leaving it up to fate. This doesn't require magic, or a huge trick, and anyone is able to do this, but no one can do this for you. It's entirely your choice.

- **Understand your Situation:** You must first understand how you got to where you currently are, the habits that helped you get there, and then use this information to better your life.
- **Decide what you Want:** After you understand how you got to where you are, you must figure out where you want to go. Most people with anxiety would envision a future where they were no longer afraid to go certain places or do certain activities. A life where they can say yes to invitations to parties, or to that job interview.
- Commit to the Path: Once you've figured out exactly what you want, it's time to fully commit to this path of beating your anxiety. A lot of the habits you have right now are similar to the habits others struggle with, especially the negative ones. But some of your habits will be dependent on your situation, and unique to you. These changes won't happen in one day, and might take some time to become permanent. The important part is that you must commit to this so that you don't give up when struggles occur.

You will likely find yourself feeling better and also making improvements to other aspects of life. Remember that every negative action you feel imprisoned by got there by repetition, meaning that it's only a matter of time before your newer, healthier choices turn into habits. Habit is perhaps the most powerful tool we have, as humans, to control where our lives head, so it's about time you began using this to your advantage.

# Chapter 2: The 'As If' World

In order to understand how anxiety can hijack our lives, we need to understand how we process information about the world. All of us live in an 'as if' world - a term coined by therapist David Higgins - where we project what we think will happen based on our past experiences and beliefs. To carry out our daily tasks and goals, we all make guesses or estimations about how these events will play out.

# The Self-Hypnosis of the As If World:

The guesses we make about our future can be thought of as hallucinations, which have the power to generate pain or happiness, fear or hope. This process of self-hypnosis is happening constantly, and can be a great thing. As we anticipate the challenges of the future, we can guess how significant any potential challenge may be, along with our own personal strength and ability to react to it. Some of these fears are completely realistic and effective, helping us mobilize our bodies to handle challenges by heightening our breathing and pulse rates. When you encounter anxiety, it's a dysfunction or disorder of your "as if" mental process. Here are some examples of that:

- **Future Sorting:** By dealing with possible events in the future, by excluding the past and present, the individual is not able to call to mind memories that are relevant or helpful, or use the resources they have available to them at the moment. As a result, someone who gave a public speech and had fun with it a few days ago might experience anxiety considering doing it again the next day.
- **Danger Sorting:** This happens when an individual is caught up on potential factors of risk, rather than potential factors of safety. This occurs when someone uses tunnel vision, or becomes hyper-focused, along with kinesthetic or auditory observations that appear to validate their concerns. For instance, someone who is scared of talking in front of others may interpret stares in a negative light, and completely miss the people smiling at them. Someone who feels a tight sensation in their abdomen might get focused on this and forget to pay attention to the comfort in the rest of their body.
- **Exaggerating Danger:** A person with anxiety might increase potential dangers in their mind, even going so far as to exaggerate threats in their environment as far as closeness or size. This makes the threat appear much greater than their ability to cope with it, even when it is not necessarily true. They will then fail to call to mind

memories that prove their ability to handle the situation.

• Unrealistic Assumptions: Instead of grading a realistic assessment of risk, a person with anxiety tends to assume that even small dangers are larger than they really are. If someone is afraid of flying, they might overestimate the risks inherent in taking a flight. When small turbulence occurs in the air, they might think that they have a large chance of dying, even though this is not the case. They might then launch into a cycle of thoughts about what must occur in situations of panic, like the need to escape, or take a pill.

Another example of these beliefs coming into play is overestimating how important others' opinions of you are. You might, for example, trip down a flight of stairs in public and feel as though you are literally going to die of embarrassment. In the state of anxiety that results from this, a whole new set of habits and beliefs are likely to come up, leading you to respond to them in ingrained ways.

All of the above are examples of living either in illusion, or in the future. However, these are merely hallucinations - they are not reality. Even if we know that these assumptions or patterns are not necessarily "real", these fantasies can generate emotions such as happiness, sadness, fear, or excitement. Our minds react to stimuli as if it's real, even if it isn't.

# The Underlying Cause of Anxiety

A person can think about strategies or thought loops that cause anxiety, or strategies which lead to depressed states of mind. Both of these issues come from a person sorting their thoughts and stimuli into what is bad or wrong, and taking it a step further by associating them with bad experiences.

- **Wrongly Focused Attention:** For someone who is anxious, their attention is placed on possible losses, failures, and defeats in the future. An anxious person sees these potential disasters are inevitable or unavoidable. If they do see a way to avoid them, it's only through escaping.
- A Conditional Mindset: The anxious person explains reality in a way that is more future-focused, tentative, and conditional on circumstances. In other words, they believe that life will be fine if they can just avoid social situations, spiders, or public speaking at all costs. In other words, they feel as though their comfort is dependent on what happens outside of them, leading to a state of powerlessness. In order to break this cycle, you must learn to draw on your own mental resources for strength.

A person with anxiety has goals and objectives, but feels powerless to achieve them. They are afraid of failing. Although they might not give up on everything in life, they will give up on anything that causes fear or triggers their state of anxiousness. NLP addresses these problems. It's a collection of methods that are used for developing yourself or managing negative thought patterns, such as anxiety.

# Understanding the Concept of Thought Organization with NLP:

NLP works to understand the way we all organize our mental processes and thoughts. Every single person has a unique filter that they see the world through, and this is built by our personal experiences and memories. The majority of people think in a specific mode most often, such as kinesthetic, auditory, or visual. For example, a person who is more visual is likely to see mental pictures when someone asks them something. For someone who thinks in an auditory way, they might hear sounds instead. Kinesthetic people will likely feel an emotion in response to stimuli, instead of seeing or hearing something.

- **Finding out how you Process Information:** In order to get to the root of your anxiety, and use NLP to do so, it helps to figure out how you process information. When someone asks you to recall a memory, do you immediately think of pictures and colors? Or do you remember the sounds that happened at that time? Perhaps you just feel emotions related to that memory?
- **Using this to Help your Anxiety:** The better you understand yourself, the better these NLP methods will work for you. When it comes to learning to manage your anxiety, countless tools exist. NLP will aid you in living a fuller and more productive life.

# Chapter 3: NLP Techniques for Anxiety

Contrary to what it feels like, at times, anxiety is not something that simply happens "to" you. In order for this state of mind to come up, it must be activated, or triggered. The symptoms of anxiety must be treated, including feelings of panic, or physical sensations like a raised pulse, but getting to the root of the issue is important as well. This means that the first step in tackling your anxiety is identifying what triggers it in the first place.

# Technique 1: Identifying Anxiety Triggers

A trigger can be emotional or purely physical. While some can be quite obvious, like visiting a city where horrible things happened, or seeing a person who was once abusive to you, others are less obvious. Taking care of and lessening your anxiety relies a lot on figuring out how to deal with your symptoms, but it's also about identifying and understanding what triggers it. You can then face each trigger and minimize or entirely alleviate the way it affects you. Here is how you can begin:

• Notice What Happens in your Body and Mind: You can start by thinking over what occurs in your body and mind when anxiety attacks. You may, for example, feel scared, or unfocused. You might freeze, or start fidgeting. Do you notice that your pulse gets faster or that your palms sweat? It's important to notice all of this. The next time you find yourself feeling anxious, try to identify the specific feelings in your body and mind. How are you reacting? Take a moment to analyze and record.

Identifying Anxiety Triggers	0
Describe what happens to you when you begin to feel anxious	

• **Write a List:** Next, write a list of what happens to you whenever you get anxious. This can be trouble falling asleep, finding it difficult to eat, or an overwhelming fear that something negative is about to happen. You might find it helpful to wait until you experience a state of anxiety to begin to record this information down.

Identifying Anxiety Triggers	0
Write a list of your anxiety symptoms	<b>2</b>

• **Think about When this Happens:** When does this usually happen? Is it specific scenarios, like crowded areas? Is it anytime you have to introduce yourself to a stranger? Perhaps it happens when someone asks you a question that you don't know the answer to. Do you feel more anxious right before you fall asleep, or when you wake up in the morning? Take a moment to reflect and write down as much information as you can about your anxiety triggers.

Identifying Anxiety Triggers	0
Reflect on situations and that trigger your anxiety	<b>∞</b>

Feelings of anxiety can happen at any time, and for apparently no reason at all. It often occurs without any warning, making it hard to control it or even expect it. When your anxiety seems to come from nowhere, it usually gets even worse after you realize that there is no apparent root cause. This is generally the case when you have an undiscovered source of anxiety within you that hasn't been looked at yet. We will get to that soon.

### **Examples of Common Anxiety Triggers:**

There are a handful of triggers for anxiety that are common and easy to identify. Some of these may cause long term anxiety issues, and some may be temporary and fade as soon as the situation fades.

• **Life Changes:** For example, a job that demands a lot of your attention can cause stress and lead to anxiety, or coping with a difficult disease. Although these might be temporary, you may learn certain patterns of behavior as a result that stick with you for longer.

- **Social Changes:** Leaving a relationship or having a falling out with a close friend can lead to anxiety. Meeting new friends and being unsure of how you fit in with them can also be a cause.
- **Future Uncertainty:** You might be unsure of where you'll move after you graduate from college, or of what you'll do once this internship ends. General uncertainty about the future causes anxiety in many people. You can tackle this trigger by making plans about your future, even if it's only for tomorrow or next week.
- **Environment:** There are also environmental factors that affect a person's wellbeing and state of mind. For example, you might be anxious when you're surrounded by clutter, without knowing this. Do you feel like a different person after cleaning your apartment? This could mean that clutter is a trigger for you. Once you find this out, you can take steps to make sure your home is always organized. This instantly offers you some relief from this trigger.
- **Too much Time Alone:** Solitude is healthy, but too much of it can contribute to isolated anxious feelings. Since anxiety leads to predicting future events in a negative light, being alone too often can cause this to worsen. You may find that your thought processes start veering toward fears about the future, or potential stress you'll encounter. To help with this, try to engage in fun activities more often, or use your time alone to learn new skills.
- A Lack of Direction or Goals: As humans, we thrive off of making and achieving goals; it's what we are built for. Our bodies and minds are in need of specific feelings to stay healthy and sane. The concept of constantly moving toward a new horizon and achieving goals can keep your anxious and self-defeating thoughts under control. When you aren't taking the time to consider where you want your life to head, it's easy to let time pass you by and feel purposeless and directionless. This uncertainty fuels symptoms of anxiety.

- **Too much News:** Staying up to date on current events is great, but obsessing about it can lead to detrimental effects in your mind. Remember that a lot of what you read and see is dramatized and hyped up, and stay centered by focusing on what you can control. If you feel like you're getting overwhelmed by focusing on the outside world, try turning inwards instead, for a while. This should help your anxiety symptoms.
- **A Loss of Skills to Cope:** If you have relied on unhealthy coping behaviors in the past, such as abusing alcohol or drugs, you might notice an upsurge in your anxiety afterward, or the urge to replace your previous behaviors with other recklessness. These types of actions are known as replacements for coping, but unfortunately, if you don't use healthy coping mechanisms, you will never develop strong and effective ones.
- **Obsessive Thoughts:** Specific obsessive or anxious thought loops lead to more anxiety. Once you get started on obsessing about something, your anxiety will lead to more thoughts of a similar nature, so this can affect people who already have problems with milder anxiousness. In some situations, however, if you encounter a thought that's especially stressful, it can lead to an increase in negative thoughts that spiral and build upon each other. Invisible triggers are complicated and complex, because these often relate to your past.

For example, if you lived with parents who were always hard on you and strict about what you did, you might encounter anxiety later on in life when you do related behaviors. Even if you know, logically, that the threat of punishment isn't real anymore, you have already been conditioned to respond this way.

Your life experiences and habits all play a role in your patterns of anxiety. Once you figure out what your triggers are, when you encounter them most

often, and what they lead to, you can get to work on reframing them in your mind.

## Technique 2: Reframing Anxiety Triggers

People who suffer from anxiety are often told that it only exists within their own heads. The truth is, however, that anxiety starts in your mind and affects the body, afterwards. Your mind starts producing strong danger signals, activating your body into a response. You are then overwhelmed by fears of possible danger, real or imagined, and adrenaline is released into your body, leaving you feeling helpless. You can begin reframing this to be something positive, rather than negative.

The approach that NLP takes to anxious thoughts is by viewing this quality as a powerful skill and unique ability. According to the model of anxiety by NLP researchers, problems are viewed as responses you have learned that show how fast your mind is able to adapt. This leads to the implication that since you learned about the issue quickly and effectively, you can use this power consciously to learn new adaptations quite fast.

- Try Viewing Anxiety as an Accomplishment: Anxiety is similar to other responses; it's something you have learned by repetition. Anxiety shows an incredible level of creativity, because your mind is adept at exploring all possible angles of a situation and imagining potential outcomes, along with coming up with solutions for them. Although you may see anxiety as a skill that you wish you wouldn't have learned, the fact is that you've learned it, and mastered it.
- The NLP Method of seeing Problems as Unique Qualities or Skills: This model is quite empowering for anxiety sufferers, because it acknowledges that problems can actually be assets. Anxiety requires energy, imagination, and plenty of creativity. In order to produce anxiety symptoms, someone must be capable of imagining, vividly, scenarios in the future. This must be done with such vividness that you can act as though they really exist. Not all people are able to do that.

What does Reframing Mean and How do you do This?

Reframing involves choosing what meaning to ascribe to an event or situation. Whenever something bad happens, reframing allows you to look for the positive in the scenario and choose to place your attention on that. You search for ways that you can use the lessons from the experience, instead of bemoaning what went wrong. Let's take a look at some examples of this:

• **Traffic:** Stay you get caught in a traffic jam on your way to work, and are going to be late. The first step here would be to notice and identify that this event is triggering anxiety symptoms. Perhaps you've noticed that your pulse is heightened and you feel the urge to start fretting and imagining the worst case scenario. Reframe the event in your mind by flipping on the radio and finding a song you like, refusing to allow anxious or negative thoughts into your mind.

Start constructing visions of the ways you will make up for this tomorrow, by staying late at the office, or by turning in your project early. Start going through the motions of this, what details need to be taken care of? Use the mental energy and excess nervousness you started to feel to be productive with your plans. Remember to view your anxiety as a strength or skill by focusing on the positive advantage of being better prepared for this setback.

• A Friend Cancels Plans with you: Say a close friend of yours was supposed to go out of town with you this weekend and cancelled at the last minute. Your mind might wish to seize upon this event and start fantasizing about why this happened, and what it could mean, in a negative way. Notice this event as a trigger and pay attention to your body's response, recognizing the habit of getting anxious. Use this energy to surprise someone else by inviting them along on the trip.

You could also reframe this event by deciding that you've been given a surprise chance to get some alone time. This can be used to get to know yourself and have some quiet time away from work and your social life. Who knows, you could return home on Monday feeling revitalized and ready to tackle the week of work ahead. Start

envisioning, in vivid detail, how you will feel coming home, and the empowerment that comes from not letting this disappointment ruin your day or mood.

- Unexpected Rain: Perhaps you had been looking forward to a day in the sun for your day off, and it starts raining. Your natural impulse might be to start thinking that nothing ever goes your way, or that nature is horrible. Instead, you could try seeing this as a chance to catch up on some activities back at your house that you are usually too busy for. This can be anything from reading a book, to repairing something, or to catching up with friends on the phone. You could also choose to do something new. Instead of avoiding the rain, go outside in it and experience nature in a unique way.
- Going through a Breakup: You may have just burned a bridge with someone close to you, or lost your long term partner. This could lead you to feel hopeless, negative, or even angry at them. On the other hand, you could try focusing on the new time this will give you to get healthy, reassess your life and choices, drop a few pounds, or even focus more on work.
- **Taking a Flight:** Many people are afraid of flying. If you are about to get on a plane and keep having intrusive or obsessive thoughts about what could go wrong, for example, a terrorist attack. You could tell yourself that it's far more likely for terrorists to be off the plane, than on the plane. What is more likely to occur? This is a way to reframe your anxiety using logic and reason.

### **Using the Reframing Technique in Your Life**

Now that you know how to use the reframing technique, give it a try the next time you start to feel anxious. If you notice yourself entering a state of anxiety, and identify your thoughts taking a negative turn, try to think of a way that you can reframe the situation in a positive light. Every time your thoughts start going in a negative direction, bring your thinking around to the positive aspects again, for at least 5 minutes. Reflect on your

experiences using this technique. Did it change your mood? Did it help to calm you down?

The Reframing Technique	0
Reflections and Results	<b>∞</b>

### **Using Word Confusion to Reframe your Anxiety:**

Another example of reframing would be using a play on words to confuse and halt your anxiety before it gets going. Here are some examples of this phenomenon at work:

- **Turbulence on a Plane:** Let's go back to the example of being anxious about flying. You could wonder what would occur if turbulence happened on the plane. You could reframe this by telling yourself that being inside the plane is better, in this situation, because there is a wall to keep the turbulence from getting into the plane. This is a tricky mental tactic that allows your focus to shift to something other than negative possibilities. The confusion and thinking that results from this will completely defuse your anxious thought.
- **Fear of a Panic Attack:** Another common fear of anxiety sufferers is going through a panic attack. You could reframe this by telling yourself, instead to attack the panic with a sword. Your imagination

will have a hard time trying to put these two together, and find what you should charge at with a sword. Once your mind realizes that there is no target, even an imagined one, your perceived threat will dissolve.

• A Specific Fearful Scenario: Some of us have particular phobias that cause us anxiety. For example, you might have a fear of doors closing and causing you to feel trapped inside the room. You could reframe this by thinking of a few different places that you aren't in, and being glad that you aren't there. Even if the room you're in right now is not your ideal choice, it's better than the middle of a jungle, stranded in quicksand, or out in the middle of the ocean. It's also better than plummeting downward on a broken elevator, or being caught in the street by a mugger.

These are just examples, and you don't have to use them. The idea is to create your own ideas. This works best when your approach is completely personal, so just use the above points as a starting place for reframing your anxious thoughts and patterns.

### Is Reframing a Form of Denial?

No, it isn't, because you aren't trying to deny the situation. Rather, you are fully acknowledging that although you would have preferred things to play out differently, they simply didn't, and that that is okay. You always have a choice in the way you react to changes or unexpected shifts in your reality. Reframing means that yes, you may feel bad or hopeless, but you don't have to. You could, instead, choose to look for possible benefits or advantages and look for them, instead of looking for the negative.

# A Form of Liberation from Anxiety:

When you choose to reframe events in your life, instead of allowing anxiety to take you over and lead you to behave in the same old ways, you are reclaiming control over your own mind. We all encounter choices,

throughout life, that decide how events will affect you. Events, on their own, are neutral, and don't directly cause our emotions. What anxiety comes from is our response to situations. Reframing means being an active participant in your life, and choosing an empowering stance. This means you aren't engaging in resentment or regret. Although this takes time to get into the habit of, it's better than allowing your unconscious habits to run the show.

# **Technique 3: Accessing Solutions**

Another way to handle your anxiety is learning how to access solutions and resources, in this state of mind. Typically, people associate potentially threatening situations to memories of horrible situations, which lead to anxiety and oftentimes, panic. This technique seeks to help you find and create resource memories or experiences to handle difficult scenarios in your life. Anxious people typically sort situations by danger or possibly negative outcomes, and easily access scary or difficult times they have encountered. This can be changed with practice.

Next time you encounter a situation that produces anxiety in you, you can instead focus on the following questions for diverting your attention to solutions, rather than fear or anxiety. Close your eyes, take a few deep breaths, and consider the following.

### **Questions to Ask yourself for Accessing Solutions:**

• What are my Ideal Accomplishments? What exactly would be the best possible scenario in this particular situation? Maybe you're about to go to a job interview and feel very nervous. Instead, envision what you want to accomplish at the end of this interview, and visualize it completely. The clearer the picture, the better this will work for you. Write down your ideal scenario, and any reflections after doing this exercise.

Accessing Solutions	0
Ideal Scenario Visualization - Reflections and Results	Ø
	. 3

• What Needs to Happen to Change this for the Better? Once your ideal vision is complete, you should next focus on what you can do to help the situation. How would you act as the ideal candidate for the job you want? Would you feel confident, poised, self-assured? Focus on these states of mind, trying your best to embody them. Think about diverting your anxious energy into a solution-oriented mindset. Write down your feelings of confidence and success in detail to help your visualization.

Accessing Solutions	0
Positive States of Mind Visualization - Reflections and Results	

• What should I do to Solve this Problem? If you are in a difficult situation and notice that your habitual negative response is hacking into your thought process, focus instead on what you can do to solve the issue at hand. Envision specific steps you could take to fix it. What is standing in the way of making this happen? What can you do, right now, in this moment, to change that? Focus on solutions, rather than fear. Write down your own steps for a difficult situation, and record your reflections on using this technique.

Accessing Solutions	
Action Steps Visualization - Reflections and Results	

• **How will you Feel once you Solve it?** This is a very powerful step. Once you accomplish what you need to accomplish, how will you feel? What emotions will wash over you once you know that you've handled the situation to the best of your ability? For example, let's say you're working on a deadline at work when the power goes out. Your computer is completely dead, and your mind immediately starts getting overtaken by anxious thoughts. This is a chance to divert your energy to visualizing a positive outcome.

For example, visualize yourself talking to your boss when he returns to the office at the end of the day, and explaining to him how you turned everything around and finished the project, despite the power outage. Think about how this will feel, and feel that emotion, right here and now. Think of a personal scenario of your own, and focus on your positive emotions brought about by your success in this scenario. Record your reflections on this technique.

Accessing Solutions	0
Positive Emotions Visualization - Reflections and Re	esults
	2

• Was there a Time when this Problem wasn't so Bad? What was Different? Is there another time that things were going better that you can envision and draw inspiration from? What did you do differently in that situation, and how can that knowledge be useful to you now? Reflect on your past positive associations.

Accessing Solutions	
Past Positive Associations	4

Questioning yourself with a focus on finding solutions, throughout your day to day life, can help you get a grip on your anxiety. You do have the resources within you to handle life's challenges, but it's simply a matter of calling them to mind. Instead of allowing your anxiety habit to take over and throw you into a stressed panic, instead divert your energy and mental focus to productive questions.

### A Practice for Morning and Night:

You can also use productive questioning to start and end your day. Each morning, before getting up, ask yourself what you look forward to that day, and at night, ask yourself what you learned or achieved throughout that day. When you wake up or go to bed feeling a bit anxious, this questioning can allow you to alter the way you judge situations in a more objective manner. You might, for example, wake up and immediately start getting anxious about an interview later that day. Instead, you can use the trick of questioning for gathering resources.

# To Make use of Anxiety, Acknowledge its Power:

Another part of learning to access your natural resources is to acknowledge the power in your anxiety. Research has suggested that a bit of anxiety actually makes individuals better with voting choices, because it alters the way they view news, allowing them to be more careful about their thoughts and better informed, all around.

- **Anxiety Prepares you:** When anxiety spins out of control, it can lead you to feel trapped, even when you're in a situation that is physically safe. This is not a good feeling at all. However, feeling a bit of anxiety in the right situation, like your first day at a new job, can be helpful. Try thinking about the fact that your body is getting you ready to excel and succeed in your goals. Not only are you more aware of your environment, but your reflexes become quicker in a state of mild anxiety.
- **A Study from 2012**: A lab experiment done in the year 2012 showed that individuals experienced quicker reflexes in the movements of their eyes, while following digital targets on a screen, when they were experiencing the anxious anticipation of a mild shock. On the other hand, participants who experienced anxiety were not as quick when they were instructed to avert their gaze from the digital targets.
- **Preparation is Key**: The study mentioned above shows us the way anxiety affects us. It does make us faster to trust our instincts, but not as fast to use responses that have been unlearned (as illustrated by the new targets capturing the attention of the study participants, proving that it was unnatural for them to divert their attention). This means that preparation and practice are crucial, since they allow your instincts to work to your advantage.

This explains why workers specializing in emergency response careers practice and train for any situation that might occur. Performers who make it to the top ensure that when they begin to feel stress, they go into a mental autopilot mode to do what they must do. To put it another way, anxiety, when used along with practice, allows you to perform at your best. There is something to be learned from this fact. The top performers out there don't do so well because they don't feel anxiety, but because they press on in spite of it and also know how to use it to their advantage.

This advantage also applies to individuals who experience more anxiety than others naturally. Studies done recently have proven that individuals who feel anxious in their partnerships tend to notice when something is off with their partner, such as deception.

# Technique 4: Setting Relaxation Anchors

Relaxation is important in life, especially if you suffer from anxiety. When your body relaxes, your metabolism slows down, your breathing and heart rate become calmer, lowering your blood pressure, reducing tension in the muscles, and soothing your brain. In addition to this, your immune system becomes more responsive, and you are better able to make decisions with your entire attention.

### **Intentionally Relaxing Muscles:**

Our bodies and minds are linked, meaning that an experience of relaxation in the body will be felt by the mind, just as relaxation of the mind will soon extend to the body. Here's how you can intentionally learn to unclench your muscles at will:

- **Tense Up:** The first step is to intentionally tense your muscles up. Many anxiety sufferers feel tension in their upper back and shoulders, so this is a good place to start.
- **Release the Tension:** Now that you have made your muscles tense on purpose, release this tension, relaxing to the best of your ability. It may help to count down from 10, and intending to be at your calmest once you reach the number one.
- **Notice the Contrast:** The next step is to notice the difference between the state of tension and the state of relaxation, considering carefully the transition between the two.

You may wish to make this a daily habit, whenever you start to notice feeling yourself getting anxious. Focusing your attention specifically on this physical exercise will also help to divert attention from your negative thinking as well as calming your body down.

Try this technique now, and reflect on how you feel before and after this exercise.

Setting Relaxation Anchors	0
Muscle Relaxing Technique	

### **Calming yourself Down Using the Breath:**

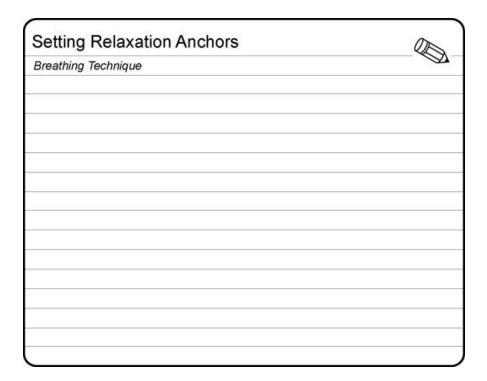
When we are anxious, our breath rate immediately increases. You can intentionally calm yourself down, at will, by deep breathing, and directing the flow of air into your abdomen, rather than your chest. Studies show that anxious people tend to focus on their inward breaths, so a good place to start is shifting your focus to your exhalations and breathing into your stomach. Here are some steps on achieving relaxation through deep breathing.

- Start by placing one of your hands onto your abdomen, with your other hand resting on your chest. As you breathe inward, the one on your stomach should be rising higher than the other hand. This is a way to make sure that your abdomen is doing the work to pull air into your entire lungs.
- As soon as you have breathed out through your mouth, instead of nose, breathe inward through the nose, envisioning that you're taking every last bit of air from the room into your lungs. Hold this breath

for as long as possible, but not longer than seven seconds.

• Now you should exhale out of the mouth, counting to 8. As you release this air in a relaxed state of mind, contract the muscles in your abdomen to release the rest of the air from your body. Note that respiration becomes deeper when you exhale all the way, not from inhaling more.

Try this technique now and record your reflections of how you feel, before and after using this technique.



### **Creating your Relaxation Anchor:**

Go through the above steps at least five more times, totaling at least five breaths, and try getting your breath rate to one exhalation for each 10 seconds that pass. When you do this, the rate of your heart and its variability is increased, leading to positive results on your health, mentally and physically. To create an anchor, which allows you to access this relaxed state at will, any time, follow these instructions:

- **Get Relaxed:** Use the steps listed above to relax your muscles and deepen your breathing.
- **Embody the Calm:** Visualize what calmness looks like to you, soaking up the relaxation and making the feeling very vivid in your mind.
- **Create a Trigger:** Once you are in your most relaxed state of mind, create an anchor. This can be tactile, for example a gesture such as touching your index finger and thumb together. This anchor will be what you associate with calm, allowing you to access this state at will. Repeat this process several times, each time making the feeling more vivid as you associate the emotion with your tactile sensation.

Your subconscious mind will associate your state of mind and body with your trigger, or anchor. The more you practice this, the better your success will be. Next time you are in a traffic jam or just tripped in front of a room full of people, activate your relaxed state of mind by using your anchor word or gesture. Record the details of your personal anchor, as well as any reflections after using this technique for best results.

Setting Relaxation Anchors	OP
Reflections and Results	Ø7-

# Chapter 4: The Strengths of Anxiety

This may sound strange on the surface, because most of us assume that anxiety is nothing but a weakness that needs a cure, or a nuisance. But this is a counterproductive mentality to take. Another method for reframing is learning to see the strengths that your anxiety brings you.

# Anxiety is a Signal of your Intelligence:

Usually, we are surrounded by idealized images of the calm and cool person, or the heroic savior who laughs at danger. For someone who is a chronic worrier, they now have an extra worry. Why is it so hard to be happy and carefree like those heroes? In reality, though, it helps to realize that anxiety is common, it shows that you care about reality, and it's also a sign that you are intelligent. Studies have shown a telling correlation in anxious people; the ones who experience higher levels of anxiety were better scorers on tests of intelligence, particularly intelligence regarding speaking.

Looking at this information, it does make perfect sense. If you like to think, and habitually think a lot, it's more likely that you will think about future events, going over what may happen, including negative possibilities. This habit of anticipation causes your anxiety. Research has proven that people with anxiety are less likely to suffer fatal sudden accidents. This is probably because they are paying closer attention.

- **Don't let Ambitions Pass you by:** Anxiety is manageable, and can be used to strengthen your abilities, as long as you don't allow it to get in the way of your dreams.
- **Be Real with yourself:** Part of using your anxiety as an ally, rather than seeing it as an enemy, is being honest with yourself about it. This is necessary if you are to act on your fears and change your conditioning. Research, prepare yourself, and meet your challenges in a calm and ready state of mind.
- **Healthy Neuroticism:** If you can follow the steps above, your anxiety is not unhealthy. In fact, psychologists have a special term for people with anxiety who use it to their advantage; healthy neurotics. A person with healthy neuroticism is very conscientious and uses their anxiety to produce actions.

This is a skill you learn, not something that comes naturally to everyone. When a state of anxiety takes you over, or holds you back from achieving what you hope to accomplish in life, this is an issue. But anxiety that occurs due to everyday tasks or experiences can be seen as a friend, not an enemy. This emotion exists for a reason, and gives you great advantages. List to what your nerves are saying, allow them to lead you to meaningful action, and use this strength to benefit yourself and your life.

# Chapter 5: Submodalities and your Timeline

# Technique 5: Altering Submodalities with the Swish Technique

Submodalities is a word that is used to describe the distinctions humans make inside of our systems of representation. These help you recall all that you've smelled, heard, seen, and more, both in your mind and in reality. For example, it's more likely that you'd recall a huge and colorful photo than a tiny black and white photo. These are the tiniest foundations of every mental thought process you have. Since your memories are built using these foundations, they allow your mind to know what is important or not. Changing this willfully allows you to gain control over what you experience in your life.

• Identify your Anxiety Trigger: The first step is calling to mind what your triggers are for your anxiety and the behaviors that result. Recall the last memory you have of acting out an unwanted behavior as a result of your anxiety. This could be turning down an invitation as a response to stress from envisioning being laughed at during a party. The trigger could have been the text message you received with the information for the party. In this case, your trigger could be reading a text on your phone. Now, picture this in your mind from your own personal perspective. Write down your Anxiety Trigger in detail.

The Swish Technique	0
Identify your Anxiety Trigger(s)	Ø

- **Fade the Importance of the Picture:** Next, think of what you can do to this mental picture to make it less vivid or compelling. You could fade the image, making the text blurred or gray. Perhaps envisioning the image becoming smaller could make it impact you less.
- **Construct your Ideal Image:** Now you should work on creating a mental picture of yourself in your ideal state. How would the new you behave without anxiety? How would you walk, speak, and hold yourself? First write down everything before you visualize, to make the imagery and feelings concrete.

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- **Increase the Vividness of this Image:** Now think about what you can do to make this picture more exciting and compelling to your mind. You could make it more colorful, zoom in on it, or add music. Pay attention to any resistance that pops up as a result of trying to change the desirability of the picture.
- **Swish:** Next you should make the picture larger than life, in your mind, while also fading your unpleasant trigger image, while thinking of a "swish" noise accompanying this visualization. Hold onto this picture for a while, playing up its intensity and vividness.
- **Blank your Mental Screen:** In order to break out of this state of being, blank out your mental images or mental "screen". This is crucial, because you should not allow the undesired trigger to pop up again.

Repeat these steps at least once a day, a total of three times. Then you can test out how it works. Ideally, your trigger will immediately call to your mind the more desirable picture, rewriting your mental association with

something positive and empowering. Altering your submodalities this way will help you with anxiety that is related to specific trigger events, like a meeting with your intimidating boss. You can employ the swish technique for a wide range of possible future events, mentally preparing yourself to react positively to previously stressful events or experiences.

Record your reflections about the effectiveness of this technique.

The Swish Technique	
Reflections and Results	

# Technique 6: Timeline Therapy Technique

The technique of using a time line is a quick way to alter your anxiety, using premises you have about yourself and the way you act, based on past memories and learned behaviors or actions. Since these memories, and how you view them, are subconsciously stored in your mind, more traditional methods of therapy which tackle conscious thoughts are less effective and take much longer. If you knew what affected you negatively in your present experience, you could easily change it. But it's important to work on your subconscious to attack the roots of your anxiety issues. The NLP timeline method will do this for you. Here are the steps:

• **Picture your Timeline:** First you need to figure out how you view the timeline of your life. Close your eyes and take a few deep breaths, until you feel relaxed. Imagine a neutral event that happened in the past. Next, imagine a future event. How do these mental images appear in your mind? Was the past event behind you, or perhaps to your left? Was the future event in front of you, or on the right? Get an idea of whether you envision your timeline moving as a straight line in front of you, or from left to right. Record your observations about your own Timeline.

The Timeline Therapy Technique	OP
Observations about your Timeline	<i>∞</i>

• **Recall a Positive Flow State:** Next, you must visualize a memory from your past, where you were in a state of flow, or a very positive mental zone. Imagine the state of seeing everything going your way, and feeling happy and empowered. Recall everything you heard, saw, and felt when this occurred and build up this picture to be vivid and strong. Use the anchoring method outlined in an earlier section to anchor this vivid mental picture. Write down the memory in detail to aid in your visualization.

The Timeline Therapy Technique	
Positive Flow State Memory	Ø

• Combine the Timeline with This: Now, envision your specific, personal timeline, and think about the present, focusing entirely upon the now. Use your anchor to call to mind that positive state of flow, and focus your awareness into your imagined future, as it follows your perceived time line. Allow this strong, positive feeling to come with you into the future on your timeline, and let the emotions settle on events to come that seem to fit with this feeling. While you are moving forward, you might notice future experiences that could use this state.

This, essentially, allows you to positively associated future memories, so that when they do occur, you'll feel prepared and positive, rather than anxious. Practice this technique at least once a day. Reflect on your experiences with this technique for reducing anxiety.

The Timeline Therapy Technique Reflections and Results	
Reliections and Results	CONC.

This technique, which has been used for more than two decades, allows you to reprogram your unconscious mind, releasing negative feelings and self-defeating ideas in a short period of time. This allows you to finally be free of your negative past and control how your future will play out. You can use this to reassign positive feelings to negative past experiences as well, by focusing on the lessons you learned from them, or other positive events that came about because of the past.

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# Conclusion

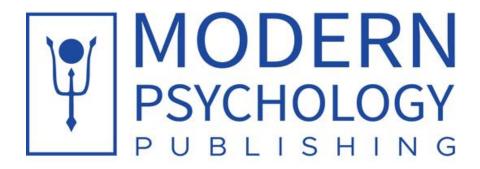
In this book, you have been given the tools to take control back over your own mind, life, and emotions. Remember that, in order to form a new habit, you must faithfully practice it, every day. Only then will these new and powerful techniques help you improve yourself. Here are some tips for making this happen:

- **Keep a Journal:** The best way to track your progress with this journey is to keep a daily journal. It can be easy to feel as though you aren't accomplishing anything without a concrete record that proves how far you've come. Write about the struggles you encounter each day, as well as your achievements in your path to beating anxiety.
- **Celebrate Success:** Remember that, in order to stay on track with beating anxiety, you should recognize and celebrate each time you successfully calm yourself down, or avoid a panic attack. When you take the time to acknowledge these successes, you are paving the way for future success, because you've proven to yourself it's possible and that you can do it.

Keep in mind the fact that anxiety is a habit, not something you are stuck with for life. Start using NLP today to become positive and free from anxiety!

# NLP: Depression

# Techniques for Taking Control and Increasing Happiness With Neuro Linguistic Programming



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# Thank you and congratulations for picking up NLP:

Depression: Techniques for Taking Control and Increasing Happiness With

### *Neuro Linguistic Programming!*

You are on your way to increased happiness, success, and healthier relationships through these easy to learn but extremely powerful NLP techniques! After reading this book, I'm sure you will agree that NLP is an amazing tool that can help you really get in touch with your psychology and help to maximize your potential.

By purchasing this book, you have already shown that you are willing to take action and do what it takes to build an extraordinary life.

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Throughout this book, you will find guided exercises as well as journal pages to record your progress. We recommend that you continue to take

action and practice the exercises, to guarantee the best results. Get excited, because you are about to learn some extremely powerful NLP techniques!

In this book you will learn:

- ✓ 7 NLP techniques that will empower you to take control step by step
- ✔ How to eliminate negative self talk and why doing this is so important
- ✓ Create and use a personal positivity Anchor
- ✓ Use the Timeline Therapy technique to rewrite memory associations
- ✓ Have a much greater control over your emotional state
- ✓ And much, much more!

Let's get started!

# **Table of Contents**

# Introduction

If you are looking at this book, you may find yourself being depressed, feeling low about things in your life that you may not be able to change. However, NLP can help with that!

Depression can lead to some pretty serious health issues later on down the road. Not caring or "giving up" can lead to places such as you not caring for yourself which will then result in issues like not eating, or having difficulty with personal relationships.

The NLP techniques that you will learn in this book will help you get in touch with your psychology, and may therefore help to work on any negative feelings or negative thought habits that you may be having. If applied correctly, you will be able to handle negative emotions in a positive way, so that you can move on with your life and into a better future. NLP is going to assist you in getting in touch with your inner self so that you can change negative patterns that are affecting you and limiting your happiness. With NLP you are going to be able to change yourself so that you can pull yourself out of the dark hole that you may find yourself in and rediscover yourself and a whole new outlook on life. The different NLP techniques that you are going to find in this book can also be combined together to create an effective regimen that is going to make coping with your depression easier.

Once you have gotten a hold of your depression, you may be able to help others get a hold of their depression as well. It is not going to be easy because everyone suffers from varying levels of depression as well as different causes for their depression. What works for you may not work for them.

In the event that you are helping someone else, you should be patient so that you do not cause their depression to worsen. Think of what may cause you to spiral down and do not do it to them. It may not be the same triggers as

what you have, but it is going to be similar and you are not going to want to cause someone to get worse when you, yourself would not want to get worse.

### **DISCLAIMER**

The information provided in this book is for information purposes only. If you are feeling depressed, have been diagnosed with clinical depression, seek help from a certified mental health professional before continuing with any of the exercises in this book.

This information provided is not a replacement for clinical help from a medical practitioner.

# Chapter 1: What is Depression?

Depression is defined as: a condition of general or emotional dejection and withdrawal; sadness greater and more prolonged than that warranted by any objective reason.

Clinical depression is: a depression so severe as to be considered abnormal, either because of no obvious environmental causes or because the reaction to unfortunate life circumstances is more intense or prolonged than would generally be expected.

When looking at someone who is depressed, even if they have not already been diagnosed as depressed, there are some symptoms that you are going to be able to see that may give a warning as to if that person or if you yourself are depressed. These symptoms include:

- Thoughts of suicide or even attempts of suicide.
- The person has a hard time concentrating or making decisions. In some cases, they also may find that it is hard to remember details about certain events or situations that may be important later on.
- They always feel sad, empty or anxious
- They have a decrease in energy and are always tired
- There are aches, pains, cramps, or headaches that never seem to go away
- The person feels helpless or worthless
- There is overeating or even a loss of appetite
- They may feel hopeless or be pessimistic about life
- There is no interest in the hobbies that they used to enjoy and this can include sex.
- They wake up early or sleep too long into the day if they are not seeing that they are not having trouble falling asleep.

Just like with a lot of things in life, there are different types of depression that you are going to have to deal with. You could be diagnosed with atypical depression, major depression, situational depression, persistent depressive disorder, premenstrual dysphoric disorder, bipolar disorder, peripartum depression or postpartum depression, seasonal affective depression, or even a psychotic depression.

Each depression has its own unique qualities and is going to be different than that last.

*Major depression* means that you feel as if you are depressed for most of the day for more days then you are not feeling depressed.

*Persistent depressive* disorder last for two years or longer and means that you usually have two different conditions such as dysthymia as well as chronic major depression.

*Bipolar depression* is also known as manic depression where there are extreme highs and extreme lows to how they are acting. The low phases of the depression are going to show signs of major depression.

*Seasonal affective disorder* or SAD is going to be when you show depression only during certain seasons. More often than not this happens during the winter months because the days grow shorter and there is less sunlight. It is usually gone by the time that summer or spring come around.

*Psychotic depression* usually occurs when people have major depression but are showing psychotic symptoms.

*Peripartum or postpartum depression* happens shortly after a woman gives birth.

*Premenstrual dysphoric disorder* or PMDD is going to be when depression appears around the time that a woman starts their period.

Situational depression is when a person has difficulty managing stress in their life around major events such as death or divorce.

Atypical depression occurs when there is a specifier for what causes the depressive symptoms.

There are some factors that may worse depression for the person experiencing the symptoms.

Drugs or medications may produce negative side effects when someone begins taking a new medication because they are not used to the effects of the medication. It can also happen when medication is stopped because the body has to readjust. Illegal drugs are also going to cause symptoms of depression.

Someone who is physically ill or has certain medical conditions like AIDS or even cancer can cause depression to spike. The more life threatening the illness or condition is, the more it is going to end up affecting one's lifestyle.

Hormonal changes are going to happen naturally, but believe it or not they are an ignitor for depression. These changes are going to come during the times that people's body changes the most such as during puberty or while being pregnant.

Grief or loss is going to affect everyone differently, however, there can be a breakdown even when it is something that is supposed to be good like a marriage.

Lifestyle can cause medical conditions depending on what you do and when you live a life of high stress or you are unhealthy, then you are going to be at risk for triggering depression.

# How Does Depression relate to NLP?

Before we get started with learning techniques, first let's ask what is NLP? NPL stands for Neuro Linguistic Programming. This is a method for learning how we think and process information. This system is able to change a person's behavior by enabling them with the methods that are necessary to cope with any situation should it be negative thought patterns or feelings of depression and guilt. Because of this, people can cope with these situations in a more positive way so that they are able to bounce back quicker than they used to.

Back in the early seventies, Richard Bandler and John Grinder, a mathematician and a linguist joined forces to answer the question of figuring out what caused someone to be competent at a particular skill while others could excel at it.

Thanks to NLP it has been discovered that a person's behavior is able to be changed by using language that is positive along with that person changing the way that they think. NLP enables people to change, adapt, or even get rid of behaviors that are detrimental to them. Doing this helps to change skills that people are good at along with growing from the experiences that they have to deal with throughout their life. NLP offers a specific set of tools that are meant to help with increasing a person's quality of life along with promoting mental development.

The brain is a complex organ but we are able to understand how people think which then helps to improve the way that we experience things in our life and react to the things that we normally may not react positively to. There are different techniques that aid a person in understanding and seeing the world through a different set of eyes. However, since we may resist change, changing how our mind is going to actually work will sometimes result in a negative reaction. Most of the time, it is going to be able to change how we cope with negative experiences.

There is an old saying "If you always do, what you have always done, then you will always get what you have always got." NLP changes this however because the neurological responses to negative thoughts is going to change. The negative response for what happens in life is triggered whenever someone thinks that there is no other way to deal with the situation that is at hand.

These techniques are not only going to make it easier for you to cope with your depression, but you are going to be able to cope with just about any negative feeling that you discover that you have. All you have to do is focus on a new emotion when you are using that technique for something different.

Depression is often the feeling of feeling like there is nothing that is going to go right for you. It is a feeling hopelessness that can overtake your body and drag you down to a place that you are not sure you are going to be able to get out of.

However, NLP techniques are going to help you to cope with your depression or any other negative emotions that you may be feeling and is going to increase how often you feel happy and even the level of happiness that you are feeling.

Do not expect that these methods are going to work the first time. You are going to have to practice to get them to work for you. And, there may not be strategies that are going to help you, but if they do not help, there is no need for you to continue to try and force them to work. If you find one that works, go with that, if it does not, then do not continue and move on to a different one.

There are going to be times that a combination of techniques are going to work and that is perfectly okay. It does not matter what other people think or say, you have to do what is best for you so that you are able to help yourself with the depression that you are feeling.

Your depression does not have to last forever, you are going to be able to cope with it and live your life to the fullest.

Keep looking for that light at the end of the tunnel so that you can keep moving forward. You may feel like you are going through a dark time, but there is a light that is going to shine through later on and everything is going to be alright in the end.

# Chapter 2: Eliminate Sources of Negativity

Fear is an emotional state that occurs when your brain sees something as a threat and is going to change how you think about things. There are different behaviors that happen when a person is afraid.

First of all, when you live in fear you are not going to always make rational decisions. When you are not making rational decisions, you are not going to reach your full potential and you may end up ruining relationships, for example, because of things like you are scared to go outside and meet with your friends. After doing that for so long, you may end up losing all kinds of people in your life and realize that you are alone because you were too afraid to deal with some of the things in your life.

We live in a society that is dominated by fear. All you have to do is turn on the television and you can see where there are people reporting about violent news stories and various other horrific events that are going to cause you to be afraid. It is important to realize that the news stations are doing this because they want to get more ratings. They uses these tactics such as only reporting on negative events so that you become engaged in their content more easily. The more you are engaged by negative content, the more you are going to watch the show, which is going to drive the ratings up.

Turn the news off! Yes, there are things on the news that you are going to need to know or want to know, but you do not have to have it on all the time. If there is something that you want to know such as the weather for the next day, then go to the news station's website and look at the weather.

Since there is so much fear in our society, it is easy to forget that we can take control of our lives and begin training ourselves to not be living in a state of fear and negativity. Our subconscious mind is going to pick up on the fear and negativity that we see around us and make it worse.

Try to make a conscious effort of eliminating sources of negativity in your life. For example, if you are constantly watching the news and feeling depressed about all of the negative events, try to make a point of watching it less and being aware of how it is affecting you emotionally.

Step away from people who are constantly looking for that hole in their pocket. It is going to be hard because sometimes these people are your own family, but you do not have to put yourself around them all of the time. You can limit how much time you spend with them so that you are able to make that conscious effort to get rid of the negativity.

Identify 2 sources of negativity in your life, and resolve to minimize their influence over the next week. If we use the news example, this could mean only catching up on the news very briefly at the end of the day, instead of watching hours of news television. The goal is not to be isolated from what is going on or to live under a rock, but rather to be aware of how we are being affected emotionally by which content we choose to consume.

Ø7-

Now that you have your 2 sources of negativity identified and have resolved to reduce their impact over the next week, write down your

observations throughout the week of how reducing these influences has affected your mood. Have you been more positive? More aware of how everyday stimuli affects you subconsciously?

Eliminating Sources of Negativity	
Peflections and Results	(-100 m)

Our subconscious mind actually takes instruction from our conscious mind and it does not question anything that it is told. What it is told is taken as truth and thus the proper action is taken so that the goal that the conscious mind wants to achieve is done.

So, when you are looking at your life, you need to know that your subconscious mind is not going to work on its own, it has to have direction given to it so that the appropriate action can be taken. But, this makes it harder for the brain to realize what is real and what is not. The best way to help keep yourself grounded is to keep yourself surrounded by a positive environment. If you surround yourself with negativity, then you are going to end up having an even harder time trying to figure out what is real, and what is not.

One example of this is when you are watching the news and see something bad that happens in your community. To protect yourself, you put a security

system in so that you can make sure that you are safe even when you are sleeping. But, when you hear a noise in the middle of the night, you are not going to know if it is real or not because of this fear. You are going to just automatically think that someone is trying to break into your house and thus you are going to go through the proper steps with what you think is reality being the reason behind your actions.

If we allow fear to take over our you are going to end up causing yourself to look at the world through that negativity. When you do this, then the entire world is out to get you. Your frame of mind is how you are going to look at the world and sometimes this is going to be limited, but after so long, it becomes more permanent.

Depending on how you are looking at the world is going to depend on how you experience life. Should you be looking at the world through a negative filter, then everything that you experience is going to be bad. It can be something good that happens to you and you are going to be looking for the next bad thing to happen. So, instead of looking for the silver lining, you are looking for the hole in your pocket where all your change keeps escaping.

For example, if you get a new job and you start the training but are not picking it up as fast as you think that you should be, then you are going to be looking at this experience not as a time for you to learn something new and make yourself better, instead you are going to be expecting the time that your boss calls you into his office and says that you are fired. All because you are looking at the world negatively.

You are in control of your life, though! In the words of Alice Walker, "The Most common way people give up their power is by thinking they don't have any." While the world around you may be constantly looking down, that does not mean that you have to be the same way. To get rid of that negativity or at least make it to where you are limited to it so that you do not have to constantly live in fear and negativity, you can take steps to making your life better.

In the end, depression causes you to feel helpless, but this is not going to be done on its own. All of the negativity that you see in the world is going to aid in your depression because of all the fear that you are going to be feeling. You are not going to be able to protect yourself from everything, no matter what it is that you do, so you are going to feel helpless to keep you and your loved ones safe which will then lead to depression because you cannot keep them safe. It is a never ending cycle that you are going to find yourself in and the only way to pull yourself out of it is to get out of seeing the world in a negative way and start seeing it for what it truly is.

You do not have to look at the world through rose colored glasses, but you do not need to always search for that hole in your pocket either. Find the in between and come to the realization that you are going to be able to control your own life but not everything in life. Things are going to happen and there is not always something that you can do to stop them.

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# Chapter 3: NLP Techniques

Let's go over some techniques that can help get us in touch with the way we process the world. We already know that the world is a scary place and that we are not going to be able to change everything about it. But, we can control ourselves and how we react to the things around us by retraining our minds.

## Technique 1: Relearning Optimism

You can take two different people and while each will react to things in life differently because they have different thinking processes, you can notice more differences based on their particular emotional perspectives.

If someone is happy most of the time, it is because they have trained themselves to look at the silver lining in life. Yes, they are going to have hole in their pocket moments, but they are not going to focus on these moments because they know that they are going to pass eventually.

Someone who is depressed is going to be focusing on all the negativity that is in their life and will not have the ability to see the world for what it truly is. The biggest difference between these two people is how they look at the world.

There are going to be cycles in everyone's life where they are going to have everything going for them, but then there are going to be times that they feel like everything is going against them. A person who is more optimistic about life is going to see all of the setbacks that occur to them as something that is just temporary and that it is going to pass eventually. This makes that person more resilient and therefore they are going to be able to bounce back from whatever bad happens to them faster than someone who is depressed.

A person who is depressed is going to look at their setbacks as if they are never going to end. Each bad thing that happens seems to last forever and it doesn't matter if it only lasts a day or two or a week, to a person that is depressed, they are going to think that a day is a month and a week is a year. It is going to make it seem as if what they are going through is never going to change but last for the rest of their lives.

They are not going to bounce back from the bad things in their life nearly as fast as someone who looks for the positives.

When you are depressed, you have learned the pessimism that you are constantly feeling. It is not something that you are born with. It is also known as permanent pervasive pessimism which is learned helplessness. You can avoid this learned helplessness however.

The biggest difference between an optimist or a pessimist is that a optimistic person knows how to explain themselves whenever something bad happens to them. They are able to talk about it and this is what empowers them to be able to look for the silver lining in the world around them.

Someone who is a permanent pervasive pessimist is not going to be able to talk about what they are going through and this is going to cause them to be stuck in the rut that they are finding themselves in.

The first step in being able to stop this learned helplessness is to recognize the patterns that are going to put you in this situation in the first place. When you begin to see that you are constantly looking at the bad in life then you are going to be leading yourself down the road to learned helplessness. But, you can get past this with a little bit of help thanks to NLP.

Some examples of this are to remember that all the negative events are only temporary and they are only going to be specific to the situation that you are dealing with. Negative events like going through a period in your job where you are not getting the hours that you are used to, it is only going to be temporary. Even if you have to find another job to make sure that you get the hours that you need, you are going to be able to find them and keep making the money that you are used to.

It is unavoidable, you are going to be faced with challenges in your life. However, how you deal with the situation is going to be based on your thought process when it comes to that challenge. Everything in your life can either be good or bad depending on how you look at it.

Here is an example of how to put this technique in action. The next time you encounter a challenge, think of it an opportunity for growth. Follow

#### these steps:

**Step one**: Accept that you are going through the challenge. Most people tend to try and make the problem smaller than it actually is or they dismiss it because they do not want to accept it as happening. But, in order to get past it, you have to be able to accept that there is a challenge and that you need to overcome it. Write down a brief description of the problem at hand.

Relearning Optimism	0
Step one: Accept the challenge. Write down the challenge you face.	<b>⊘</b>

**Step two**: Take action. No challenge is ever going to be fixed by sitting around doing nothing. So, make a plan that is going help you to overcome this challenge so you can put it into action. Make a list of at least 3 action steps to get to a more positive outcome.

Relearning Optimism	0
Step two: Take Action. Write down at least 3 action steps.	Ø

**Step three**: Look at all the information that you have about the situation. What resources can you use to get past this? Figuring out the resources that are going to help you best is going to be one of the best ways for you to be able to know what it is that you need to do to get past this challenge. For example, if you are having trouble grasping a concept, then you should go to a coworker and see if they know how to explain it in a different way so that you are able to understand it. Talk to people who are going to be able to help you to understand what is going on in your life. If you are having problems at work or school, talk to your boss or your teacher so that you are able to get it worked out. You may find that friends and family can offer good advice as well.

Relearning Optimism	0
Step two: Identifying Resources. Write down 2 resource that may help.	Ø

**Step four**: Not sure what else you can do? Research! The internet is full of people that have gone through similar situations as you and they are going to have the appropriate information needed for you to get past this. Not just that, but you are going to be able to find books that are going to help you out as well if that is the route that you feel like going. This is a good way to help you not feel like you are the only person in the world going through this.

**Step five**: Look at all the possibilities of all of the choices that you have. Each choice is going to lead to a different result and you need to know what some of the outcomes are going to be based on what choice you make. Identify and write down some of your options.

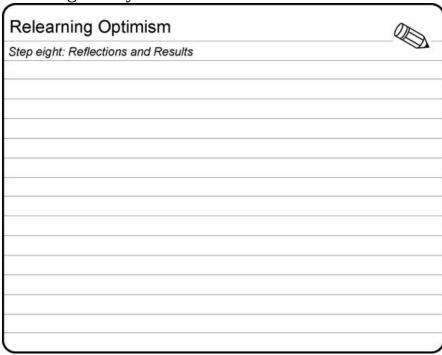
Relearning Optimism	OP
Step five: Identifying choices.	Ø-

**Step six:** Sometimes you are going to need a mentor to help you get through your challenge. Find someone that you are able to talk to or get advice from. This does not have to be an actual person, it can be a website or even a book. But, if you are talking to someone, make sure that you are able to trust them with what you are saying and know that they are going to truly be there to help you instead of just saying stuff that is not going to do you any good.

**Step seven:** Track your challenge. Keep a record of how you are progressing with your action steps to a more positive outcome.

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**Step eight:** Evaluate where you are, and if you are not where you want to be, keep on trying. Keep trying different solutions until you find the one that is right for you.



### Technique 2: Improving Submodalities

A submodality is an NLP term for a representational system that we use to process information. In essence, it is the way we organize information in our mind, and remember what was felt, heard, tasted, or imagined so that we are able to remember a larger picture instead of just the basics.

Submodalities are the things that are going to stick with you as you go about your life and experience different things. The three main ones that everyone remembers the most are **auditory**, **visual**, and **kinesthetic** because these are the three main ways that people learn when they are in school or at work.

As you go about experiencing things in your life, you are going to access past experiences and draw on them later in life - even if you do not know what you are doing. Sometimes these memories are buried so deep that it takes a whole new meaning when you remember something from that memory.

**Auditory** learners are going to learn from the things that they hear. So, when they are experiencing things in life, they are going to organize and access memories based on remembering things that they heard. These types of people are going to remember the volume, pitch, clarity, and location of what it is that they heard. So, for example, if they were at a house fire, they are going to remember how the sirens on the rescue vehicles sounded.

**Kinesthetic** people will remember how things felt. They have to touch things or feel things to be able to remember them better. The way that something vibrated, where that object was located, things of that nature. Going back to the house fire example, someone who remembers things kinesthetically is going to better remember the temperature of the flames as the leaped off of the building and maybe even the way that the jacket of their loved one felt as they clutched to them, forever glad that they were still alive and unharmed.

Lastly, **Visual** people are going to access memories primarily based on how things looked. The patterns, where things were physically located, things like that. Once again, if you go to the house fire, a visual person is going to remember the colors of the flames, where the flames were the highest, and where everything was located on the street such as where the rescue vehicles had parked in order to make sure that they were putting forth the most effort to get rid of the flames.

Understanding which submodality you are will help you to understand the chemical changes in your brain that happen when you are experiencing something. You can control you experiences internally which will lead to having more flexibility in your thinking.

#### Visual

If someone is sitting in a waiting room in a doctor's office looking around, they may notice that there is a picture on the wall that focuses on a field of colorful flowers. In the background, though slightly fuzzy, they are going to see a little cabin. This will shape the experiences that they have later on in life because this may be what they go back to whenever they are having a hard time. Or, they are going to remember it each time that they go to the doctor's office which is ultimately going to end up making their visit to the doctor somewhat pleasant.

#### Kinesthetic

A different person in the waiting room of the doctor's office is not going to notice the picture that the visual person noticed. Instead, they are going to remember how the chairs felt. Perhaps they felt scratch against the back of their legs and were unable to get comfortable in them because they were not the soft chairs like some waiting rooms have. This will shape this person's experience because they are not necessarily going to want to go back to the doctor's office because they were not able to get comfortable while waiting to see the doctor.

#### **Auditory**

An auditory person is going to hear everything that is going on in the office. If there is a baby crying that does not stop crying the entire time that this

person is waiting for the doctor, then they are not going to want to go back to the doctor's office because they remember the high pitch squeal of the baby as they screamed when their parent was not fast enough to give them what it is that they were wanting.

When you are feeling depressed, it is easy to turn all of your experiences into a negative one and it is then stored in the submodalities that are impactful. In other words, they are going to end up distancing themselves from other people because they are going to automatically going to assume that any experiences that they have are going to be negative. It does not mean that every experience that they have is negative, but they are going to assume that because the depression puts a damper on everything in their life

The critical submodalities that you experience are going to have a large scale effect on how things happen. These submodalities are going to be different from person to person because each person is going to experience something different in their life and react to it in a different way.

In this section, we are going to go over the steps that you need so that you are able to identify the submodalities in your own life.

### **Step one: Identify a Positive Submodality**

The first step in identifying the critical submodalities in your life is to think of a positive experience that you have had in your life. For example, maybe you can think back to a time at work that you were extremely happy or even when you got your first pet and how it felt when you brought that pet home.

Next you are going to identify the submodalities that you went through in that experience. What did you hear, see, or feel? Which one do you relate to the most? The one that you relate to the most is going to be the one that you are going to base all of your experiences off of in how you are going to remember them. Write these down in detail.

Improving Submodalities	0
Identifying a Positive Submodality/Experience	Ø

The best way to make this submodality more significant is to focus on the details that are going to be significant for that event. What did you hear? What did you see? What did you feel? Whichever one that you feel most connected to is going to be the one that you are going be able to call forth the most. So, if you are able to recall all of the sounds that you heard instead of what you saw or felt, then you are going to be someone who summarizes their experiences based on what they hear.

### **Step two: Identify a Negative Submodality**

This time, instead of focusing on something that is positive, now you are going to want to focus on something that you experienced that is negative. This can be a death in your family or the loss of your favorite pet.

Now, what do you feel? Or what did you hear when you had this experience? Write down this information in detail.

Improving Submodalities	
Identifying a Negative Submodality/Experience	<b>S</b>

At this point in time you are going to want to make that submodality lessen so you are going to want to try and replace the feelings that you are having with other feelings. It is going to be hard, especially if you are experiencing depression. To lessen the feelings that you are having, you should try and focus on what was going on around the time that the event occurred, maybe you are going to be able to find something that you missed the first time because you may not have noticed them before due to the fact that you were too focused on what was happening instantly.

When you are feeling that you are focusing more on the negative, you should stop and take about five minutes to yourself so that you are able to find your focus again. It is not going to be easy, but the more that you practice it, the easier it is going to become.

Taking time for yourself is not only important to your mental health, but it is also important to make sure that you are able to look at the events that you have experienced and how you responded to them. Sometimes you will come to realize that you did not react the best way, but this is not always going to be your choice. Some situations are going to require that you take a

step back and realize that you reacted in the moment because that was all that you were offered.

Taking time for yourself is also more time for you to reflect on what experiences that you have gone through that are negative. This is going to be a time that is similar to when you are trying to figure out what steps you need to take to take control of your situation, however, this is more of a time to reflect on what is going on rather than what you should or should not do.

### Technique 3: Timeline Therapy for Depression

When you are depressed, you are going to lean more towards the experiences that you had in the past. It is all part of the natural cycle of being depressed. Because of your depression, you are going to look at the world as if it is unchangeable and therefore you are not going to be influence the world so that it can be changed no matter what it is that you are going to do

Depression makes it hard for you to realize that the world is only going to give you negative experiences and you are going to pull away from everyone even if they are your loved ones because you are not going to think that they are going to be able to give you a positive experience.

### The Body Field Visualization

Whether you realize it or not, there is an electromagnetic field that is surrounding your body. As the energy goes between your brain and the nervous system, this magnetic field is created. All of the nerves in your body also assist in the complex magnetic field that is surrounding your body. Just like when you go into the hospital and they look at your heart, they are looking at the electromagnetic field that surrounds your heart.

Every culture is going to look at the body differently. It all goes back to how they looked at it in civilizations from ancient times.

Some of the Native American cultures in the Southeast used waves in their paintings to demonstrate the electromagnetic field that the body naturally produces because this wavelength is going to occur naturally and is all part of our natural environment. They acknowledged the intimacy and interdependence that the body has on nature and the environment around it.

Some civilizations referred to the magnetic field as an aura and that can be traced back all the way to the beginning of civilization. Many auras are considered to be like halos of color that are going to glow around someone's head. But, when you look at the Egyptian culture, they are going to see that the aura is going to cover the full body of someone.

China thought that the aura or magnetic field was Chi and in India they call it prana. Even so, in the Hindu culture, they thought that the magnetic field was considered to be held for those who had achieved full enlightenment.

When you are visualizing the magnetic field that is around your body, you should try and visualize it as a sphere that is going to go around your body in every direction, basically encompassing you in a sphere. Since there are nerves in almost every part of your body, you are going to have the field going around your body bouncing out of one nerve into another.

Everything that you are going to see in front of your body is going to be considered your active awareness. This awareness is active because you are able to see it and know what is coming. It is much like when you are driving a car, you are able to see everything that is in front of you, so you are actively paying attention to the road in front of you because you can see it. Not only that, but everything that is in front of you can be changed, it is your future.

On the other hand, everything that is behind you is considered an inactive awareness. This is because you can no longer see it. Think of it as your past. You cannot see your past anymore and you cannot change it, so it is inactive in your life. Yes, you are going to be dealing with some of the mistakes that you made in the past, however, there is not anything that you are going to be able to do about it because it is behind you.

Much like it has already been explained, what is in front of us is the future and what is currently going on in our life. Look at it as if you are trying to achieve a goal. You are going to go through all of the steps that are necessary to making sure that the goal is achieved in the way that you are

wanting it to be achieved. As long as we are thinking about it, it is going to be an active part of our lives. But, at the point in time that we no longer are reaching for the goal or have achieved it, they are going to have it put behind us by our subconscious. Being that we are no longer thinking about it, it instantly becomes an inactive part of our lives. Therefore, if we think about something that we have put behind us, it is going to become part of our active life once more until we can file it behind us and get rid of it again.

One example of active awareness is if you are reaching for a promotion at work. In order to get that promotion, you are going to go through a series of steps that are going to aid you in getting to that promotion. Whether you get it or not is not necessarily going to be your choice, but it is still something that you are going to reach for. As long as it is something that you are focusing on, then you are going to be keeping it in your active awareness.

An example of inactive awareness is going to be the fight that you had with your spouse. While it may take a while for you to forget about the things that were said in the argument out of anger, you are eventually going to get over it and file it away as no longer important. Once that step has been achieved, then your brain will put it behind you so that you no longer have to think about it. While it may come back to an active awareness should you get in a fight with them again, it is not going to come to your mind until that moment arrives.

Since when you are depressed, it is going to be easy to focus on the negative, you are going to focus on the things that are inactive mainly because the bad experiences in your life are going to be there in the inactive part of your brain as well. Just like with the fight that you had with your spouse in an earlier example, you are going to remember all of the hateful words that were said by your spouse because you are going to feel as if the fight never ended.

While this is completely untrue, it is hard for your brain to let go of the negative experience thanks to the depression that you are feeling. The words that were said are going to continue to circle your brain and therefore

what you think is inactive in your awareness, is actually going to be active because of your thought process constantly bringing it up.

### Timeline Therapy Exercise

Timeline therapy is going to be a treatment that is going to make user surrender any and all negative emotions that they are feeling to any experiences that they have had in the past on an unconscious level. Usually the user is going to see their life as if it is in a photo album and they are going to see everything that they have gone through. But, with this therapy they are going to be allowed to see what images belong to the past and those that go to the future. In essence, it is a mechanism that is going to change how the person things inwardly therefore changing how they act outwardly.

This is helpful because it is changing how a person thinks about the negative experiences in their life. Timeline therapy is a useful tool because it helps someone who is dealing with depression by aiding them in pulling themselves out of the past and thinking that they are never going to have a positive experience, and making it to where they are more open to what could happen in their life.

One example of how timeline therapy works could be a situation where someone who has been in an abusive relationship in the past and does not get into another relationship because they think that all relationships are going to be abusive. While most people know this is not true, some people do not because of how much abuse they have been put through. With timeline therapy, they are going to see all of the abuse that they have been through in their life and be able to separate the abuse they have been through into the past and therefore making it inactive. As a result, they will be able to move forward past their bad experiences and a happy and positive relationship. The person who is going through the therapy will be able to accept that they are going to find someone who is not abusive and

that they are perfectly capable of having the life that they have been dreaming of.

Thanks to timeline therapy, while the memories of abuse are not going to be erased completely, they will no longer control their life. This is a great thing because it is going to enable this person to open up to the world around them so that they do not have to cut themselves off and live in a self-limiting way.

Timeline therapy works best when done by a licensed therapist! It may take a few sessions, but eventually, the person that has been in abusive relationships is going to be able to get back out there and put themselves into the dating world and hopefully find someone who is good for them.

Try this to get an idea of how Timeline Therapy can work:

**Step one:** Bring forth a memory that is not a bad one, but it still should have some negative emotions attached to it. An example might be remember a time when you failed a test in school or maybe lost something that was really important to you.

Step two: Hold on to that memory but do not go into too much detail. Here's the brain science of how technique works: The thalamus and frontal lobe is going to send signals to the hippocampus and every piece of your limbic system so that you are able to pull this negative memory forward in your brain. Your hippocampus is the one that stores that memory and it is going to bring up the pictures that are associated with the memory. You may even see a video of the moments that surround the memory. Your amygdala is going to push the emotions that are associated with that memory forward and make your body believe that you are going through it again even though you are not. The amygdala cannot tell the difference between a fresh memory and an old memory, so this is going to bring a little push for the reminder of how you felt in this situation. Being that it is a negative memory, the emotions are probably going to be negative as well.

It is believed that since your emotions are in a different part of the brain from the memories, you are only referencing the emotions that you felt during that time. Therefore, you should be able to change the emotions of that memory.

**Step three:** Framing is going to be applied to those memories that are negative in context. By reframing, you can help change the emotions that are associated with that memory. Just like earlier when you recalled a bad memory, you are going to use that same memory as you go through these steps to learn the framing technique.

First, reduce the memory down from a series of pictures to that of a single image that best represents the memory that you have chosen. Try and put yourself into a third person view for your memory. You have already lived the memory, but you are going to want to step away from the memory and try and get a different perspective on it.

After you have taken a different perspective on it, take your mental image and turn it into that of what might resemble an old photo. It should be black and white and even a little out of focus so that you can see what is in the image, but it is not as clear as it previously was.

At this point in time, you are going to place a frame around that picture of the memory that you have chosen. It can be any type of frame that you desire to see that picture in and you can change the image's textures so that it matches the frame. If it is an old frame, you can turn it into a picture that looks as if it was painted on a canvas.

Now, insert that picture into a crowded restaurant on the wall or into an art gallery where millions of other people can see it. Try and imagine how others would react to it as they passed it by. Most of the time, people are not going to do anything more than glance at it and keep moving.

When you place it in this kind of situation, are you still feeling the same negative feelings that you felt before? Chances are that they have lessened

because you are away from the memory and seeing that it is not affecting other people as it has affected you.

Each time that you practice this technique, the easier it is going to be for you reduce your feelings of that memory.

When you can effectively detach yourself from the memory and the emotions that come with it, you are finding that it is just a picture of something that happened in the past and your mind is going to weaken any links to the emotions that are tied to that memory.

### Technique 4: Positive Anchoring for Depression

Anchoring assists in enabling the user of this technique to bring about an emotional state or into a frame of mind that is positive. Anchoring is usually associated with gestures, words, or even touching an object so that the user can anchor themselves to that particular emotion and recall it at a later date.

**Step 1:** When using this technique, take a moment to focus on recalling a memory that made you very happy. This time can be something simple such as winning a sports game, or it can be something big like getting married or when your child/children were born. Write down this memory in detail to help solidify it in your mind.

Anchoring	0
Step one: Recall a happy memory and write it o	down in detail.

**Step 2:** As you remember the moments that lead up to this happy moment, recall every detail that you can so that you can relive the story and bring that feeling forward as vividly as possibly. Feel the memory as if it were really happening. The more detail the better!

**Step 3:** Now that you can recall the memory clearly and in detail, add a tactile 'anchor'. While recalling the memory, you should take your right hand and squeeze your index and middle fingers together quickly two times in a row. (This can also be another tactile sensation on your body, if you choose, for example touching your earlobe. Just make sure you are consistent with whatever your choose.) During that second squeeze, the image that you have drawn forth needs to overtake your mental image so that you can cause the feeling that you are having to intensify. Really imaging the image that triggers happiness becoming very vivid, as if you are tuning up the volume on the emotion.

**Step 4:** Now after practicing this several times, you will have programmed that tactile sensation with that positive emotion of happiness. Whenever you squeeze those fingers together now, the feeling should come to you instantly. However, don't forget that you are going to have to repeat this process several times so that you can get your body to realize what you are training it to do. When you have practiced this technique, try using your anchor the next time—you start to feel sad or depressed. What do you notice? Do you feel the positive emotion returning? Allow it to wash over you and take away your negative emotion. Record your reflections on the effectiveness of this technique.

Anchoring	0
Step four: Reflections and Results	

This is not the only way that you are going to create an anchor to a happy feeling that you can call upon when things get tough. As you progress through using this technique, you are going to use this same method so that you can recall this feeling and not have to worry about it not working.

The anchoring method will aid you in associating the two squeezes of your fingers with the feeling of being happy. Being that the more you practice, the easier things get, the same is true with this strategy. The more that you practice the two squeezes, the easier it is going to be for your mind to bring that feeling forward and allow it to overtake your senses.

Anchoring does not have to be done by itself. You can use it with other NLP strategies in order to cause that feeling to be easier to recall. In other words, you are going to be conditioning your brain to do what you are wanting it to do so that you can reject the negative feelings that life is going to throw at you.

Another way of conceptualizing this technique is to look at an animal's behaviour. Animals can be trained that when they hear a specific sound such as the rattling of their food bowls or a can being opened, that they are going to be fed. Even when this is not something that you are doing for them, they are still going to associate the noise with the fact that they are supposed to be getting fed. It is the anchoring technique, but it is seen in animals rather than humans.

When you are feeling depressed or like there is nothing left to do in a negative situation, this strategy is going to assist in changing your course thinking so that you can draw your attention off of what is happening. It is not going to stop what is happening, but it is going to make it easier for you to clear your mind and make the proper decision.

### Technique 5: Pattern Interruption for Depression

While using the pattern interruption technique, keywords are going to be placed into your mind on an unconscious level. This is a good technique that can be used with anchoring. Through the use of pattern interruption, someone is going to be drawn in by an inner monologue or their train of thought that happens to follow a pattern that they may not realize is going on. Your unconsciousness is going to anxiously anticipate the next part of the pattern even if the part of the mind that you can control is preoccupied with something else.

For example, say that you have two people that you have to give directions to. One person is going to be the one who is going to make all of the decisions while the other one is going to perform the actions that are necessary based on the decisions that are made.

If we ask person A to go wash our car, this person is going to have to make the decision of what is going to be needed to wash a car before they ask person B to get a bucket filled with soap and water along with a couple of wash clothes. Think of person A as the conscious mind that gives instructions, and person B as the unconscious mind that carries out instructions.

Next, we are going to once again ask person A go wash the car. In order to make sure that this gets done, person A is going to walk person B through a series of instructions. Everything is going to get done, but before the car is rinsed off, the bucket is going to be picked up and thrown onto person A.

Everyone knows that to completely wash a car you have to rinse the soap off of it, but the pattern in your brain has been interrupted by what you know is supposed to happen, even before the command has been given to do what has to be done.

Thanks to the bucket being thrown on person A, they will have forgotten that the car needs to be rinsed off, but person B has not forgotten because

they know that it has to be done in order for the car to be finished. However, person B is not allowed to question person A so they are going to have to keep worrying that this final step is not going to be done despite the fact that they know it has to be done.

To keep the pattern interrupted, person A can be requested to go make a sandwich instead of finishing with the car. Person B is going to be told to do this, even though they know that the first task has yet to be finished, but they are going to go do the new task regardless.

The purpose behind pattern technique is to get someone to forget about what they were doing in the first place and get them to do something different. The subconscious part of the mind is going to know that other tasks have not been completed, but it is not going to be able to do the tasks that need to be done because it has no control over what the body does.

How can you use this in conjunction with the Anchoring technique? Simple. Each time you feel yourself beginning to engage in a negative thought cycle, simply Pattern Interrupt your subconscious mind (who will by default make you think more and more negative thoughts), and instead use the NLP Anchoring technique to interrupt the cycle with a happy emotional state!

Give this technique a try the next time you start to feel depressed, and write down your reflections.

Pattern Interruption	0
Reflections and Results	Ø

## Technique 6: The Swish Technique for Depression

When attempting to replace something that is unpleasant such as a behavior or an emotion, you can use the Swish Technique. The swish method is going to require that you be creative, but it is going to assist in making things that you do not want to do more pleasant to do. Things such as eating foods that are going to be good for you or getting up and exercising more.

Using swish is much like copying and pasting something in your computer, except you are doing it with your brain. You are going to take a memory or part of that memory and you are going to cover it with a different memory.

It does not matter what memory you are thinking of, there are going to be a series of emotions that are going to be tied to it, be it good or bad. By using this strategy, you will be editing those emotions that are tied to that memory by changing the memory to something different.

So, when you get that new job and you are about to start, the feelings of worry and anxiousness are not anything that is not new. But, these feelings are able to cause others to notice and they could end up not talking to you thus making your first day horrible. And, when you do not have someone to befriend, then you are going to feel as if you are not wanted at work even if you know that you are doing the job properly.

To replace that feeling of worry you will use the Swish method to change that worry into a feeling of confidence. You got hired for a reason, and that reason is because you were qualified for the job.

To use this strategy, follow these few easy steps.

**Step 1:** Think of a positive memory. Locate a different moment in time where you were able to feel confident and focus on that feeling. Recall it vividly, and write it down in detail to help you visualize it.

The Swish Technique	
Write down in detail a positive memory.	69.69

- **Step 2:** Re-live the positive emotions that are associated with the memory that you have chosen. At any point in time that you begin to feel worried, all you have to do is move back to the memory of feeling confident.
- **Step 3:** Focus on that confident feeling so that you can bring it forth and begin to feel it once again. Visualize that confident memory for at least 5 minutes.
- **Step 4:** While thinking of that positive emotion, your brain is going to release endorphins so that you start to feel good!
- **Step 5:** Keeping your good memory in mind, move on to pulling a negative memory from the bank of memories that you have stored in your mind.
- **Step 6:** It is going to be easy to allow the negative emotions take over, but do not worry about that. Instead,
- **Step 7:** Move back to your positive memory. Focus intently on your visualization.

**Step 8:** You may not have pulled all of the feelings that you had during your negative memory, but that is alright; you are trying to imagine those negative feelings and replace them with your good ones.

**Step 9:** Focus on the positive emotions while moving back to that bad memory once more.

**Step 10:** Each time that you bring the bad memory up, but you are going to retain those good feelings a bit more.

**Step 11:** Keep focusing on those positive memories as you go back and forth on the memories. If at any point in time that you feel that those negative feelings are going to take over, switch back to your good memory once more.

**Step 12:** Do this until you discover that you are not feeling anything but positive memories when it comes to the bad memory.

Continue to switch back and forth between the two until you get to the point that your positive emotion takes place of the negative one. With practice you will be able to switch that worried emotion to an emotion of confidence in the moment, anytime you begin to feel negative emotions.

#### Technique 7: Loop Breaks for Depression

This technique is still experimental but it is going to enable you to change or even stop processes that are going on in your mind either on a conscious or subconscious level. To do this, you are going to break the process that your body is naturally going to do to loop your emotions during specific instances. These emotions are going to geared more towards emotions like depression or depression.

NLP is going to give the control that is needed to change behaviors that need to be changed. It can also be used to help someone else control their behavior if needed.

Most of the negative emotions like depression are going to be triggered by an outside force. For example, some people experience depression whenever they begin to think about the bills that are going to be due by the next pay day. You know that money is going to be tight and you are not sure what else is going to come up that is going to cause you to not be able to pay all of your bills on time and make sure everything and everyone is taken care of until the next pay day. However, before payday, you are going to have an unexpected bill come up which is going to cause your depression level to rise.

Placing blame on that unexpected bill is going to make you feel better for a moment, but it is not going to be productive and nothing is going to be accomplished such as pushing a bill off until your next payday. Even with all the depression that is going through your body, it is hard to think straight about what has to be done in order to make sure this bill is taken care of.

In the end, the depression has caused you to get so upset that you do not even think about the bill that you have to pay at a later date so that you can pay the bill that you have to pay right now.

Whenever you are placed into a high emotional state such as depression or anxiety, a loop begins that goes between your body, your memory receptors, and your amygdala. The frontal lobes of our brain are completely bypassed in this process even though they are the ones that are responsible for moderating our behavior.

Your body is going to cause your temperature to rise and your muscles to become tense.

Your memory is going to match the feeling you are having in your body with the appropriate emotion from past memories. Such as times that you felt depressed in a similar circumstance.

The amygdala is going to examine those negative memories and then bring the feelings that are associated with those memories. Along with depression, you may begin to feel fear, guilt, resentment, or a number of other emotions that you felt in other situations such as this.

Finally, your hypothalamus is going to get your body ready for the depression that it is going to experience. Your heart rate is going to increase and your blood pressure may rise as a result.

But, there is a way that you can break the loop! You may have heard that you should always count to ten before you reply to anything when you are angry. Well, pausing before reacting is one important way that you can break the loop. You are going to be forcing your frontal cortex back into your thought process so that it can do what it is supposed to do and control your behavior before you do something that you are going to end up regretting.

To get your frontal lobe involved in the process once more you are going to need to force your body to experience a different emotion or response. Just as it was stated, you can count to ten, or you can have a thought that is going to be considered your "comfort thought" that is going to be there for you to fall back on whenever things are feeling beyond your control.

The comfort thought can be anything that is going to calm you down. If you have big plans to go fishing coming up, that can be your thought. Or your thought can be about your spouse that is at home or your pets. Anything that is going to force you to stop and change the direction that your thoughts are going. One of the biggest things that you are going to want to happen is that you want that thought to bring a good response around. You may end up laughing at the situation that you are in or making fun of it, but this is going to make you more powerful than the situation because you are going to be controlling your emotions and not allowing them to overtake you.

Therefore, you have broken the loop that your body is going to naturally go through.

#### Chapter 4: Taking Control

As we discussed, depressed people are more likely to have a mindset which can be described as 'permanent, pervasive, and explanatory.' In other words, they assume that an outcome is inevitable, there is nothing they can do to change it, and therefore they will just suffer the consequences. These consequences are not always going to be something that is productive for your frame of mind. Sometimes the depression will be so bad that it actually begins to cause other health problems for the person who is experiencing the depression.

To quote Dr. Phil - "The secret to happiness is to finish what you start". The best way to gain confidence is not necessarily to achieve something you thought was impossible, and certainly not to be better at something than someone else. It is simply to finish what you start. This does not have to be something big. In fact, when you are suffering from depression, it is actually better to start with something small. Get up in the morning and make your bed. Take the trash out. Do something that is going to make you feel as though you have accomplished something that is productive and you are going to feel better about yourself in the long run.

This is called creating rapport with yourself. If we are in a habit of not doing the things we say we are going to do, then this habit becomes ingrained in our subconscious. Eventually, we will have very little faith in yourself that we can accomplish anything at all. As a result, we feel helpless and unproductive. The more productive that you begin to feel, the easier it is going to be for you to keep doing things that are going to be productive.

Just like it was said with the quote from Dr. Phil, even if you start out small, you are going to be able to start going to doing the things that are harder. Sooner or later you are going to begin to feel as if the world is not closing in on you and you are going to feel better about yourself.

Reversing the process of feeling helpless is easy and is going to be as simple as setting a daily habit. You do not have to have a daily habit like everyone else. In fact, as long as it is personal to you and something that you are able to do, the better! Do not make it something that is impossible to do and make sure that it is something that you cannot help but do every day. Once again this is something like making your bed or going for a short walk. You are going to come to realize that while these tasks seem easy, after a while, you are going to begin to feel better about yourself as you stick to your goal of accomplishing them every day.

When you are depressed, it is easy to begin to lose sight of what is going on around you and then the fact that doing things like brushing your teeth become more difficult. Even though you may not feel as if you can keep doing this, you need to or else you are going to slip deeper into your depression.

The better you do at keeping to your habit, the better you are going to build a rapport with yourself and the more you are going to be able to trust yourself. This is going to lead to you doing more and more things because you are going to be able to trust yourself completely and it is going to help pull you from your depression.

Now let's take a look at some steps that you can take for choosing a habit.

**Step one:** Look at your daily life and try and find a small, positive habit that you will not find hard to do on a daily basis.

**Step two:** Once you have chosen your habit, write it down so that you are able to keep track of everything that happens in the week. You may even wish to get a journal to keep detailed track of your progress.

Taking Control	0
Write down one small, positive habit to do every day	Ø7-

**Step three:** Every day, reaffirm your intention to do what you have promised yourself that you are going to do.

**Step four:** As you go through your days, keep track of your journey in this exercise. What did you encounter as you did your habit? Was it difficult for you to start keeping up with doing this habit? Were there any difficulties or resistance that you encountered? Did it become easier for you to do your habit as the week went on?

Taking Control	0
Track your habit: Reflections	<b>⊘</b>

**Step five:** Keep up with your habit. Notice that it may become easier to trust yourself to complete other tasks in life, because you are beginning to prove your ability to do what you have promised yourself.

When you feel comfortable and completely confident that you can continue your habit, try adding something new so that you are able to keep going on and build a bigger rapport with yourself. Make sure that you keep track of your habits with the journal that you have started. The journal is going to be what helps you to understand where your limits are so that you do not go past what you are ready to do.

#### Chapter 5: Eliminating Negative Self-Talk

Negative self talk is something that everyone is going to experience. Some examples of negative self talk are:

- I cannot do this
- I am stupid and cannot learn this
- I already failed once, I am going to fail again.
- When I fail, I am never going to achieve what I want to.
- Why do I even bother?
- Why am I even trying so hard?

To quote the Buddha - "The mind is everything, what you think you become" so, whatever it is that you think you are, you are going to become that. Your mind is a very powerful tool and it is going to be the basis for everything that you are going to go through.

Auditory digital is going to be how you process the words that someone uses to speak to you. Language is what is used to describe anything else that goes on with the other sense that you are going to be dealing with. When it comes to NLP auditory digital is not going to be the only representational system that you are going to deal with.

Your kinesthetic loop is how you are going to keep learning by feeling. This is just one of the other representational systems that you are going to deal with. Touching things usually helps most people to remember details better, however this is not the case for everyone.

First, the person feels unpleasant feeling which is part of the kinesthetic loop, then they engage in negative thinking about how this feeling will last and probably never go away. This is also where depression starts. Then they move on to how it is inevitable which is going to be the dialog that they will have internally. There is not going to be any good that comes out of this dialog because it is all going to be negative. Next, they find that they feel

much worse off and the cycle perpetuates until they find it within themselves or someone gives them the help that they need in order to stop the cycle.

The more someone engages in this pattern, the more likely they will engage in it frequently. Therefore, the best way to change this is to start the process of changing this habit. Just like it was discussed earlier, it is not going to be hard, but it is not going to be as simple as waking up in the morning either. You are going to have to keep going with your habit to be able to keep it up as well.

These are the steps that you are going to need to use in order to get past the negative self talk so that you are able to better your life.

**Step one:** Look at the thoughts that you are having and if they are negative, acknowledge that they are indeed negative thoughts and not going to do anything for you.

**Step two:** Every time you find yourself thinking something negative, simply resolve to reject that thought. At first, this may not be easy, but with time you will not have to work so hard at it; you will simply fall into the habit of rejecting negative thoughts.

**Step three:** Engage in positive self-talk. The more that you hear it, the easier it is going to be for you to believe it. Tell yourself that you are good enough and that you are smart enough. If those are not the things that are going through your head, then determine what the negative thoughts are saying and turn it around so that it fits what you are feeling.

**Step four:** Repeat this process for all of the negative thoughts that you are having. In essence, you are rewiring your psychology and in doing so you are going to change the way that you think.

#### Chapter 6: Tips for Using NLP

Using NLP may be a different and new experience for you at first, but there are some tips that you can use to get NLP to be easier for you to understand. NLP is going to transform the way that you think though doing this is not going to happen overnight. You are going to have to take some time to learn how to change how you think.

**Tip one:** The 'why' question is a question that many people cannot help but ask and it is ultimately going to get you nowhere because you are not always going to be able to figure out why things happen. Sometimes things just happen because things happen. A question that is going to be more efficient is going to be to figure out how you can solve the issue at hand.

**Tip two:** Your behavior is rarely going to be wrong. However, you can use that behavior and possibly use it in the wrong context. For example, if you are scared to be around sharp objects because of something that happened in your past, that is a fear that is going to be perfectly acceptable. But, it is not going to be acceptable if you are scared around a restaurant when you are not using a sharp object but other people are. Your fears can overtake you, but it is up to you to decide when you should allow them to come through and when you should try and work through them.

**Tip three:** The emotions that you feel are going to steam from something that happens in your brain. You are not going to just randomly have emotions pop up because you are thinking about them. Most emotions come from when you engage in an activity that causes you to feel those emotions. So, instead of dwelling in those emotions, why not do something different? If you are placed in the same situation again, try something different so that you can get a different result rather than the same result.

**Tip four:** Looking at all the bad in the world is going to cause you to find something to be worried about or upset about. There is plenty of bad in the world that you are going to be able to find even without really trying to it. All you have to do is look at the news and you are bound to find something

bad in the world. So, train yourself to start looking for the good in life. It may be harder to locate, but it is going to help with your depression because you are not going to have to focus on all the bad, but instead you are going to be finding the good that comes with life.

**Tip five:** Compliments can be hard to take sometimes, but not taking them is going to make you question if you feel good about yourself. Your current beliefs may cause you to question and doubt every time someone says something nice to you. But, you are going to find that compliments are going to help you with your depression. Having other people notice that you have done something actually helps to boost your self-esteem. So, if you do not believe that people should be complimenting you, either do something that is worth being complemented, or change your beliefs so that you can take a compliment. Compliments are not bad! They are the human's way of saying that they notice that something has been done and they appreciate it.

**Tip six**: It may be hard for you to accept, but you are going to talk to yourself on a daily basis inside your head. Most times, the voice that you are hearing in your head is going to be different than the voice that you use when you are talking to other people. If you are finding that it is complicated to talk to yourself because your inner voice is not supportive, then you need to change your inner voice. This is going to help a lot when it comes to depression because you are going to be changing how you look at yourself. If you cannot accept yourself for who you are, then how can someone else accept you?

**Tip seven:** Problems that arise in your life may seem like they are never going to end. However, instead of looking at the problems that life throws at you like they are never going to end, look at them as opportunities that are going to be there for you to change your life. All you have to do is use a little bit of imagination to look at the way that the problem falls and realize that yes, it could set you back, but it can also push you forward so that you can cope with your depression in a positive way.

**Tip eight:** It does not matter what happened in the past. You are not going to be able to change it no matter how bad you want to. It also does not

matter what emotions you felt back then because they are over and done with. The past is the past and you are not going to go back to it. The only way that you can push for a better future is go let go of your future and keep going forward. Learn from your mistakes and keep going with your future. If you do not learn from your mistakes, then you are going to repeat the same mistakes that you made and even though the past is the past, it is going to keep repeating itself until you finally learn and stop making the same mistake.

**Tip ten:** Remember to breath. The best way to breath is to inhale from the pit of your stomach. Doing this is not only going to calm your nerves, but it is going to control your physiology as well. Remaining calm is going to be the best way for you to keep calm in situations that your tension can be high. The better that you control your breathing, the more likely you are going to stay calm and make the proper decision when it comes to having to react to something that someone has said or done.

#### Conclusion

Thank for reading *NLP Depression*! Let's hope it was informative and able to provide you with all of the tools you need to achieve your goals of living a more productive, happy life.

The next step is to put the techniques that you learned in this book to use to begin to change the way that you react to the negative things that happen in your life.

Sometimes things in life are going to seem like they are never going to look up. But, when you remind yourself that there is a light at the end of the tunnel, life becomes easier to deal with. NLP can be a useful tool in helping you to keep your eyes on that light at the end and keep working towards it so that you can overcome your depression.

The hope is that you are going to find a technique in this book that has helped you to cope with your depression. Changing the way that you think is going to help a lot when it comes to coping with your emotions and all the negative connotations that can come with depression. However, it is not going to be the end.

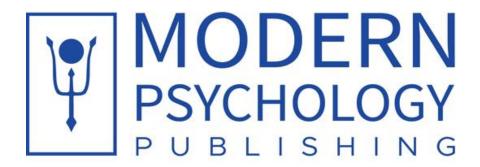
The best tip that I can give you is to keep a journal of the methods that you use so that you are able to see what works and what does not work. This way you will be able to keep yourself on track.

Good luck!

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#### NLP: Stop Dieting

# Reprogram Your Eating Habits for Permanent, Effortless Weight Loss



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Throughout this book, you will find guided exercises as well as journal pages to record your progress. We recommend that you continue to take

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In this book, you will learn:

- ✔ How to reframe inner resistance to weight loss
- ✓ Techniques to implant suggestions in the subconscious for maximum, rapid effect
- ✓ The most effective visualization techniques to create healthy eating habits
- $\checkmark$  The most effective NLP techniques to reprogram your behavior for weight loss
- ✓ And much, much more!

Let's get started!

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#### Introduction

If you suffer from addictive eating, or being overweight, you are all too familiar with the symptoms that come along with it. Not only do you suffer emotionally and mentally, but physically. Here are some issues you may recognize:

- Mental Anguish: Extra weight adds to problems such as anxiety and lowered self-esteem. In addition to these problems, you might be familiar with depression, or a constant feeling of not being "good enough". This makes sense when you stop to think about what our culture idealizes; it's always pictures of toned, young, and slim bodies that are glorified and shown as favored. It's only with very infrequent exceptions that proportional and thin bodies are considered beautiful. Overweight or obese people tend to be thought less of or shown as unfavorable.
- A Lack of Energy and Motivation: It's not very hard to feel down on yourself, feel anxious or get obsessive about eating when you are surrounded by these messages. In addition to the above issues, being overweight and neglecting healthy eating habits leads to an almost constant feeling of lethargy. The feelings of helplessness that come along with having no energy, coupled with cravings that become impossible to ignore, it's clear why so many fall into this downward

#### Why aren't Typical Diets the Answer?

Looking at the above issues, you might assume that dieting is the answer to your weight problems. However, going on strict diets tends to worsen, not improve, this problem. Dieting typically ends up causing harm over long periods of time, although this isn't easy to accept when you are desperate to lose weight. We might fall into a way of thinking that places all hope into this category, only to grow disappointed and disenchanted when it fails.

- **Statistics of Diet Success:** The truth of the matter is that only about 5 percent of people keep the weight off, after losing it from dieting. This makes the reality clear; diets don't work. Actually, many people even gain extra weight after abandoning their diets, due to metabolism and appetite changes.
- Fads Don't Give You Lasting Change: Everyone who is familiar with the modern world knows that there's always a new fad diet out there, trying to gain popularity. Fancy, seemingly perfect diets like this are not what you need. Most of the time, the companies promoting supplements or products centered around this just want your money, and even if these diets do work, your chances of ending up where you started are immense.

### Weight Gain is a Symptom of the Problem, not the Problem:

Contrary to what you may think, gaining weight is never the problem - It's the symptom! People turn to food for a variety of reasons, including:

- **Insecurity:** Fears of inadequacy, constantly comparing oneself to others, and feeling unsure of yourself can lead you to seek comfort in food.
- **To Use as a Stress Reducer:** Food comforts us and makes us feel good in the moment, which leads some to turn to this as a crutch after experiencing mental trauma, or simply as a way to soften stress.
- **For Distraction:** Focusing on food means that we don't have to focus on that meeting coming up that we're nervous about, or the fight we had with our best friend yesterday. In other words, it's a distraction.

#### **Using NLP for Weight Loss:**

NLP (or Neuro-linguistic Programming) is the best way to lose weight, without going on a diet. Never again will you have to rely on strict dieting, impose harsh restrictions upon yourself, or starve yourself. Here's how it works:

• **Getting to the Root of the Issue:** Since weight gain is a symptom of something deeper, you can only lose weight and keep it off when you get to the center of that issue. This process works at the root level of

your psychology - Recognize that weight gain and overeating are symptoms of not having a fully integrated awareness of your own habits.

• **Knowing yourself and Seeing Results:** NLP simply puts you in touch with your psychology to allow you to have positive change. This is done by getting to know the emotional reasons that drive the behaviors. Once you see what's causing the issues, the solutions will seem easy. If you're ready to create lasting change, instead of placing your hopes in yet another fad diet that ends with disappointment and self-loathing, continue reading to begin the process of personal transformation!

**DISCLAIMER**: Before we move on to the next chapters, it is important to note that *if you know you have been diagnosed as obese, or are in serious medical condition, you should seek the help of a medical practitioner before trying anything outlined in this book. The practices and exercises are intended to guide you through a weight loss journey only when it is healthy to do so. If you have any questions about what this means, or if you think you might be in critical health condition, please seek medical attention.* 

## Chapter 1: Starting the Weight Release Journey

One of the biggest inhibitors to starting to lose weight is not wanting to face the challenge. Weight loss consists of a process involving three different parts. These include eating less, exercise, and reframing your mentality. The latter is what will determine your success.

#### **Denial or Self-Defeating Ideas:**

Beginning this journey is, in the eyes of many, the most difficult part. Perhaps you are still in denial about the need to lose weight, even though your health and emotional state is suffering. Once you address these issues, you can truly begin. Too often, people go into their weight loss goals already expecting to fail. Here is how to combat that:

- **Get yourself Ready:** The most important part of starting your journey is to develop the correct attitude *before* beginning. If you are dedicated to the idea of getting slimmer, you must think about the big picture. You can probably think of many reasons for desiring this, but some of them may actually be counterproductive. For example, if you are doing this just to please someone else, your conviction won't last.
- **Create a List:** Begin by making a list of reasons that you want to lose weight, and separate the reasons that include pleasing others. Write another list that takes those parts out. This should be for you, otherwise your desire will fade with time. It can also help to think of immediate, short term rewards or gains that will motivate you to make

good decisions in-the-moment, such as wanting to eat a healthy breakfast to feel good today. Write down all of your reasons for wanting to begin this journey.

Getting Started	0
My list of reasons for starting the weight release journey	

• Check your Language: What language did you use in this list? Did you use words such as "must" or "have to" to describe your desire to lose weight? These phrases hint at a sense of grueling obligation, not a true desire within you, which means that you will naturally experience a wish to rebel against them. If you don't believe this, test yourself by sitting in front of a tempting food (cheese fries or ice cream, for example) and repeat to yourself that you can't have it. You will notice that your cravings intensify. Go back through your list and notice any instances of this type of language being used. Then, change the "must" phrases into positive reward, or "want to" phrases.

#### **Deciding to Commit to Weight Loss**

If you are intent on moving past the initial emotional resistance you are likely to face,

Take comfort in the fact that the beginning of any journey is the most difficult part. There is science to explain this. Your brain is hardwired to perform tasks that you have already integrated into your daily habits and routines.

• Comfort in the Familiar: Our brains contain shortcuts that we use mentally, which enable us to shift through our days and conserve our energy. Without these mental shortcuts, we would find ourselves being overwhelmed by every tiny decision to make throughout the day. However, this also comes at a disadvantage if we are stuck in habits that are affecting us negatively. Unfortunately, many of us end up falling victim to this instinct and find that it works against us, rather than for us.

These mental shortcuts are basically rules that your mind operates by, and they tell you, in essence, that when something quickly springs to your mind, go with it. In other words, familiarity is better than change. You can see how this can be self-defeating when it comes to trying to improve your eating habits. We seek what is familiar, in that extra serving of pie, or that bag of chips, because it's what we're used to doing, and so it feels right.

• **Creating Momentum:** The only way to stop this is to start going in another direction that serves you better, and turning that into a

familiar terrain. This means that creating momentum in our habits is the best way to keep them going. A person who is sedentary is likely to stay sedentary, while someone constantly in motion will likely stay in motion. In other words, once you stick to your new plan for a length of time, the new way of acting and thinking will soon be what you prefer. Once you understand the inherent bias your mind has for what is familiar (even when it's the worse choice), you are on your way to beating this impulse.

• **Start Small:** The easiest way to begin is to take on one step at a time, rather than trying to conquer the whole mountain. If your goal is to, for example, exercise more, begin by walking for 10 minutes each day. Eventually, you will find that you wish to walk for longer periods. You are working with, rather than against, your brain when you start out with small positive actions.

#### **Weekly Journal:**

Before doing any of the NLP techniques in this book, the first exercise is to take the time to record everything you eat and drink for a 1 week period, as well as when you eat. **Important:** DO NOT try to stop yourself from eating as you normally do, or attempt to edit what you consume during this week period. Simply continue your normal eating habits - except this time, pay attention to what actions you are taking, and write it down.

• **Be Honest and Detailed:** Simply eat as you normally would, just take the time to write it down. If you forget to record a meal, that's okay. Simply write it down when you get the chance. The more detail you

can record, the more leverage you will be giving yourself in the next steps. Don't forget to write down everything you drink as well!

• **Awareness:** This will be extremely valuable information, not just for you to become more aware of what you are consuming, but because there is valuable information about your particular habits! So many of us go through life making automatic choices without realizing what we're doing. Those choices add up over time and create our character. Becoming aware is the first step on your weight loss journey.

Once you have recorded everything for a week, you are ready to move on to the next steps.

Weekly Food Journal: Day 1	

Weekly Food Journal: Day 2	

Weekly Food Journal: Day 3	
	<b>∞</b>

Weekly Food Journal: Day 4	
Veekly Food Journal: Day 5	
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Weekly Food Journal: Day 6	
Weekly Food Journal: Day 7	
Weekly Food Journal: Day 7	
Weekly Food Journal: Day 7	

What to do with this Information:

After you have completed this step, and kept your journal faithfully for a minimum of seven days, it is now time to analyze this information. Take some time to look through your food entries, and extract the following information about your habits:

1. **Eating Times:** What times of day do you find yourself eating? Are there certain times that you find yourself eating more than others? Perhaps you are a nighttime snack binger, or prefer to eat while watching television. Reflect on these questions and write down the answers your journal.

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2. **Food Associations:** What habits do you notice yourself engaging in? Do you tend to distract yourself with other activities as you eat? Maybe you always take your lunch break in your office and order take out to eat as you look over your papers. Really think

about your answers to this question, and try to think objectively. Make sure to record this information in your journal.

Veekly Food Journal: Analysis	
OUG ASSOCIATIONS	Consc

3. **Emotional States:** How do you feel after eating? When you finish your take out lunch at your work desk, do you feel nourished? Still hungry? Try to reflect on how you feel before and after meals, and if the type of food you eat affects your mood. Record your observations.

Weekly Food Journal: Analysis	
Emotional States	

#### **Setting a Goal:**

Having a goal is an extremely important step of the journey for lasting success. Knowing where you are going and what you can expect helps mitigate the fear of failure, as well as acting as a guide on your journey. When you have some vague idea that you wish to "slim down" or "look better" by next summer, it's easy to lose motivation, because your goal was never clearly known in the first place.

#### **Your Effective Goal Setting Strategy:**

1. **Think of the Long Term:** Reflect on why you are doing this in the first place? What are the underlying reasons? To feel more confident? Be healthier? Be honest with yourself about what you want to achieve, and why. This is your chance to think about

what you want most, so be specific. Write down the 2 most important reasons, or motivating goals you have decided that will motivate you throughout this journey. A goal might be, for example, to gain a certain level of physical health, or to losing a certain amount of pounds to fit into an article of clothing.

Goal Setting	
Vrite down 2 long-term, motivating goals	<b>S</b>

2. **Think Short Term:** Set manageable goals for yourself. Based on your journal, you should now have a clearer understanding of where you are starting from, and what you can expect from yourself. It is important not to stretch yourself too far too fast, or to expect too much in the beginning. A good short term goal might be, for instance, noticing that you always have popcorn after dinner or while watching a movie, and making a point of setting this as a habit to cut back on. Write down 1 short term goal you would like to accomplish.

Goal Setting	0
Write down 1 manageable, short-term goal	Ø

3. **Set a Date:** Set up a general timeframe, such as this summer, or by Christmas. Is there a time by which you would like to see a given amount of progress? Make sure you write down a specific time by which you will have achieved your goal. Otherwise, it's too easy to keep putting it off until "later". Also, make sure this timeframe is tied to a specific goal. Do you have some target weight you would like to achieve? Setting goals that are specific works better than vague and undefined goals such as "get better at controlling my eating". Give yourself a target, but be reasonable about it, and don't forget to celebrate small victories.

Write down your specific date and the specific goal it is tied to in your journal.

Goal Setting	0
Timeframe and Specific Goal	Ø

4. Remember to Set Attainable and Positive Goals: Keep in mind that it is better to set up goals that you feel confident you can achieve, than goals that you will likely abandon when things get too challenging. Do not expect too much of yourself, as this can only lead to disappointment and ultimately giving up. Weight loss can take patience, but just be focused on steady progress, keeping in mind the reasons behind why you are going on this journey, and staying positive.

Rather than focusing on how many times this week you failed at turning down soda, focus instead on the number of times you refused to eat from a drive through. Positive goals have, within them, hints on how to keep going, instead of simply focusing on what you did wrong, which can be discouraging.

5. **Goals should be Flexible:** Although goals can help you stay determined and on track, you shouldn't set them "in stone". They should constantly be reviewed, thought over, and revised so that they accurately guide and help you along your course. This process can be fun, if you simply have the right mindset. Remember, you're doing this because you *want to*, not because you have to.

When people know to set goals that are realistic and achievable, they will accomplish them. When you accomplish a goal, you can enjoy success and feel competent, which creates a positive feedback loop, fueling future positive action. This will teach you that sticking with your goals pays off and is preferable to giving up on them.

Now that we have a goal set to help orient our progress, let's dig into some of the tools we can use to get in touch with our psychology and reprogram our habits.

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## Chapter 2: The Unconscious Eating Habit

What was your breakfast today? Did you have the "usual"? Is your "usual" French toast smothered in maple syrup with two fried eggs on the side, or perhaps a bowl of cereal? Do you have breakfast every morning? Did you stop to feel your hunger before eating, and consider what it is your body was in need of, before having breakfast? Or, being in a hurry, did you instead go through the motions of preparing and eating breakfast in an autopilot state of being, without thinking too much about it?

## The Habit of Eating Unconsciously:

People tend to eat most of their snacks and meals unconsciously. When you eat dinner, do you eat every last piece of food you served yourself? Or do you go for seconds because that's what you always do? Are you in the habit of snacking while watching the afternoon news?

- How these Habits Affect you: The fact is that everyone has habits attached to their eating. The unfortunate aspect and result of this is that eating unconsciously leads to unhealthy options and eventually, weight gain, which we do not want. Studies show that most Americans watch television during meals, and are often too occupied by something unrelated to have their meals sitting down. Some even eat on their way to work.
- Multitasking doesn't Work with Eating: Go to any major city and you will see plenty of individuals eating as they walk. When people eat as they are occupied with another activity, they aren't focusing on

what they're putting in their mouths, making it easier to eat too much. In addition to this, eating while multitasking or on the go works against your body's natural digestive process. You won't bother to chew your food thoroughly, leading to weight gain and a digestive system that gets overloaded.

#### **Switching to a Habit of Eating Consciously:**

Switching a habit that has been ingrained over time will not happen automatically. The unconscious habits and actions we partake in happen in the parts of our brains that don't rely on thinking consciously. In order to reprogram these old ways of thinking, you must be consistently reminded. This is the only way you will escape your old habits. Here are some starting points to achieve that goal:

- **Repeating Behavior for Change:** In order to ingrain a new, better habit, you must repeat that behavior faithfully. Even though many techniques and methods exist to help with this, your ability to stick with them for at least one month will have a significant impact on your success or lack thereof.
- **Focus on Two Habits or Less:** The key here is to only focus on two new habits (or less) at once. You can, for example, notice your hunger before you eat, and commit to being more thorough with your chewing. Instead of being overwhelmed by an entirely new way of viewing food, this makes it easier to stay focused.

- **Reminder Notes:** You can start by posting notes in places that you will see them throughout your day. This can be at your work desk, on your refrigerator, or on your steering wheel. Be sure to state these positive statements in the present, such as "I always thoroughly chew my mouthfuls of food". Each time you encounter one of these notes, stop what you're doing and consider it.
- **Find a Partner:** There is power in numbers, and having an accountability partner to keep you on track is a great asset in your weight loss journey. By talking about your intentions with a friend, you are strengthening your resolve, and you can encourage each other and help each other remain motivated and dedicated to your new ways of acting.
- **Forgive Mistakes:** It can be easy to berate ourselves when we fail to hold up to our promises to ourselves about making healthier choices. Remember, though, that this is counterproductive and will only set you back more. In order to stay persistent, you should be gentle with yourself when you fail, and remember that you're attempting to better yourself, and that's a wonderful thing!

#### **NLP Techniques to Set a Conscious Eating Habit:**

Luckily, there are step by step processes to getting rid of unconscious eating. In this section, we will be covering three NLP exercises that you can begin using now.

## Technique 1: Getting in touch with the Signals Your Brain is Sending You

It's easy to eat too much, especially when you're partaking in a delicious meal. But this leads to discomfort, a bloated feeling, and eventually, weight gain. Learning the types of signals your brain is sending you while eating, along with learning to consciously identify them, is a must for losing weight. So how are you supposed to know when you are full and should cease eating?

- **Learning to Listen:** Calorie counting may seem, to some people, like the single most important step to losing weight and gaining control over your eating habits. But our bodies are already equipped with all we need for figuring out when we've eaten enough. In order to change the way you interact with food, all you have to do is simply begin listening to your body telling you that you are full. No need for obsessive and mentally exhausting calorie counting anymore!
- **Understanding Fullness:** Our stomachs hold around 17 cups of food. However, feelings of fullness do not come from the stomach being filled up. Rather, our feelings of satiety arise from our brains responding to the chemical makeup of what we put into our stomachs. The brain will require about 20 minutes to catch up to, and react to this. Once you have finished eating, this feeling escalates for up to a half hour. They will then stay high for up to five hours, in order to keep you full. When these levels fall again, you begin to feel hungry.

The key here is to wait until your meal is finished, to see if you are full or not. Your hunger will, more often than not, go away after about

20 minutes when your brain has caught up, meaning that you won't need to eat more, even if you immediately thought you would.

• Pay Attention to your Stomach Sensations: Start paying attention to the way you feel when you experience hunger, along with the way you feel after you drink water. You will notice that the feeling of emptiness in your stomach fades after you have a glass of water. Next time you have a meal, think about the way your stomach is feeling as you're eating. Once you start to feel full, you'll notice a small pressure has replaced the sensation of emptiness and hunger. When you notice this, cease eating immediately. This will allow you to still feel energetic and light after eating. If, at any time, you feel uncomfortable from the pressure, you ate too much.

## **More Tools to Utilize a Conscious Eating Habit:**

- **Water:** Before every meal you have, drink an entire glass of water 15 minutes before eating. This will result in your brain realizing that you are satiated in just 10, instead of 20, minutes. Refill your glass and drink another full glass during your meal, remembering to pause and take sips. This will slow you down.
- **Chewing:** Most of us don't chew our food thoroughly, which leads to discomfort in the stomach, digestive issues, and of course, weight gain. This leads us to think we need to eat more than we really do. To effectively combat this bad habit, remember to chew every bite you take at least 15 times. As soon as you have reached a feeling of

fullness, put the rest of the food away and start doing something else, such as a hobby, going on a walk, or talking with your spouse.

- **Coffee or Tea:** If moving past the impulse to keep eating is difficult for you, fix some coffee or unsweetened tea in the meantime. Don't eat more unless your hunger returns. The cravings you feel before your body actually requires food are in your mind, not in your body.
- When you Eat, Just Eat: Make a rule for yourself that you pay complete attention to eating while you eat, instead of sitting in front of the TV or checking your work emails. In addition to this, try to be formal about your meals, sitting at a table, instead of on the couch or in your car.
- **Appreciate Flavors:** Take some time to try to taste each nuance in the food you eat, considering the nutrients you are gaining from it. Gain an attitude of gratitude and appreciation toward this, instead of viewing eating as a primal need or pleasure pursuit. This will help you change your relationship with food. Eventually, you will become less likely to indulge yourself too often and start viewing food as nourishment, not entertainment.

Following all of the tips listed above will allow your body to reach its natural, healthy weight. Again, our bodies already intuitively know how to tell when we are hungry, when we've had enough, and when we don't need that second helping. The key is tuning into this wisdom that already exists within you.

#### **Technique 2: Setting a Healthy Eating Habit with NLP Anchoring:**

Using the setting an NLP anchor technique can help you to instill positive emotions before your meal, training you to feel good about choosing healthier choices, and refraining from overeating.

• It's All About Association: The method of NLP anchoring relies on a specific stimulus; anything from a taste, to a small, or a touch, to create a positive response. Humans learn by creating associations and links. Whenever something has been anchored into your mind, you react without much thought. This reaction can be either advantageous, or downright painful.

Is there a certain person who always makes you feel angry? What about a song that calls to mind a sad feeling? Using NLP anchoring allows you to create associations that can work for you. This is NLP anchoring at work.

• **Repetition must be Used:** Advertisement companies are well aware of this psychological tendency in humans, and that it's possible to create good feelings around nearly anything. They use this realization to their advantage with their product placement, or by putting smiling people into their ads. When two things occur together enough times, a link is created.

Of course, this can also work with negative states. Some people, for instance, get sad around holiday season. These anchors appear in all of the following systems: Visually (for instance, a red light in traffic), in the olfactory system (a certain perfume that will always remind you

of an ex, or fresh baked cookies making you nostalgic for childhood). In addition, these anchors can be present with auditory stimuli, such as songs or the voice of someone special, and more.

Most of these associations are created subconsciously, whenever something happens repeatedly linked with a certain state of mind. PTSD sufferers who experienced trauma in the war, for example, may have a lifelong aversion to very loud noises such as fireworks, because of this anchoring.

## Steps for Anchoring Positive Feelings with Weight Loss:

Anchoring is used most commonly for calling to mind specific emotions when you wish to feel them, or getting rid of unwanted thought or feelings when they aren't helping you. This means that you can learn to look forward to eating vegetables (believe it or not) and learn to feel excited and happy each time you turn down an unhealthy junk food craving, instead of regretful. Here are some steps to follow to create a personal weight loss anchor:

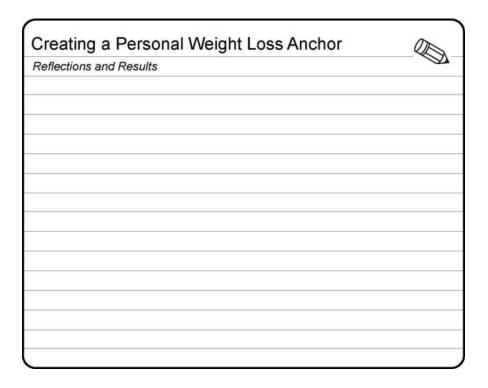
• Elicit a Positive Feeling: You begin by intentionally calling to mind a positive emotion, for example by thinking of a memory that always makes you happy. Recall every sight, sound, and feeling you experienced at that moment, embodying the emotion entirely. For the purpose of creating willpower for your weight loss journey, I recommend that you access a memory that involves you feeling mentally strong and empowered, in control of yourself, your life, and your choices. If it helps to solidify the memory, write it down in your journal for the best results.

Creating a Personal Weight Loss Anchor	OF
Elicit a Positive Feeling	Ø.

- **Create your Anchor:** Now you need to create an anchor related to this state of mind. This can be a specific word, or a simple action like touching your nose or the back of your hand. After you elicit the emotion and create the tactile anchor, intentionally shift your attention to something else by going to another room, or focusing on a neutral topic in your mind.
- **Repeat this Practice:** Continue practicing accessing this mental state and relating your action (touching your nose, for example) to that state of mind. You can test out the effectiveness of this by testing out your anchor when you are in a neutral state of mind. At this point, you should feel that emotion as a result of your anchor. If it doesn't work, practice the association a few more times, over the course of the next

few days.

• Use this for your Interactions with Food: Once you can call to mind a positive emotion at will using your anchor, start using this in your interactions with food. For example, when you are driving home from work and really crave a hamburger from McDonalds, instead of mustering a large force of willpower just to say 'no', try using your personal anchor instead. Try this tactic over the next several days and observe how the simple tactile action linked to a stored emotion can create amazing results. Record any observations about the effectiveness of this technique in your journal.



• **Necessary Factors for Successful Anchoring:** In order for this to work, remember that you need to have a very intense state of mind

that you are anchoring. Repetition is key, as well, since these can fade without frequent reminders.

### **Maintaining Your Ideal Body Weight:**

Anyone who has attempted to get rid of some extra pounds know that it isn't just getting started that matters, but sticking with your new ways. Not only do NLP techniques help with losing weight, but they can help you keep it off as soon as you have reached your ideal shape.

• **Persistence is Key:** Feeling defeated or wishing to give up is only a fleeting, temporary state, while actually giving up is what gives it power. Perhaps this isn't your first attempt at losing weight, and you're reading this now because you have experienced success with a diet only to fall back to your old ways, and possibly even end up heavier than you were from the beginning. This makes the urge to give up strong. However, your urges to give up will be lessened immensely by pursuing these NLP techniques instead of tired old diet fads.

Giving up is what happens when we follow strict diets that leave us feeling starved, restricted, and enslaved. Our bodies end up holding onto each calorie that enters our body, after a period of restriction, turning it to fat In case a shortage occurs again. These methods doom us to failure, but it doesn't have to be this way.

# Using NLP for Lasting Weight Loss and Lifestyle Changes:

No changes are really worthwhile unless they withstand the test of time. The best advice you can receive in this area is that once you have reached your ideal size and shape, using NLP methods, adapt your lifestyle to fit your new way of thinking by following these tips:

- **Don't Restrict Yourself:** You should be able to eat what you want, within reason. That is to say that prohibiting yourself from enjoying a specific kind of food can be damaging to your progress. The key is to only have very small portions, and only very occasionally. This will allow you to feel like you aren't depriving yourself, which will keep you on track.
- Let your Friends Know: A lot of people encounter a bit of awkwardness when they begin changing their ways, including habits of eating and dining out. Next time friends invite you to dinner, you can avoid any awkwardness by letting them know ahead of time that you have been eating smaller portions. Most people will understand this life choice. Let's say, for example, your friends invite you out to a nice restaurant that you know has multiple courses and infamously large portion sizes. Tell your friends or colleagues ahead of time that you want to enjoy each course and would prefer not to finish your entire place, since that would end up making you too full. Next time you visit a buffet, instead of piling everything onto your plate and socializing with friends as you eat, try eating and talking separately. This will make it easier for you to stay conscious as you dine, and pay

attention to what your body is trying to tell you. It can be as simple as this.

Although not restricting yourself too much is important, as stated before, you might discover that you naturally gravitate toward healthier options for food once you begin paying more attention to your body. This is because healthier foods leave you feeling lighter, energized, and less bloated. This truly doesn't have to be a chore.

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## Chapter 3: Food Cravings

Another reason why following the latest detox fad won't help you create lasting change is cravings. Restrictive dieting tends to cause even stronger cravings in people, for their favorite unhealthy snacks. Ask any person out there what type of food they typically crave, and chances are, they will have a couple of items that automatically come to mind. This is because cravings happen as a result of our habits.

### It's Natural and Okay to Crave Foods:

The first key thing to realize now is that it is okay to have food cravings. That's right; any time you beat yourself up for wanting that slice of pie after lunch or wishing desperately for a bacon cheese burger, you're being unnecessarily harsh on yourself. By accepting that cravings are natural and should, in fact, be expected, you are actually helping the craving to dissolve. Think about it, are you less or more prepared for something when you expect it? Telling yourself that cravings are unacceptable just makes you unprepared to handle them when they occur, and far more likely to buckle under the temptation. Consider the following points:

• **Everyone has Food Cravings:** Studies show that basically all humans, men and women, have experienced cravings for some type of food in the last year. It's nothing to be ashamed of, and it's actually partially to thank for helping us evolve.

• **It's all Mental:** People who aren't as prone to succumbing to their cravings might tell others that these thoughts are purely mental, and studies show that this is absolutely correct. It is all in your mind! Actually, our pleasure center and memory center in the brain are responsible for these food cravings. Our brains come to associate certain foods with rewards, and this leads us to want more.

Research has proven that dampening the opiate centers of the brain actually dampen cravings for sugary and fatty foods, proving that pleasure has a lot to do with our experience of them.

• Less Stress means Fewer Cravings: One major step you can take to diminish the level of cravings you feel is lessening stress in your life. Although there are physiological explanations behind cravings for food, they are also related to desire and general emotions. We crave foods because they can satisfy needs we have, like getting rid of anxiety or reducing stress. For a lot of us, an episode of stress or anxiety can cause severe and instant cravings.

Carbs heighten our serotonin levels, calming us down quickly. Studies have also suggested that sugar and fat, when combined, produce an effect of calming. San Francisco University researchers found that rats placed into environments of high stress gravitated toward sugary and fatty foods, which resulted in lower stress levels.

## **Tips to Help you Handle Food Cravings:**

Don't allow those pesky cravings to sabotage your efforts and progress. Instead, follow these guidelines to stay on track to becoming your best weight.

• **Be Realistic about your Control Levels:** Remember that restricting yourself can cause you to slip off track later. This is not to say that always giving into cravings is good, but be realistic about how much you can control yourself once you begin eating chocolate or a salty snack. Are a few chips or M&Ms enough for you? If so, indulging is perfectly okay, every once in awhile.

However, if you tend to have cravings that spiral deeper, and lead you to finish an entire family sized bag of chips or gallon of cookies and cream, it's time to be honest with yourself. Getting a clear picture of what you're dealing with is the only way to adequately handle it. If you know you're susceptible to overdoing it, try only keeping small portions in the house. For example, buy a single serving back of chips, or buy one slice of cake, rather than an entire cake.

• Try for Healthier Options: When possible, try going for lower calorie dishes, whenever you can. You might immediately think that this won't satisfy you as much as what you're used to, but it all depends on how creative you get. Changes are, putting Greek yogurt on top of your meals, instead of sour cream, will satisfy you just as much once you get used to it. Although we are constantly surrounded by temptation and junk food, which is cheap, easy, and instantly attainable most of the time, it's all a matter of habit. Get used to saying no, and you will rarely even notice the donut shop on your way

to work.

- **Don't Skip Meals or Become Too Hungry between Them:** When you skip meals, or pass up eating when you really needed to, it's likelier that you will overindulge when you get the chance. Again, deprivation breeds a form of desperation and you will wish to overcompensate for the lack you just experienced. It sounds slightly counterintuitive, eating to prevent overeating, but staying satisfied throughout the day will help you prevent binges or uncontrollable cravings.
- Write about your Cravings: For those of you who have severe cravings, try writing about them. Record each time throughout your day that you experience a craving, including what you feel before and during the craving, what food you wanted the most, and how much and what you had to eat earlier. You can then review the information later on to look for patterns in certain emotions leading to cravings, or a specific time of day that you are more susceptible.
- **Be Smart about your Carb Choices:** We have already gone over the fact that we crave foods high in sugar and fat, including highly refined carbs. And we've gone over the fact that stress leads to craving carbs, since they have a calming effect. This means that the smartest method for calming ourselves down, yet providing our bodies with nourishment, is opting for healthier, "smarter" carbs, such as vegetables, fruits, beans, or grains. These will provide your body with the carbs you're craving, in addition to nutritional strength that lasts from minerals, vitamins, and fiber.

Next time you're craving a toasted sandwich with cheese, opt for bread that is whole wheat instead of white, and go for cheese with lower fat. Next time you have a craving for cake, bake one at home and use flour, made of whole wheat instead of white flour, and a healthier sugar substitute. Try using coconut oil instead of butter.

• Nurture Yourself Physically and Mentally: The majority of people need a healthy dose of self-nurturing in order to thrive and improve their lives. Taking care of yourself emotionally and mentally will lead to less unhappiness, anger, and stress in your life, which will mean you won't crave unhealthy foods as often. If you notice that you are tempted to eat junk food constantly, this could be a signal that you're in need of less stress in your life. How to deal with this is up to you, but you could start by getting out in nature more, spending time with loved ones, or even dedicating more of your free time to a hobby.

## **NLP Techniques to Eliminate Food Cravings**

#### **Technique 1: Asking the Right Questions**

In order to win when your food cravings strike, you must first learn to recognize the signs of craving. Here are some ways to tell harmful, potentially destructive cravings for actual hunger:

• **Abruptness:** The first way to tell cravings from legitimate hunger is the fact that hunger comes on slowly, while cravings are abrupt. Did you just finish lunch an hour ago, but suddenly feel the need for chocolate cake? This is a craving, not legitimate hunger or the need

- **Reflect on your Hunger:** Next time you feel hungry, don't mindlessly reach for the potato chips out of habit. Instead, reflect a bit on the sensation. Are you really hungry? Perhaps it's just thirst, since our brains can often mistake this for hunger. Learn to pause your impulses and figure out the nature of your hunger.
- Choose what you Need, not what you Want: When you have determined that you are actually hungry, and needing nutrition, figure out what would make you feel best to eat. Does a certain food sound good, and if so, how do you usually feel after eating that food? Try to go for foods that leave you feeling satisfied, not bloated or craving more.

#### **Technique 2: NLP Swish Technique for Eliminating Food Cravings**

Humans have a natural instinct to retreat from undesired or unpleasant experienced, and gravitate toward pleasurable behaviors or experiences, in life. The NLP Swish technique uses this instinct for positive results, essentially guiding you into new patterns of feeling, thinking, and ultimately, acting. You could, for instance, pick up an attitude like fear of heights, or a habit like smoking.

• **Identifying the Roots:** This next section will allow you to identify how your problem with weight gain or excessive eating became an issue in the first place, using the Swish technique. Then you will be asked to find out where and when you would wish to respond or act

differently than your old ingrained ways. Let's look at an example. If your problem is late night pizza cravings, and you can attribute much of your weight problems to this behavior, you may be able to recall when this began, and who you were with the first time you started doing this. You may also be able to look back at this memory and figure out what you wish you would have done instead, or how you would have reacted if you had another chance to go back before this pattern became truly ingrained.

• Your Cue Image: The next step will be identifying a mental picture, or cue, of the time that you first began this habit. Most people walk around throughout their days on autopilot, and act in the same old ways, before they even know what happened, leading to the same old situation. For example, you would probably find it easier to think of your emotions when you get angry at a person, than it is to recall which thoughts began the process of growing angry.

Identify a cue image of the current habit, and write it down in detail in your journal before moving on to the next step.

The Swish Technique for Weight Loss	
dentify your Cue Image for your Negative Habit	<u>~</u>

• Your Ideal Reality: Next, you should take some time to picture your ideal reality or outcome from the changes you're about to make. What, exactly, do you wish for your life to look like? In what specific ways do you want to behave and react? The more intense and clear this image is, the more success you will experience with the method. You may want to be able to climb five flights of stairs without much stress on your body, or envision yourself turning down a second helping of apple pie during the holidays.

You might envision accepting an invitation to your friend's pool party, instead of saying no because you're embarrassed about being seen in a bathing suit. Perhaps you will imagine being able to try on clothes that fit you 10 years ago, and wear them with confidence out in public. Whatever your goal is, make sure you get specific.

The Swish Technique for Weight Loss	
Identify your Ideal Reality Imagery	<b>∞</b>

• The Swish Step: Next you should fully envision this goal, and the image that comes along with it, as clearly and loudly as possible. Envision the sights, smells, sounds, and most importantly of all, the feelings that come along with this new reality. Next, you should picture your reality now, calling to mind the emotions it makes you feel, and think of this in a smaller, black and white image. What specific picture comes to mind when you envision your life in the ways it needs to change?

Now you will start to replace this disempowering image with your ideal reality. Place, in your mind, the smaller photo at the middle of the original, larger, colorful mental picture and allow it to disappear into the ideal goal photo. Repeat this as many times as you need. You may find it helpful to find recordings for this technique online, which guide you through the process.

D-#	
Reflections	CTAC

• Use Suggestion to Combat Cravings: As soon as you find out how your brain works in the midst of visualization, you can experiment by attempting to eliminate cravings. Get into a calm and relaxed state of mind and picture your favorite junk food, be it sugary snacks or salty fried morsels, and envision them as filler junk that your body doesn't need. For example, you could imagine tortilla chips smothered in cheese and picture cardboard covered in paste. Imagine how you would feel if you, in fact, ate cardboard covered in paste. It would have no taste, for starters, but it would also harm your stomach, and leave you feeling pretty bad after you ate it. This visualization will create a connection in your subconscious mind that sees your greatest junk food weaknesses as harmful and avoidable. You will find that you crave these foods a lot less often, after doing this a few times.

Be faithful with your practice of this technique, and remember that the stronger the feelings, and the clearer the image, the better the results will be. You should notice mental and physical changes not long after beginning this new practice.

#### Technique 3: NLP Visualization to Make Unhealthy Food Unappealing

This next section will guide you through detailed visualization and a step by step process for making junk food unappealing. Does this sound impossible? You might wonder if you can enjoy success with visualization, but this is a technique employed by celebrities, athletes, and average individuals to learn how to improve in their careers, relax and experience less stress, and accomplish goals. This technique works for quitting smoking, having fewer headaches, and it can work for weight loss too. Using this technique, you will have:

- The Ability to Discern True Hunger: Visualization can help you with telling when you are truly hungry and in need of food, instead of just craving. You may even find that you feel hungry less often and only feel the urge to eat what you actually need. Eating only when you are actually hungry means choosing healthier options, instead of the first junk you come upon.
- **More Energy:** You can use visualization to feel less lethargic and tired throughout your day. The fact that you will crave junk food less contributes to the rise in energy levels that result from this method.

• Lasting Change: This method does not require forcing yourself into a fitness routine or starving yourself. In fact, once you align your eating habits with the needs of your body, the pounds will come off on their own. Unlike fad diets, this method allows lasting change for your body and lifestyle. Visualization allows your body and mind to work with each other, not against each other.

#### **Steps for Visualizing your Way to a Healthy Weight:**

• Envision your Ideal Self: Use visualization to target your issues with weight gain by picturing yourself at your ideal weight and shape. Do you wish to be fit and thin, with visible abs? Then this is what you should picture. Although this may seem crazy or impossible at this stage, don't get hung up on how realistic or unrealistic it is. Concern yourself only with creating a clear picture of the direction you wish to head in. By the law of attraction, focusing on what you want instead of what you don't want will help lead you to become what you are envisioning.

Picturing vivid and clear imagines is the best way to send messages to your subconscious. Studies have shown that when our minds enter into a stage of extreme relaxation, which body-mind practices and visualization bring on, it's in the perfect state for new suggestions. The first step is getting into a calm and relaxed physical and mental state, breathing deeply and slowly, for about 10 minutes. Once you are in this state, picture your image, and make it as vivid as you possibly can.

- Use Images to Lower your Stress Levels: One fact becomes clear when one takes a look at studies on obesity, and this is stress leading to increased weight. When you live a pressured life, your body begins habitually releasing hormones that make your metabolism slower, make you hungry, and lead your body to store fat. You can use visualization to reduce the stress you feel in your life, staying calm through the most hectic parts of your day. Similar to the step detailed above, breathe deeply for about 10 minutes, and once you are in a relaxed state, picture yourself encountering the stresses of your daily life, but staying calm, instead of becoming stressed out.
- Create Alternative Protection for Emotional Issues: Many people store weight on their bodies as a way to protect themselves against emotional difficulty in life. For example, you might have an abusive boss who yells at you a lot, and subconsciously add on weight to create a barrier against this. You may have recently gone through a breakup and turn to food as a comfort and use the weight that stacks on as a way to hide from the pain. What you should do, instead, is figure out what you are using your weight to hide from.

Next, use a visualization of protection to insulate yourself against this old defense mechanism. Breathe slowly and deeply for at least 10 minutes, and once in your relaxed state of mind, picture begin surrounded by a circle or bright light that protects you from your surroundings. Although this is purely mental, you are communicating a message with your subconscious that you are safe and untouchable. Eventually, your mind will fully accept this message and stop using

extra weight as a subconscious defense mechanism.

Using the methods listed above, you can start putting your mind's natural power to use, using visualization exercises to get to the root of the issue that has been causing you to gain weight and keep it on. Your body's natural state is fit, thin, and healthy, and it's just a matter of training the rest of you to believe this. Once you mind and subconscious are convinced, your body and habits will follow suit, creating lasting and real change.

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## Chapter 4: Emotional Eating

In addition to the general stresses of life, unfulfilled emotional drives can be a root cause of weight gain.

- **Food as an Emotional Band Aid:** When our needs aren't met (for instance for sex, or need for security), your cravings will get stronger and stronger. Even though food is seemingly unrelated to sex or security, your unmet needs will manifest as this. Food is a replacement for what you aren't receiving.
- **Food is a Quick Fix:** If a drive is not being met, your hypothalamus (which is the part of your brain that controls drives), will find the nearest substitute to fill the drive that is not being met many times the easiest and nearest substitute is to eat food.
- Cortisol's Effect on your Eating Habits: Not listening to our needs
  results in stress, and if stress continues for long enough, our glands
  start to release cortisol. This makes you feel hungrier, and even once
  stress abates, the cortisol may stay, causing you to form an unhealthy
  attachment to eating emotionally.

If you realize that you are experiencing past trauma that may be causing weight gain, please see a certified psychologist about this issue.

### **NLP Techniques to Eliminate Emotional Eating**

#### **Technique 1: NLP Framing Technique**

Framing increases or decreases the emotional response to memories, which means that your emotional response to situations either becomes amplified or de-amplified. This works by correcting or rebuilding links between your hippocampus and amygdala. This technique is so effective because it is simple and can be applied along with other existing Neuro Linguistic Programming techniques. But, before going into this subject more, you should understand this method's applications and importance.

- **Memories:** Everyone learns life lessons from memories in their life, both good and bad. Personally, our memories can either be negative or positive, but the reality is that memories don't have inherent emotions attached to them, and instead store highlights from our past. Although this might sound counterintuitive or downright wrong, at first glance, emotion and memory are produced and stored in entirely different sections of the human brain. The amygdala takes care of emotion, while the hippocampus produces and stores your memories, and although these two parts are close to each other, they aren't the same.
- Try this Exercise: Try calling to mind a memory, related to your weight gain, that you think of as bad. Not necessarily something traumatic, but something disappointing or mildly embarrassing. What went on in your brain, just now? Without being too detailed, your thalamus and prefrontal cortex communicated with your limbic system and hippocampus in order to conjure up the requested "bad" memory. A scene came to mind, or maybe some sounds or a picture, to remind you of it.

Your amygdala (which allows you to feel emotion) judged this memory as if it were fresh and new. The memory of feelings you had during this specific memory were linked to this part of the brain, and judged, to remind you of the way the memory felt, which was "bad", in this particular case.

- Editing our Memory-induced Feelings: This means that your emotions are not permanently attached to particular memories, but only brought up again for reference. Since they are not permanently bound together, you can change emotions associated with your memories, which is what framing is all about; editing your feeling responses in regards to remembering events. The example given to you above was in regards to framing something in a negative light, usually used for bad memories, of course. This is called such because it's used to negative or lessen feelings attached to a certain memory.
- Steps for Reducing Negative Association with a Memory: So try this, take your snippet from the bad memory and turn it into a single mental photo to capture its essence. Think of it as snapping a photo of that particular memory, but instead of seeing it through your perspective, zoom out to see the situation from the outside, viewing yourself. If you had already seen it this way, step back a little more. Now that you are able to view yourself in this way, turn your photo from color to black and white. Try seeing a less focused version of the photo, as if it were old.

Now you can frame the mental image, stylizing the photo and frame to match and fit each other. Whether this frame is a fancy antique or a simple black outline, doesn't matter. What matters is the level of detail you apply and how vivid the picture is in your mind. Put this frame up either in a gallery, on your living room wall, or wherever else you wish. Try out a few different spots until you find the one that feels right, and mentally observe others looking at it.

Pay attention to how you feel watching this in your mind, is the memory still bad or stressful? You should have noticed that your negative emotions have lessened significantly. Keep repeating this exercise over and over, which will dampen the negative association even more.

What happens when you do this is your mind starts seeing your negative memory as simply a photo. You become more detached from the memory, emotionally, allowing NLP to trick your mind into seeing the memory as a horrible thing. You are essentially priming your mind to stop allowing memories to hold power over you. This can be done with any negative memory associated with eating or your weight, and eventually, you will notice your overall attitude changing, as a result.

#### **Technique 2: NLP Timeline Technique**

This method is a tool for changing your psychology, allowing you to control your future and even re-write certain elements of the past. This is able to happen by giving you a tool to alter the associations and meanings of negative past experiences, in addition to installing positive and useful beliefs related to the future and experiences that have not happened yet. This can be useful for rewriting your ideas of past experiences related to

your relationship with food and weight gain, as well as having a palpable control over your future.

Although you may not consciously think of it in this way, everyone represents their experiences happening on the timeline of their life. The inner representations of the future, present, and past all differ from person to person, but they also share a lot of common factors.

• **How to Discover your Timeline:** To figure out what your timeline looks like, try to imagine an event that occurred in your life recently, while closing your eyes. Then, switch to recalling a memory that occurred longer ago, at least a few years in the past. Pay attention to where this memory appears to be happening, in relation to where you are physically positioned. Perhaps you are looking to the side or straight ahead. Next, follow these same instructions but while imagining an experience in your future.

This exercise will help you gain a brief understanding of your personal timeline, as you experience it in your mind. Most will recall the past as behind their bodies, with future events in front of them. Other people imagine that their line of memories goes from left to right, or right to left. Although these are a couple examples of how people might experience their memories and future projections, they are not the only ways, and the important thing here is to see how yours looks.

• **How to Use your Timeline:** Using your personal timeline is effective for strengthening your power to visualize, by amplifying associations

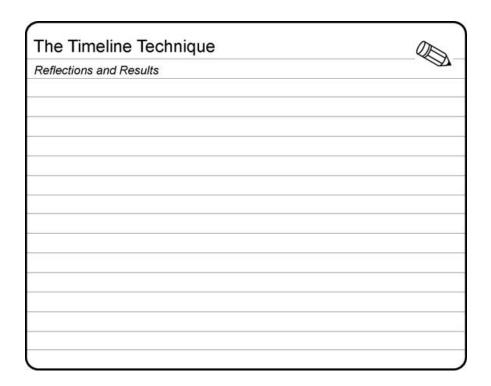
you have between what you imagine and what you experience in reality. Doing this allows for your visual memories to be experienced as more vivid, letting them change behavior or feelings that you wish to alter.

For example, say you've made mistakes or had negative experience from the past, which call to mind negative feelings when you remember them. You may wish to get rid of the bad emotions that come along with the memories, in order to get in touch with lessons that stuck with you a result of them.

Start with imagining an experience you wish to alter in some way, but don't bother going into too much mental detail yet, only a rough picture of what occurred. Get into a calm state of mind by breathing deeply. Once you have closed your eyes, picture your consciousness floating above your physical self, allowing you to look down at the timeline of your memories. Start to move, mentally, toward your past experiences along this timeline, and continue this motion until you've reached the exact moment of the specific memory.

• Wash the Negative Away: While you are looking down at the memory, begin draining any bad feelings that are attached to this experience or memory, which you can do by watching water flow over it, or purposely changing the experience's color. Now, you can notice any positive results that came from this, such as lessons you learned, and turn them up. This can be done by visualizing a glowing, bright light over the lessons.

This will help you reprogram your subconscious to keep the valuable data you've learned from overeating, but do away with the shame about weight loss it has led to. After all, this journey was not a waste of time, and you learned a lot about yourself and what you *don't* want, which is valuable. Without these harmful emotions clouding your mind, you can make healthier choices much easier, which will lead to weight loss and a healthier body. Take note of the effect of this powerful technique as you use it over the next few days. Record your observations in your journal.



#### **Technique 3: Confidence Boosting NLP Visualization**

Visualization is helpful for getting in touch with the root of emotional eating. Here are the steps for doing exactly that:

1. **Get Relaxed:** Use the same deep breathing technique for relaxation that we went over in previous chapter. Once you are

calm and focused, after breathing deeply for at least 10 minutes.

- 2. **Envision your Memories:** Once you are in this calm place, envision your lack of confidence and notice what picture pops up in your mind to represent this disempowered state. This could be a specific memory from childhood, or something else entirely. This is only meant to represent your struggle.
- 3. **Envision Strength and Self-Love:** Now that you have a visual culprit that represents your emotional struggle, picture yourself acting assertively in that situation. For example, if you were talked down on by a teacher in middle school and have had self-esteem issues since then, picture yourself telling your teacher why he is wrong, and allow yourself to feel the strength that comes from that.

Do this practice at least once a day. This exercise will increase your self-love and help you feel more confident in difficult situations, including any struggles you may encounter on your journey to weight loss. Over the next few days, record your observations and reflections that arise from using this technique.

Confidence Boosting Visualization	0
Reflections and Results	<b>⊘</b>

## Chapter 5 : The Healthy Exercise Habit

Exercise is not going to have a dramatic impact on weight loss compared with caloric intake. According to researchers, and one particular researcher at Texas University who studied this subject, what you eat has more of an effect on your body and weight than how often you exercise. This doesn't mean that you should abandon fitness and activity, but when it comes to losing weight quickly, what you're eating matters most of all.

- The Calorie Burning Process: Studies show that 70 percent of the calories that your body burns throughout the day are accounted for by your basal metabolic rate. This describes the energy needs for your body's basic functions such as breathing. This means that stuffing yourself on junk and hoping to burn it off at the gym the next day is really just taking a step forward, and a couple steps backward, while hoping for change.
- It's all about Food Choices: Only the remaining 30 percent of calories are consumed by a combination of your body processing food, and actual physical activity such as walking or exercise. Therefore to get the most dramatic weight loss effects, we must focus on the consumption of calories, because it will give us the greatest control over weight loss. It's all about what you put into your body, not necessarily what you do with it.

Burning foods off that are high in fat and calories takes time, and lots of it. Although exercise does burn these calories off, it isn't as much as people believe, and it isn't as fast as people believe, either. The logical conclusion to be drawn here is that to burn off more fat, eat fewer foods that are high in calories. If you wanted to burn off 3,000 calories, you would have to walk 30 miles. The average candy bar has about 500 calories. What seems easier; walking five miles every day, or simply not eating the candy bar?

- **Meal Modifications:** In 2014, a study done on nutrition discovered that when people replaced their meals with healthier options and ate more protein, they received better results than people who just exercised and didn't change the way they ate.
- **Building Muscle Helps, as Well:** This doesn't mean that a fitness routine won't help you with losing weight, and in fact, some research shows that people who manage to stay at their ideal weight eat healthy and also exercise regularly. This could be because muscle helps you burn a higher number of calories. This is a pretty convincing reason to take up a habit of exercise.
- Other Benefits of Exercise: We all know that exercise is good for us, but did you know that it also improves your sex life, changes the way your genes express themselves, clears up your skin, and improves your levels of happiness and satisfaction with life? Studies show that exercise also helps you sleep and lowers stress, and as we have learned, stress is what leads to weight gain. When your body is operating at its peak performance, you have less time to crave unhealthy foods.

Exercise can be a great habit to set, which can actually help to add laser-focus to your weight loss goals. If you have a workout routine set up every day, you are going to be instilling a healthy mentality and you will have to exert less mental focus to not eat unhealthy foods. Your excess energy will have been burned off in a beneficial way that leaves you less distracted, less stressed, and less prone to reach for a bag of Cheetos. But not all of us think of exercise in a positive light, so how do you train your brain to appreciate this activity? The first step is getting rid of your resistance to the idea of it.

#### **NLP Techniques to Enjoy Exercise**

#### **Technique 1: Reframing Inner Resistance**

Every human in this world experiences resistance throughout life, especially while attempting to do something important or life changing. This can be anything from forming a meditation habit, working your way up at the office, or, as this section will focus on, starting to exercise. No matter what you are trying to change, if you're attempting to grow, you will experience resistance. Although resistance can be depressing and disempowering, seeming like a constant struggle, it's something we all encounter, and you can beat it.

• Where does Resistance Happen in the Brain? There is activity in your prefrontal region, on the right hand side, when you are undergoing resistance or avoidance. This is the same area that comes alive when negative feelings take us over. To change this, you must intentionally try to move this activity over to the left hand side of your prefrontal area, which is commonly linked with a resilient

approach to new things in life. We will go over step by step instructions on achieving this.

• **Procrastination Explained:** Why do people take so long to finally begin losing weight or eating better, even though they know they should? The truth is, resistance can set us back a lot, and it doesn't go away easily. This is heavily ingrained in us, the habit of moving away from that which we expect to be uncomfortable, and instead stay with familiarity. This is hardwired into our minds and habits, strengthened through repetition and constant actions based around it. Our brains have us so locked in with our habits that a lot of the time, we barely notice it.

## How to Handle Resistance in your Weight Loss Journey:

• Expect it: You can only be prepared for resistance if you expect it to happen. If you refuse to see it as a possibility, you are only harming yourself, because you won't be prepared when it strikes. Remember that we all encounter this, and it's possible to work through it if you stay realistic. Any time you decide to undertake a new habit, such as cooking vegetables whenever you get a craving for chips, or grabbing some fruit when you really want a cookie, expect resistance. It isn't a sign that you are weak or doomed to fail, but instead that you are attempting to grow as a person. Resistance is a positive thing; a sign that you are moving in the right direction. So don't condemn this

emotion within yourself; embrace it.

- **Notice Resistance:** The next step is noticing resistance when it pops up throughout your day. As soon as you notice that you are resisting the act of refusing that second portion, or resisting a healthier option for dinner, you have placed some space between resistance and you, which places you in control, rather than at the mercy of habit. This is the process that usually happens outside of our awareness, and getting in touch with it is absolutely necessary for moving beyond it.
- **Experience the Feeling:** Now you should pay attention to the way this resistance makes you feel. This is important so you can recognize it next time it comes on. What sensations are happening in your body as this resistance comes? Do you feel tense, is your pulse heightened?
- Let it Go: The next step is simply allowing that feeling of resistance to melt away. As soon as you can label it for what it is, you can notice it when it appears and let it leave you. For some, this method works best, while others might prefer to see themselves smacking the negative feelings away. This all depends on your personality and the key here is to choose what works best for you.

#### **Technique 2: Enjoying Exercise NLP Visualization**

It may sound impossible, especially if you're not used to it, but you can learn to enjoy exercising. You can start by visualizing the idea of "losing weight or getting eaten". As we evolved, specific behaviors enabled us to thrive and survive through adaptation. Humans who inhabited colder regions and experienced shortages of food adapted to have slower

metabolism, conserving stores of fat in their bodies. On the other hand, the human ancestors who were constantly under the threat of being eaten by large predatory animals benefited from the idea of either running (exercising) or being eaten.

- **Using your Survival Instinct:** These ancestors could run as though their lives depended on it, because this was often the case. When this technique becomes active within you, your body tries to get thin because it's necessary for survival. The faster and thinner your body is, the more likely you are to survive an animal attack or outrun a beast. This exists inside of every human being, but just needs to get activated. Although large predatory animals are not much of a threat in our modern day lifestyles, you can still use this tool, by visualizing.
- **Visualize while Walking or Biking:** Next time you are out for a walk, jog, or bike ride, envision a wild animal behind you, trying to attack. Before you know it, you will be sprinting as hard as you can. If you can embody this sensation, your body will get an adrenaline surge that enables you to run harder, or bike harder, than you ever have in your life.
- **Finding your Fitness:** Many people have resistance to the idea of exercise, but don't realize that there is something out there for everyone. For some people, dance is the most gratifying way to get some cardio, and for others, baseball is the ticket. When you find your perfect fitness activity, it won't even feel like an obligation, because you'll be having so much fun. The choices are endless.

## Conclusion: Sticking With Your Goal

Although you do have the power to change your habits, mind, and as a consequence, your body, no one is perfect. Along your journey it is possible for you to encounter roadblocks, and your mental resolve will feel stronger some days than others. One day, for instance, you might be feeling particularly stressed out, and cave in to a piece or two of chocolate cake. If this happens, don't give up! This is what separates the part time dieters who never make real changes, from the people who gain back control over their bodies and lives. Persistence is key in this journey of weight loss.

- **Repetition is the Key to Success:** Remember that tomorrow is a new day. In fact, the more times you practice getting back on the horse after falling off, the easier the habit becomes! Keep in mind, it takes the average person about 30 days to ingrain a new habit. Once these 30 days pass, you will find it easier to continue with your healthier habits than to go back to your old destructive ways.
- **A Lifelong Journey:** Losing weight is an ongoing process. It isn't a matter of simply dropping 50 pounds and calling it a day, but of allowing these habits to set in for life. Remember that you are on a journey to greater health and fitness, and a longer lifespan. Every ounce of effort you put into this pursuit is surely worth it.
- Weight Loss Maintenance: Losing weight is the start of the journey;
   the next challenge is keeping it off! Re-examining your relationship
   with food as this book has given you instructions for, will be the key

to maintaining your ideal body weight and shape. It is easier to maintain healthy weight than it is to lose weight, but you still have to consider what you have learned from these techniques in order to stay on track once you get there.

Remember that our bodies already know naturally and instinctively how much we need to eat, and the weight we need to be to maintain health. It's simply a matter of listening to yourself and remembering to heed your inner signals. I hope that this book was helpful to you, and best of luck on your journey!



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